2017 - 2018 Catalog
## Table of Contents

MISSION ........................................................................................................................................ 4  
GOALS ........................................................................................................................................... 4  
VALUES ......................................................................................................................................... 4  
INTRODUCTION .......................................................................................................................... 5  
STUDENT RESPONSIBILITY ..................................................................................................... 6  
CITY & SCHOOL .......................................................................................................................... 7  
INSTITUTIONAL STUDENT LEARNING OBJECTIVES ............................................................ 8  
PROGRAMS & REQUIREMENTS .............................................................................................. 9  
Advertising ................................................................................................................................ 10  
Audio Production ...................................................................................................................... 13  
Baking & Pastry ........................................................................................................................ 16  
Culinary Arts ............................................................................................................................. 18  
Culinary Management ............................................................................................................. 21  
Digital Filmmaking & Video Production ................................................................................. 24  
Digital Filmmaking & Video Production ................................................................................. 27  
Fashion Design ........................................................................................................................ 29  
Fashion Marketing .................................................................................................................. 33  
Fashion Retailing ...................................................................................................................... 37  
Game Art & Design .................................................................................................................. 38  
Graphic Design ........................................................................................................................ 41  
Interior Design ......................................................................................................................... 45  
Media Arts & Animation ......................................................................................................... 49  
Photography .............................................................................................................................. 52  
Visual Effects & Motion Graphics ........................................................................................... 56  
Web Design & Development ................................................................................................. 59  
Web Design & Interactive Media ............................................................................................. 60
See [aiprograms.info](http://aiprograms.info) for program duration, tuition, fees, and other costs, median debt, salary data, alumni success, and other important info.
MISSION

The mission of The Art Institute of Philadelphia is to provide a well-balanced, high-quality education by combining applied arts technology and techniques, related business practices, and general education in order to prepare its students for entry-level employment and for professional advancement within their chosen fields.

GOALS

Offers applied, creative curricula to students with studies that broaden critical thinking, communication, and collaboration abilities;

Supports comprehensive programs and services to facilitate initial employment for graduates in their chosen fields;

Promotes a culture of civility, tolerance, civic engagement and appreciation of diversity among students, faculty and staff;

Believes in a community that upholds high integrity and ethics;

Maintains an environment of academic freedom and responsible decision-making by students, faculty and staff;

Plans for an educational setting that supports innovation and planned growth.

VALUES

The Art Institute of Philadelphia provides quality education and services through a student responsive approach from the entire team of faculty and staff. Our faculty and staff believe integrity, excellence and fiscal responsibility characterize the performance necessary to provide a quality education. In return for their personal investment and tuition, students who participate in the learning process can expect to be provided with an environment that maximizes their individual creativity and professional development.
INTRODUCTION

Catalog Preparation
The catalog content was prepared by The Art Institute of Philadelphia (“The Art Institute”), 1622 Chestnut Street, Philadelphia, Pennsylvania 19103. The information contained herein is effective as of January 26, 2018. Curriculum, fees, expenses, and other matters described herein are subject to change without notice at the discretion of The Art Institute of Philadelphia. For more information, contact The Art Institute of Philadelphia at the above address or by phone at 1-800-275-2474 or 215-567-7080.

Licensure and Accreditation
The Art Institute of Philadelphia is authorized by the Pennsylvania Department of Education to confer Bachelor of Science degrees, Associate of Science degrees and diplomas. The Department of Education can be reached by writing to the Commonwealth of Pennsylvania, department of Education Office of Postsecondary and Higher Education, 333 Market Street, Harrisburg, Pennsylvania 17126, or by telephone at 1-717-783-6788.

The Art Institute of Philadelphia is accredited by the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, PA 19104 (267-284-5000). The Middle States Commission on Higher Education is an institutional accrediting agency recognized by the U.S. Secretary of Education and the Council for Higher Education Accreditation.

The Associate of Science in Culinary Arts degree program is accredited by The Accrediting Commission of the American Culinary Federation Education Foundation.

The Interior Design program leading to the Bachelor of Science degree is 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 in Interior Design degree program is accredited by the National Kitchen & Bath Association (NKBA). NKBA can be contacted at 687 Willow Grove Street, Hackettstown, NJ 07840, 1-800-THE-NKBA, www.nkba.org.

The Art Institute of Philadelphia is approved for the training of veterans and eligible veterans’ dependents.

The Art Institute of Philadelphia is authorized under federal law to enroll nonimmigrant students.

The Art Institute of Philadelphia
The Art Institute of Philadelphia is owned by The Art Institute of Philadelphia, DC, LLC, which through an intermediary company is a subsidiary of Dream Center Education Holdings, LLC. Dream Center Education Holdings, LLC is located at 1400 Penn Avenue, Pittsburgh, Pennsylvania 15222.
BOARD OF MANAGERS

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Jack DeBartolo – Prominent architect in the Southwest and Senior Architect for The Pain Centers.

STUDENT RESPONSIBILITY

You enter college with drive, desire and ambition. At The Art Institute of Philadelphia, we see our role as providing educational services that are designed to help you reach your educational goals.

An education from The Art Institute of Philadelphia is a collaboration between the students and the institution. Learning works best when you are an active participant. On your part, it means attending class, meeting deadlines, arriving on time, utilizing faculty, and asking questions. A history of academic excellence, employer-driven curricula and experienced faculty all add up to an Art Institute of Philadelphia education. This learning experience is designed to help to prepare you for the real world of work and to prepare you to seek entry-level employment that can bring you both creative and personal satisfaction.
CITY & SCHOOL

All About Philadelphia

One of the largest college and university towns in the country, the area’s “youthquake” is responsible for much of the vitality of the arts, culture and design scenes putting the city on the national map. From North Philadelphia factories renovated into innovative art galleries to fashion-forward independent boutiques opening in nineteenth-century storefronts, today’s Philadelphia is where old and new come together to create something entirely different.

Philadelphia is a big city with a small-town heart. You’ll want to explore this city of neighborhoods from the colonial charm of Society Hill to the funky vibe of Northern Liberties. You can stroll the Italian Market, the oldest working outdoor food market in the country, or hit one of the over 200 new sidewalk cafes that bring the streets of the city to life at night. You can find funk, jazz, hiphop, world music, punk or alternative rock at a local club, or hear classical musicians perform under the soaring dome of the new Kimmel Center. Catch the subway to enjoy a day at the ballpark or an evening courtside with the Phillies, 76ers, or other national sports teams, or walk up the street from The Art Institute of Philadelphia to window shop on upscale Walnut Street.

When you need relief from the urban grind, you can hike, bike, run, picnic or just relax in the over 9,000 acres of green space that make up the city’s parks. For cycling enthusiasts, Philadelphia is consistently rated among the top five large cities for the sport, offering more bike lanes than any other city and a network of top-rated off-road trails.

Philadelphia offers the excitement of a major urban environment and the security of small close-knit neighborhoods, a fascinating past and a bright future. There’s no better place to explore your creativity.

The Art Institute of Philadelphia


Founded by artist Philip Trachtman in 1971, the college was acquired by Education Management Corporation in 1979. The Art Institute of Philadelphia occupies 1622 Chestnut Street, a building originally designed in 1928 as the CBS flagship radio station affiliate. Designated as a historical site by the Philadelphia Historical Commission, the Art Deco building became home to the college in 1982. Today, The Art Institute of Philadelphia has additional academic facilities at 2300 Market Street.
Educational programs at The Art Institute of Philadelphia are designed to provide balanced, quality education in applied arts technology and techniques, related business practices, and general education.

From curriculum to equipment, programs are designed to provide students with the skills necessary to seek employment in their chosen career fields at the entry level.

Faculty members are dedicated professionals who strive to strengthen students’ skills and cultivate their talents.

Facilities and equipment at The Art Institute of Philadelphia support student learning and include computer labs, an on-site service bureau, post-production facility, video studios and editing suites, photography studio, sewing labs, teaching kitchens, chef-instructor/student run restaurant, and supply store.

The Art Institute of Philadelphia offers Skills Enhancement courses designed to give students the opportunity to succeed in college level English and math courses. Confidential counseling is available when academic or personal problems create roadblocks to success.

**INSTITUTIONAL STUDENT LEARNING OBJECTIVES**

**Graduates of The Art Institute of Philadelphia’s degree programs will be expected to:**

- Integrate creative discipline-specific knowledge, skills and abilities to obtain entry-level employment in chosen field.
- Exhibit competence in effective written communication and oral expression appropriate to the audience and medium.
- Use research and information literacy skills to effectively locate, select, and evaluate needed information.
- Apply quantitative reasoning to solve problems.
- Use critical thinking in creative and innovative problem solving and decision making.
- Work effectively in teams.
- Apply ethical responsibility and integrity to personal and professional situations.
- Implement sound business practices and professionalism including career development strategies in chosen career field.

**Graduates of The Art Institute of Philadelphia’s diploma programs will be expected to:**

- Integrate discipline-specific knowledge, skills, and abilities needed for entry-level employment in chosen field.
- Work effectively in teams.
- Apply ethical responsibility and integrity to personal and professional situations.
- Implement sound business practices and professionalism to include career development and job searching competencies.
PROGRAMS & REQUIREMENTS

Bachelor of Science in Advertising*
Bachelor of Science in Audio Production
Baking & Pastry Diploma
Associate of Science in Culinary Arts
Culinary Arts Diploma
Bachelor of Science in Culinary Management
Associate of Science in Digital Filmmaking & Video Production
Bachelor of Science in Digital Filmmaking & Video Production
Associate of Science in Fashion Design
Bachelor of Science in Fashion Design
Associate of Science in Fashion Marketing
Bachelor of Science in Fashion Marketing
Fashion Retailing Diploma
Bachelor of Science in Game Art & Design
Associate of Science in Graphic Design
Bachelor of Science in Graphic Design
Associate of Science in Interior Design
Bachelor of Science in Interior Design
Bachelor of Science in Media Arts & Animation
Associate of Science in Photography
Bachelor of Science in Photography
Bachelor of Science in Visual Effects & Motion Graphics*
Web Design & Development Diploma
Associate of Science in Web Design & Interactive Media
Bachelor of Science in Web Design & Interactive Media

*Programs are no longer accepting new enrollments.
Advertising
Bachelor of Science Degree

No longer accepting new enrollments.

The Advertising program is designed to educate students in publicity, promotion, and marketing as they relate to the field of advertising. From magazines and newspapers to radio, television, billboards and interactive space; this industry of ideas informs, inspires, and entertains as it constantly searches for new ways to reach people with innovative design and writing. A sharp advertising mind must be able to think like a business marketer and a consumer, an analyst, and a creative artist.

PROGRAM OBJECTIVES

- Recognize key components of the advertising industry, history, and current trends related to the final project
- Compare and contrast the various channels used for advertising, including print, broadcast, and the Web, and describe common pricing issues and usual practices for each
- Identify the essentials of good design, incorporating color, layout, white space, and typography
- Describe the primary advertising functions: research, planning, creative, media, management, budget, campaigns, and delineate how these areas work together
- Synthesize information from diverse sources for project purposes
- Utilize effective communication skills when writing copy for advertising campaigns
- Work cooperatively in a team
- Apply problem solving skills to advertising proposals and projects
- Examine the basic concepts of consumer behavior, including theory and measurement
- Apply appropriate software solutions to design problems

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

Graduates of the Advertising program are prepared to seek entry-level positions such as Calligrapher, Catalogue illustrator, Graphic Artist, Graphic Designer, Visual Designer, Advertising Account Executive, Advertising Agent, Advertising Solicitor, and Display Advertising Sales Representative.

Requirements for Bachelor of Science Degree
180 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Twelve 11-Week Quarters or 132 Weeks

GENERAL EDUCATION

GE10110 English Composition I
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10320 Effective Speaking
GE10410 Introduction to Psychology
GE20510 Ethics
GE20530 Sociology
GE20710 Aesthetics
GE30910 Theories of Communication
GE30930 Issues in American Society
GE31040 Media & Pop Culture
LS10110 Computer Science
LS205210 Career Development

General Education Elective List A (Select 1):
GE10120 Art History: Prehistoric to Mannerist
GE10130 History of Photography
GE10310 World Literature
GE10330 American Government
GE10430 Environmental Science

General Education Elective List B (Select 2):
GE20540 United States History: Early Period
GE20550 United States History: 20th Century
GE20560 Western Civilization: Ancient to Renaissance
GE20570 Western Civilization: Reformation to WWII
GE20580 Economics
GE20610 Theatre Appreciation
GE20810 History of Film

General Education Elective List C (Select 3):
GE30980 Creative Writing
GE30920 Logic
GE30940 Literature and Culture
GE30950 Music Appreciation
GE30960 Introduction to Museum Studies
GE30970 History of 20th Century Art
GE30990 History of Photography: 1960 to the Present
GE31020 Statistics
GE31030 Comparative Religions

CORE COURSES
AV0015PF Portfolio Foundations Advertising
AV10110 Survey of Advertising
AV10120 Illustration and Rapid Visualization
AV10210 Fundamentals of Advertising
AV10310 Fundamentals of Marketing
AV10420 Fundamentals of Business
AV20510 Consumer Behavior
AV20520 Organizational Behavior
AV20610 Principles of Marketing Research
AV20620 Sales & Persuasive Techniques
AV20710 Advertising Copywriting & Scriptwriting
AV20810 Media Planning and Buying
AV20820 Brand Strategy
AV30910 Public Relations and Promotion
AV30920 Special Topics in Advertising
AV31010 Interactive Advertising
AV31020 Intermediate Advertising Campaign – Senior Project I
AV31110 Advanced Advertising Campaign – Senior Project II
AV31120 Portfolio Preparation
AV31130 Account Planning
AV41210 Portfolio & Self Promotion
GR10120 Fundamentals of Design
GR10130 Color Theory
GR10210 Typography I
GR10330 Concept Development
GR10340 Layout Design
GR10350 Image Manipulation
GR10450 Digital Layout
GR10460 Digital Illustration
GR10471 Digital Imaging & Manipulation
GR20541 Print Production
GR20571 Typography II
GR20641 Advertising Layout
GR20782 Advertising Design
GR20790 Motion Graphics for the Web
GR30960 Integrated Motion Graphics
GR41120 Art Direction
IN41220AV Internship
PH10350 Principles of Digital Photography for Non-Majors

Program Elective List (Select 2):
DF10110 Introduction to Video Production
DF10211 Television Studio Production
DF10331 Fundamentals of Scriptwriting
DF10341 Conceptual Storytelling
GR20620 Graphic Symbolism
GR20670 Introduction to Web Design
GR20771 Corporate Identity
GR20761 Product Graphics
GR20795 Typography III
GR20820 Publication Design
IM20620 Interactive Motion Graphics
PH10221 Photo Techniques
PH30940 Special Topics in Photography I
Audio Production
Bachelor of Science Degree

The Audio Production program is designed to educate students in the art and science of sound. The program focuses on in-depth technological knowledge and a thorough understanding of the tools, techniques, and theories of aural communication required by audio production professionals.

PROGRAM OBJECTIVES

• Recognize the parameters that govern the operational limits of audio equipment.
• Develop a thorough understanding of audio theory.
• Demonstrate critical listening skills typical of a professional audio engineer including recognition of standard one-octave frequency ranges in the audible spectrum, dynamic range processing, frequency domain processing, time-based processing, digital and analog distortion, and the sonic characteristics of common data compression methods.
• Troubleshoot a professional digital audio workstation as well as other audio/video systems.
• Record, edit, mix, and master audio for post-production and music production within a professional standard digital audio platform.
• Implement a detailed production plan covering management of necessary assets, people, facilities, and technology.
• Develop a production budget and timeline that includes all necessary paperwork, printing, and promotional materials.
• Apply marketing strategies to create a comprehensive business plan.
• Create a self-promotion package including a resume, cover letter, and portfolio that can be heard through a variety of media platforms.

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

Audio Production graduates are prepared to seek entry-level positions as an Audio-Visual Production Specialist, Event AV Operator, Event Crew Technician, Multimedia Production Assistant, Video Control Operator, Video Equipment Technician, Video Production Assistant, Audio Recording Engineer, Dub Room Engineer, Film Sound Engineer, Play Back Operator, Recording Engineer, Sound Assistant, Sound Cutter, Sound Designer, Sound Editor, Sound Effects Technician, and Sound Engineering Technician.

Requirements for Bachelor of Science Degree

180 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Twelve 11-Week Quarters or 132 Weeks

GENERAL EDUCATION

GE10110 English Composition I
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10320 Effective Speaking
GE10340 Pre-calculus
GE10440 History of Motion Media & Mass Communications
GE20510 Ethics
GE20520 Physics
GE20710 Aesthetics
GE20810 History of Film
GE30910 Theories of Communication
GE30920 Logic
GE31040 Media & Pop Culture
LS10110 Computer Science
LS20620 Business Law

**General Education Elective List A (Select 1):**

GE10120 Art History: Prehistoric to Mannerist
GE10130 History of Photography
GE10310 World Literature
GE10330 American Government
GE10410 Introduction to Psychology
GE10430 Environmental Science
GE10450 Introduction to Geometry

**General Education Elective List B (Select 1):**

GE20530 Sociology
GE20540 United States History: Early Period
GE20550 United States History: 20th Century
GE20560 Western Civilization: Ancient to Renaissance
GE20570 Western Civilization: Reformation to WW II
GE20580 Economics
GE20610 Theater Appreciation

**General Education Elective List C (Select 2):**

GE30930 Issues in American Society
GE30940 Literature and Culture
GE30950 Music Appreciation
GE30960 Introduction to Museum Studies
GE30970 History of 20th Century Art
GE30980 Creative Writing
GE31020 Statistics
GE31030 Comparative Religions
CORE COURSES
AP0015PF Portfolio Foundations Audio Production (0 quarter credits)
AP10110 Fundamentals of Audio
AP10120 Audio Technology I
AP10210 Survey of the Music Industry
AP10220 Audio Technology II
AP10230 Listening, Analysis & Acoustics
AP10310 Audio Recording I
AP10320 Digital Audio I
AP10330 Music Theory I
AP10410 Digital Audio II
AP10420 Music Theory II
AP20510 Electronics I
AP20520 Digital Audio III
AP20530 Sound Design & Concept Development
AP20610 Electronics II
AP20620 MIDI Systems I
AP20630 Live Sound Reinforcement I
AP20710 MIDI Systems II
AP20720 Live Sound Reinforcement II
AP20730 Digital Audio Marketing Strategies
AP20810 Advanced Recording Techniques I
AP20820 Audio Recording II
AP20830 Synthesis & Sound Design I
AP30910 Advanced Recording Techniques II
AP30920 Synthesis & Sound Design II
AP31010 Senior Project I
AP31020 Digital Audio IV
AP31030 Business of Audio
AP41110 Portfolio Preparation
AP41120 Senior Project II
AP41210 Portfolio
DF10110 Introduction to Video Production
DF10240 Introduction to Digital Editing
DF20710 Interactive Visual Design
DF20721 Advanced Video Output
IM10210 Image Manipulation
IN31010AP Internship I
IN41210AP Internship II

Elective List (Select 3):
AP41130 Special Topics
AP41220 Special Projects
AP41230 Advanced Sound Design
AP41240 Interactive Audio Design
AP41250 Advanced Music Production
AP41140 Studio and Project Management
DF10211 Television Studio Production
DF10311 Non-Linear Editing
DF20511 Video Graphics
PH10350 Principles of Digital Photography
Baking & Pastry
Diploma

Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.

The Baking & Pastry diploma program is designed to educate students in the baking and pastry arts. From cakes to custards and meringues to macaroons, the exacting, creative expression that characterizes baking and pastry arts is a respected and demanding facet of the culinary profession. The diploma program focuses on the art and preparation of breads, cookies, pies, tarts, cakes, and other desserts and baked goods.

PROGRAM OBJECTIVES

• Apply the techniques and skills needed to produce quality baked goods in the modern pastry and bake shops and analyze the functions of all ingredients used in producing baked goods and pastries
• Demonstrate the total product utilization concept
• Describe and explain the proper handling and storage of food and sundry products along with proper sanitation and safety procedures and principles
• Accurately follow any given recipe and achieve the specified desired outcome
• Demonstrate decorating, plating and display techniques including modern, classical wedding, and all occasion cakes
• Identify the concepts of purchasing, receiving, and issuing practices in foodservice operations
• Explain the characteristics, functions, and food sources of the major nutrients and understand and demonstrate nutritional cooking methods including how to maximize nutrient retention in baked goods and pastries
• Understand the concept, importance, and practice of calculating recipe costs, food cost percentages, proper menu costs while applying various cost control functions as they relate to food service operations
• Discuss current developments and trends in the baking and pastry industry and the food service industry in general
• Understand and apply safe and proper usage of commonly used equipment, appliances, and hand tools used in the modern kitchen and bake shop

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

Graduates of the Baking & Pastry program are prepared to seek entry-level employment in bakeries, restaurants, catering houses and institutional settings in entry-level positions such as Bagel Maker, Bread Baker, Dough Maker, Pastry Baker, Pastry Finisher, Pie Baker, and Pie Maker.

Students graduating from our program will have completed the coursework required to pursue professional certification in baking and pastry arts.*

*The Art Institute of Philadelphia does not guarantee third-party certification. Outside agencies control the requirements for taking and passing certification exams and requirements are subject to change without notice to The Art Institute of Philadelphia.
GAINFUL EMPLOYMENT

Please visit ge.artinstitutes.edu/programoffering/539 for program duration, tuition, fees, other costs, median debt, salary data, alumni success, and other important info on the Baking & Pastry Diploma program.

Requirements for Diploma
54 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Six 11-Week Quarters, or 66 Weeks

CORE COURSES

BP10110 Artisan Breads Production
BP10310 Chocolate & Candies
BP10330 Practical Baking & Pastry Skills
BP10340 Classical Cakes & Tortes
BP10440 Wedding & Display Cake Production
BP20510 Pastry Operations & Skills Review (6 quarter credits)
CU10000 Culinary/Business Math
CU10111 Application and Use of Culinary Equipment & Sanitation
CU10121 Culinary Skills I
CU10210 Introduction to Baking
CU10240 Culinary Skills II
CU10250 Nutrition
CU10330 Introduction to Pastry
CU10430 Desserts Plating & Presentation
CU20530 Management, Supervision & Career Development
CU20631 Sustainable Purchasing & Controlling Cost
IN20530CU Internship I
Culinary Arts
Diploma

Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.

The Culinary Arts diploma and associate programs are designed to educate and train students in the skills required for entry-level employment in the culinary industry. Few occupations offer the creativity, excitement, and growth found in this field. Experienced chef instructors at The Art Institute of Philadelphia offer students the expertise and knowledge needed to become culinary professionals.

PROGRAM OBJECTIVES

• Understand fundamental concepts, skills, and techniques involved in basic cookery by preparing stocks, glazes, and a variety of classical and contemporary sauces and products
• Demonstrate the total product utilization concept
• Describe and explain the proper handling and storage of food and sundry products along with proper sanitation and safety procedures and principles
• Accurately follow any given recipe and achieve the specified desired outcome
• Explain the characteristics, functions, and food sources of the major nutrients and understand and demonstrate nutritional cooking methods including how to maximize nutrient retention.
• Prepare a variety of baked goods, desserts and confectionaries, and demonstrate decorating, plating and display techniques
• Discuss current developments and trends in the food service industry
• Fabricate seafood and meats into market cuts while preparing traditional, regional, ethnic, classical and contemporary hot and cold appetizers, salads and entrées

Additional Objectives -

Associate of Science Degree

• Identify the concepts of purchasing, receiving, and issuing practices in food service operations
• Describe and demonstrate the roles and responsibilities of the front-of-the-house staff
• Apply various cost-control functions as they relate to food service operation
• Prepare regional, international, and classical cuisine dishes and possess an in-depth understanding of how they are utilized in restaurants and foods service industry today

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

By graduation from the diploma program, students are prepared to seek entry-level positions in the field including prep cook, line cook, first cook, and Garde Manger. Further entry-level opportunities for the associate’s program include Rounds Person and Sous Chef.

GAINFUL EMPLOYMENT

Please visit ge.artinstitutes.edu/programoffering/541 for program duration, tuition, fees, other costs, median debt, salary data, alumni success, and other important info on the Culinary Arts Diploma program.
Requirements for Diploma
54 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Six 11-Week Quarters or 66 Weeks

CORE COURSES

CU10000 Culinary/Business Math
CU10111 Application and Use of Culinary Equipment & Sanitation
CU10121 Culinary Skills I
CU10210 Introduction to Baking
CU10240 Culinary Skills II
CU10250 Nutrition
CU10311 Hors d'oeuvres & Appetizers
CU10330 Introduction to Pastry
CU10340 American Regional Cuisine
CU10411 Charcuterie
CU10420 World Cuisine
CU10430 Desserts, Plating & Presentation
CU20510 Classical European Cuisine
CU20530 Management, Supervision & Career Development
CU20611 Ala Carte Operations (6 quarter credits)
CU20631 Sustainable Purchasing & Controlling Cost
IN20530CU Internship I
Requirements for Associate of Science Degree
90 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Six 11-Week Quarters or 66 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10210 English Composition II
GE10220 College Math
GE10240 Visual Culture of Food
GE10310 World Literature
GE10320 Effective Speaking
GE10410 Introduction to Psychology
GE20510 Ethics
LS10110 Computer Science

General Education Elective List (Select 1):
GE10330 American Government
GE10440 History of Motion Media & Mass Communication
GE20530 Sociology
GE20540 United States History: Early Period

CORE COURSES
CU0015PF Portfolio Foundations Culinary Arts (0 quarter credits)
CU10000 Culinary/Business Math
CU10111 Application and Use of Culinary Equipment & Sanitation
CU10121 Culinary Skills I
CU10210 Introduction to Baking
CU10240 Culinary Skills II
CU10250 Nutrition
CU10311 Hors d’oeuvres & Appetizers
CU10330 Introduction to Pastry
CU10340 American Regional Cuisine
CU10411 Charcuterie
CU10420 World Cuisine
CU10430 Desserts, Plating and Presentation
CU20510 Classical European Cuisine
CU20520 Dining Room Operations
CU20530 Management, Supervision, and Career Development
CU20610 A La Carte Operations
CU20620 Current Cuisine
CU20631 Sustainable Purchasing and Cost Control
IN20530CU Internship I
IN20640CU Internship II
Culinary Management
Bachelor of Science Degree

Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.

The Culinary Management program is designed to educate and train students in culinary skills, personnel management, and the development of skills relevant to the field of hospitality. Students gain experience overseeing food quality, managing operations, making staffing decisions, interacting with customers, and developing items of varied appeal to restaurant clientele.

PROGRAM OBJECTIVES
In addition to the program competencies outlined for the Culinary Arts Diploma and Associate of Science programs, program competencies for the Bachelor of Science in Culinary Management include:

• Identify principles of menu and food service facility layout and design
• Understand the use of computers in the food service industry
• Describe the varied employment opportunities available in the food service industry
• Create a business plan
• Explore, develop, and demonstrate individual management and leadership styles, quality communication, empowerment, and goal setting as the foundation for decision making, team development, and coaching
• Identify, discuss, and describe wines and spirits, liquor history, liability, and controls.
• Recognize the components of event management and contract negotiation
• Learn the art of customer service

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES
Graduates of the Culinary Management program are prepared to seek entry-level positions such as Banquet Director, Banquet Manager, Cafeteria Director, Food and Beverage Manager, Food Service Director, Food Service Manager, Restaurant General Manager, Tavern Operator, Banquet Chef, Chef De Cuisine, Chef De Froid, Executive Chef, Head Chef, Kitchen Chef, Master Chef, Pastry Chef, Sous Chef, Sushi Chef, Banquet Supervisor, Bar Manager, Cafeteria Manager, Dairy Bar Manager, Food Service Supervisor, Head Waiter, Head Waitress, Kitchen Supervisor, Certified Personal Chef, Personal Chef, Private Chef, Banquet Cook, Breakfast Cook, Chef De Partie, Line Cook, Saucier, and Specialty Cook.
Requirements for Bachelor of Science Degree

180 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Twelve 11-Week Quarters or 132 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10210 English Composition II
GE10220 College Math
GE10240 Visual Culture of Food
GE10310 World Literature
GE10320 Effective Speaking
GE10410 Introduction to Psychology
GE10430 Environmental Science
GE20510 Ethics
GE20540 United States History: Early Period
GE20550 United States History: 20th Century
GE20570 Western Civilization: Reformation to WWII
GE20580 Economics
GE20610 Theatre Appreciation OR
    GE20710 Aesthetics
GE30910 Theories of Communication
GE30920 Logic OR
    GE30950 Music Appreciation
LS10110 Computer Science
LS20510 Career Development
LS20620 Business Law
LS31010 Accounting

General Education Elective List A (Select 1):
GE20530 Sociology
GE20560 Western Civilization: Ancient to Renaissance

General Education Elective List B (Select 1):
GE30930 Issues in American Society
GE30940 Literature & Culture

CORE COURSES
CU0015PF Portfolio Foundations Culinary Arts (0 quarter credits)
CU10000 Culinary/Business Math
CU10111 Application and Use of Culinary Equipment & Sanitation
CU10121 Culinary Skills I
CU10210 Introduction to Baking
CU10240 Culinary Skills II
CU10250 Nutrition
CU10311 Hors d’oeuvres & Appetizers
CU10330 Introduction to Pastry
CU10340 American Regional Cuisine
CU10411 Charcuterie
CU10420 World Cuisine
CU10430 Desserts, Plating and Presentation
CU20510 Classical European Cuisine
CU20520 Dining Room Operations
CU20530 Management, Supervision, and Career Development
CU20610 A La Carte Operations
CU20620 Current Cuisine
CU20631 Sustainable Purchasing and Cost Control
CU20710 Food & Beverage Operations Management
CU20720 Management by Menu
CU20730 Facilities & Design
CU20810 Principles of Culinary Marketing
CU20820 Restaurant Exploration
CU30910 Management Tools & Techniques
CU30920 Hospitality Personnel Management
CU31010 Quick Service Food Operations
CU31020 Event Management
CU31030 Wine & Spirits
CU41110 Dining Room Supervisory Operations
CU41120 Leadership in the Food Service Industry
CU41130 Culinary/Pastry Fellowship
CU41210 Advanced a la Carte
CU41220 Advanced Current Cuisine
CU41230 Culinary Portfolio
CU41240 Customer Service
IN20530CU Internship I
IN20640CU Internship II
IN41200CU Internship III (Supervisory)
Digital Filmmaking & Video Production

The Digital Filmmaking & Video Production programs are designed to educate individuals who want to work in this fast-paced, creative industry. The program focuses on the development of technical and creative skills in lighting, editing, directing, and producing visual media. Whether it’s information or entertainment, the wide appeal of electronic media has created a need for people skilled in the video production arts.

Associate of Science Degree

PROGRAM OBJECTIVES

- Demonstrate a thorough understanding of the skills and responsibilities of the members of a production crew
- Deliver a product in a variety of industry standard resolutions and media formats
- Develop a thorough understanding of editing theory and application
- Operate professional video and audio equipment
- Manage digital files in the process of executing an efficient post-production workflow
- Record and mix audio tracks and integrate them into video projects
- Conceptualize and script video projects in a variety of industry standard formats
- Animate original motion graphics and incorporate them into video projects through non-linear editing and live switching
- Construct a self-promotion package and portfolio reel in multiple formats according to current industry standards

Additional Objectives - Bachelor of Science Degree

- Collaborate on a short-film narrative or documentary that effectively conveys a full story concept with compelling characters
- Direct actors in the establishment of professional performances
- Employ an effective production workflow for digital projects that includes preplanning of technology needs, synthesizing timelines and managing budgets

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

By graduation, students in the associates program are prepared to seek entry-level positions including videographer, camera operator, pre-production assistant, post-production assistant, lighting assistant, video editor, media author, tape operator, and video operator. Additionally, students in the bachelors program are prepared to seek entry level positions as a Broadcast Producer, Casting Director, Film Maker, Independent Film Maker, Independent Video Producer, Motion Picture Director, Movie Producer, Music Video Director, Music Video Producer, News Production Supervisor, Newscast Director, Newscast Producer, On-Air Director, Pageant Director, Radio Producer, Radio Television Technical Director, Stage Manager, Television News Producer, Television Newscast Director, Television Producer, Television Program Director, Theater Company Producer, Video Producer, Broadcast Producer, Casting Director,
Film Maker, Independent Film Maker, Independent Video Producer, Motion Picture Director, Movie Producer, Music Video Director, Music Video Producer, News Production Supervisor, Newscast Director, Newscast Producer, On-Air Director, Pageant Director, Radio Producer, Radio Television Technical Director, Stage Manager, Television News Producer, Television Newscast Director, Television Producer, Television Program Director, Theater Company Producer, Video Producer, Cinematographer, Electronic News Gathering Camera Operator, Motion Picture Camera Operator, Movie Shot Camera Operator, News Camera Operator, News Videographer, Television Camera Operator, Video Camera Operator, Cue Selector, Electronic News Gathering Editor, Film Editor, Movie Editor, News Video Editor, News Videotape Editor, Tape Editor, Television News Video Editor, Video Tape Transferrer, or Expeditor.
Digital Filmmaking & Video Production
Requirements for Associate of Science Degree
93 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Seven 11-Week Quarters or 77 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10320 Effective Speaking
GE10440 History of Motion Media and Mass Communication
GE20510 Ethics
GE20810 History of Film
LS10110 Computer Science
LS20620 Business Law

General Education Elective List (Select 1):
GE10120 Art History: Prehistoric to Mannerist
GE10130 History of Photography
GE10310 World Literature
GE10330 American Government
GE10410 Introduction to Psychology
GE10430 Environmental Science
GE20560 Western Civilization: Ancient to Renaissance
GE20570 Western Civilization: Reformation to WWII
GE20610 Theatre Appreciation
GE20710 Aesthetics

CORE COURSES
DF0015PF Portfolio Foundations Digital Filmmaking & Video Production (0 quarter credits)
DF10110 Introduction to Video Production
DF10121 Principles of Lighting
DF10211 Television Studio Production
DF10240 Introduction to Digital Editing
DF10311 Non-Linear Editing
DF10321 Multi-Camera Field Production
DF10331 Fundamentals of Scriptwriting
DF10411 Videography
DF10421 Producing and Directing
DF20511 Video Graphics
DF20521 Audio for Video
DF20611 Electronic Field Production
DF20630 Business of Digital Filmmaking & Video Production
DF20721 Advanced Video Output
DF20810 Portfolio
IM10330 Introduction to Audio
IN20710 DF Internship I
PH10111 Introduction to Photoshop
PH10350 Principles of Digital Photography for Non-Majors
VE20850 Audio Post Production
Digital Filmmaking & Video Production

Requirements for Bachelor of Science Degree
All courses are 3 quarter credits unless otherwise stated
180 Quarter Credits
Twelve 11-Week Quarters or 132 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10120 Art History: Prehistoric to Mannerist
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10320 Effective Speaking
GE10440 History of Motion Media & Mass Communication
GE20510 Ethics
GE20710 Aesthetics
GE20810 History of Film
GE30910 Theories of Communication
GE30920 Logic
GE31040 Media & Pop Culture
LS10110 Computer Science
LS20620 Business Law

General Education Elective List A (Select 1):
GE10130 History of Photography
GE10310 World Literature
GE10330 American Government
GE10410 Introduction to Psychology
GE10430 Environmental Science

General Education Elective List B (Select 1):
GE20520 Physics
GE20530 Sociology
GE20540 United States History: Early Period
GE20550 United States History: 20th Century
GE20560 Western Civilization: Ancient to Renaissance
GE20570 Western Civilization: Reformation to WWII
GE20610 Theatre Appreciation

General Education Electives List C (Select 3):
GE30930 Issues in American Society
GE30940 Literature and Culture
GE30950 Music Appreciation
GE30960 Introduction to Museum Studies
GE30970 History of 20th Century Art
GE30980 Creative Writing
GE31030 Comparative Religions
CORE COURSES
DF0015PF Portfolio Foundations Digital Filmmaking & Video Production (0 quarter credits)
DF10110 Introduction to Video Production
DF10121 Principles of Lighting
DF10211 Television Studio Production
DF10231 Fundamentals of Design
DF10240 Introduction to Digital Editing
DF10311 Non-Linear Editing
DF10321 Multi-Camera Field Production
DF10331 Fundamentals of Scriptwriting
DF10341 Conceptual Storytelling
DF10411 Videography
DF10421 Producing and Directing
DF20511 Video Graphics
DF20521 Audio for Video
DF20611 Electronic Field Production
DF20620 Special Visual Effects
DF20630 Business of Digital Filmmaking & Video Production
DF20710 Interactive Visual Design
DF20720 Advanced Scriptwriting
DF20721 Advanced Video Output
DF20730 Digital Workflow
DF20820 Short Form Media Production
DF30920 Digital Marketing Strategies
DF30940 Senior Project Preproduction
DF30950 Acting and Directing
DF30960 Media Compression and Streaming Technologies
DF31011 Senior Project Production
DF41110 Portfolio Preparation
DF41120 Media Design Workshop
DF41130 Managing Media Productions
DF41140 Senior Project Post-Production
DF41210 Senior Portfolio & Defense
IM10220 Digital Typography
IM10330 Introduction to Audio
IN20710DF Internship I
IN41110DF Internship II
PH10111 Introduction to Photoshop
PH10350 Principles of Digital Photography for Non-Majors
VE20850 Audio Post Production

Digital Filmmaking & Video Production Elective List (Select 2):
DF20530 Video Engineering
DF20640 Advanced Camera and Lighting Techniques
DF20731 Broadcast Studio Production
DF31030 Advanced Producing and Directing
DF41150 Digital Documentary Production
VE20610 Intermediate VFX II
VE30910 Production Studio I
Fashion Design

The Fashion Design programs are designed to educate students in the technical knowledge, innovative skills, and creative processes necessary for entry into the apparel industry. Students learn fashion production techniques, drawing, sewing, patternmaking, and presentation skills.

Associate of Science Degree

PROGRAM OBJECTIVES

- Incorporate the results of culturally and historically based fashion research into the fashion design process
- Understand regional demographics, consumer target markets and mass globalization to produce apparel and accessories for specific clientele
- Identify fabrics and textile fibers for selected end use
- Analyze fashion concepts and design cycles to forecast future trends
- Apply hand rendered and digitally rendered illustration techniques for communication in the fashion design, development, production, and presentation phases
- Employ accurate skills in sewing techniques and garment construction
- Apply table and computer-aided pattern drafting and draping techniques to produce final patterns
- Apply technical skills and production knowledge to create a final collection
- Understand the apparel design and manufacturing process

Additional Objectives - Bachelor of Science Degree

- Apply knowledge gained in specialty fashion design courses to produce final collection
- Experiment with various fabrics and mediums to create a specialty garment
- Apply advanced technical skills to produce a cohesive collection
- Create a digital portfolio with professional leave-behind materials using advanced computer skills

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

By graduation from the associate’s program, students are prepared to seek entry-level positions including associate designer, assistant stylist, costume shop assistant, production assistant, assistant patternmaker, boutique assistant, and freelancer. Further entry-level opportunities for the bachelor’s program include assistant designer, wardrobe assistant, and assistant technical designer.
Requirements for Associate of Science Degree
90 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Six 11-Week Quarters or 66 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10120 Art History: Prehistoric to Mannerist
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10320 Effective Speaking
GE20510 Ethics
GE20540 United States History: Early Period
LS10110 Computer Science

General Education Elective List (Select 1):
GE10130 History of Photography
GE10310 World Literature
GE10330 American Government
GE10410 Introduction to Psychology
GE10430 Environmental Science
GE20530 Sociology
GE20550 United States History: 20th Century
GE20560 Western Civilization: Ancient to Renaissance
GE20570 Western Civilization: Reformation to WWII
GE20610 Theatre Appreciation
GE20810 History of Film

CORE COURSES
FD0015PF Portfolio Foundations Fashion Design (0 quarter credits)
FD10210 Introduction to Apparel Design
FD10412 Clothing Construction I
FD10422 Patternmaking I
FD20512 Fashion Design Sketch I
FD20522 Clothing Construction II
FD20532 Patternmaking II
FD20612 Fashion Design Sketch II
FD20622 Draping
FD20633 Computer Patternmaking
FD20642 Portfolio Preparation
FD20660 Technical Drawing I
FD20722 Collection Development
FD20740 Computer Production Systems
FS10111 Fashion History I
FS10112 Survey of Fashion Industry
FS10212 Textiles and Fabrics
FS10322 Introduction to Manufacturing
GR10110 Fundamentals of Drawing
GR10130 Color Theory
IN20712FD Internship I
Requirements for Bachelor of Science Degree
180 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Twelve 11-Week Quarters or 132 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10120 Art History: Prehistoric to Mannerist
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10320 Effective Speaking
GE10410 Introduction to Psychology
GE20510 Ethics
GE20540 United States History: Early Period
GE20580 Economics
GE20710 Aesthetics
GE30920 Logic
GE30950 Music Appreciation
LS10110 Computer Science

General Education Elective List A (Select 1):
GE10130 History of Photography
GE10310 World Literature
GE10330 American Government
GE10430 Environmental Science
GE20530 Sociology
GE20550 United States History: 20th Century
GE20560 Western Civilization: Ancient to Renaissance
GE20570 Western Civilization: Reformation to WWII
GE20610 Theatre Appreciation
GE20810 History of Film

General Education Elective List B (Select 5):
GE30910 Theories of Communication
GE30930 Issues in American Society
GE30940 Literature and Culture
GE30960 Introduction to Museum Studies
GE30970 History of 20th Century Art
GE30980 Creative Writing
GE30990 History of Photography: 1960 to the Present
GE31030 Comparative Religions
GE31040 Media & Pop Culture
CORE COURSES
AD10210 Life Drawing
FD0015PF Portfolio Foundations Fashion Design (0 quarter credits)
FD10210 Introduction to Apparel Design
FD10412 Clothing Construction I
FD10422 Patternmaking I
FD20512 Fashion Design Sketch I
FD20522 Clothing Construction II
FD20532 Patternmaking II
FD20612 Fashion Design Sketch II
FD20622 Draping
FD20633 Computer Patternmaking
FD20642 Portfolio Preparation
FD20660 Technical Drawing I
FD20712 Patternmaking III
FD20722 Collection Development
FD20740 Computer Production Systems
FD20850 Technical Drawing II
FD31030 Technical Design
FD30930 Specialized Patternmaking
FD30922 Menswear
FD31012 Advanced Draping
FD31022 Tailoring
FD41112 Advanced Patternmaking
FD41140 Portfolio I
FD41130 Senior Collection Concept
FD41240 Portfolio II
FD41250 Senior Collection Production
FS10111 Fashion History I
FS10112 Survey of Fashion Industry
FS10211 Fashion History II
FS10212 Textiles and Fabrics
FS10322 Introduction to Manufacturing
FS20832 Trends and Concepts in Apparel
FS20842 Entrepreneurship
FS30912 Product Development
FS31012 Current Designers
GR10110 Fundamentals of Drawing
GR10130 Color Theory
IN20712FD Internship I
IN41210FD Internship II

Fashion Design Elective List (Select 1):
FD30912 Special Topics in Fashion Design
FD41212 Knitting & Weaving
FD41222 Accessory Design
Fashion Marketing

The Fashion Marketing programs are designed to educate students in the business that moves the world’s fashions from designer’s showrooms to retail sales floors and into the hands of consumers. This fast-paced industry revolves around individuals who exhibit strong business skills and an eye for style.

Associate of Science Degree
PROGRAM OBJECTIVES
• Examine the history of fashion
• Develop an understanding of fabrics
• Understand how garments are constructed
• Compare the quality of clothing
• Understand the implications of profit and loss related to a fashion business
• Apply concepts of retail budgeting for the development of a merchandising plan
• Apply principles of fashion show production to produce a fashion show
• Implement marketing principles applicable to the fashion industry
• Employ the fundamentals of retail buying
• Create a store layout and floor plan
• Understand the fundamentals of a business proposal

Additional Objectives - Bachelor of Science Degree
• Develop brand management strategies in a global environment
• Create fashion illustration with the use of industry level graphic design tools and concepts
• Develop an understanding of global fashion trends
• Discover the relationship of ethics, social responsibility and environmental issues to consumer behavior
• Apply the principles of advertising as well as the use of alternative and social media outlets
• Examine market research strategies to implement an informed fashion related business plan
• Develop an understanding of electronic marketing
• Understand the necessities of retail business strategy in the fashion industry
• Explore how social, political, and environmental issues influence clothing and lifestyle products
• Apply the fundamentals of a business proposal

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES
By graduation from the associate’s program, students are prepared to seek entry-level positions including merchandiser and assistant visual merchandiser as well as positions in retail management and sales promotion. Further entry-level opportunities for the bachelor’s program may include merchandise allocator, assistant buyer, special events coordinator, and visual merchandiser as well as positions in management and sales promotion.
Requirements for
Associate of Science Degree
90 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Six 11-Week Quarters or 66 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10120 Art History: Prehistoric to Mannerist
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10320 Effective Speaking
GE20510 Ethics
GE20580 Economics
LS10110 Computer Science

General Education Elective List (Select 1):
GE10130 History of Photography
GE10310 World Literature
GE10330 American Government
GE10410 Introduction to Psychology
GE10430 Environmental Science
GE20540 United States History: Early Period

CORE COURSES
FM0015PF Portfolio Foundations Fashion Marketing (0 quarter credits)
FM10412 Introduction to Retailing
FM10422 Retail Math I
FM20522 Retail Math II
FM20532 Fashion Show Production
FM20612 Merchandise Management
FM20622 Business Ownership I
FM20712 Business Ownership II
FM20722 Business Operations
FS10111 Fashion History I
FS10112 Survey of Fashion Industry
FS10211 Fashion History II
FS10212 Textiles and Fabrics
FS10310 Visual Merchandising
FS10312 Business Management
FS10332 Sales Promotion
FS20612 Marketing
FS20622 Store Planning
FS20632 Graphic Communication in Fashion
GR10130 Color Theory
IN20712FM Internship I
Requirements for Bachelor of Science Degree

180 Quarter Credits

All courses are 3 quarter credits unless otherwise stated

Twelve 11-Week Quarters or 132 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10120 Art History: Prehistoric to Mannerist
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10320 Effective Speaking
GE10410 Introduction to Psychology
GE20510 Ethics
GE20540 United States History: Early Period
GE20580 Economics
GE20710 Aesthetics
GE30910 Theories of Communication
GE30920 Logic
GE30950 Music Appreciation
GE31020 Statistics
LS10110 Computer Science
LS31010 Accounting

General Education Elective List A (Select 1):
GE10130 History of Photography
GE10310 World Literature
GE10330 American Government
GE10430 Environmental Science

General Education Elective List B (Select 1):
GE20530 Sociology
GE20550 United States History: 20th Century
GE20560 Western Civilization: Ancient to Renaissance
GE20570 Western Civilization: Reformation to WWII
GE20610 Theatre Appreciation
GE20810 History of Film

General Education Elective List C (Select 1):
GE30930 Issues in American Society
GE30940 Literature and Culture
GE30960 Introduction to Museum Studies
GE30970 History of 20th Century Art
GE31030 Comparative Religions
GE31040 Media & Pop Culture
CORE COURSES
FM0015PF Portfolio Foundations Fashion Marketing (0 quarter credits)
FM10412 Introduction to Retailing
FM10422 Retail Math I
FM10432 Apparel Evaluation and Construction
FM20512 Elements of Retail Operations
FM20522 Retail Math II
FM20532 Fashion Show Production
FM20612 Merchandise Management
FM20622 Business Ownership I
FM20712 Business Ownership II
FM20722 Business Operations
FM30912 Special Topics in Fashion Marketing
FM30922 Merchandising Menswear
FM31012 Advertising
FM31022 Fashion Drawing
FM41112 Special Topics in Fashion Marketing II
FM41122 Portfolio I
FM41212 Marketing Research
FM41222 Marketing in an Electronic Environment
FM41232 Portfolio II
FS10111 Fashion History I
FS10112 Survey of Fashion Industry
FS10211 Fashion History II
FS10212 Textiles and Fabrics
FS10310 Visual Merchandising
FS10312 Business Management
FS10322 Introduction to Manufacturing
FS10332 Sales Promotion
FS20612 Marketing
FS20622 Store Planning
FS20632 Graphic Communication in Fashion
FS20812 Consumer Behavior
FS20822 Graphic Communication in Fashion II
FS20832 Trends and Concepts in Apparel
FS20842 Entrepreneurship
FS30912 Product Development
FS30922 International Marketing
FS31012 Current Designers
GR10130 Color Theory
IN20712FM Internship I
IN41210FM Internship II
Fashion Retailing

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

Diploma

PROGRAM OBJECTIVES

• Define retailing, to include “bricks-and-mortar”, “clicks-and-mortar”, direct marketers with clicks-and-mortar retailing operations, and bricks-and-mortar retailers, relate them to the marketing concept with an emphasis on the total retail experience.
• Discuss why customer and channel relationships must be nurtured in today’s highly competitive marketplace.
• Explain the steps in strategic planning for retailers, to include: situation analysis, objectives, and identification of consumers, overall strategy, specific activities, control and feedback.

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

By graduation from the Fashion Retailing diploma program, students are prepared to seek entry-level positions including merchandiser and assistant visual merchandiser.

GAINFUL EMPLOYMENT

Please visit ge.artinstitutes.edu/programoffering/3137 for program duration, tuition, fees, other costs, median debt, salary data, alumni success, and other important info on the Fashion Retailing Diploma program.

Requirements for Diploma

48 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Four 11-Week Quarters or 44 Weeks

CORE COURSES
FM10412 Introduction to Retailing
FM10432 Apparel Evaluation and Construction
FM20512 Elements of Retail Operations
FM20532 Fashion Show Production
FM20612 Merchandise Management
FS10112 Survey of Fashion Industry
FS10212 Textiles and Fabrics
FS10310 Visual Merchandising
FS10312 Business Management
FS10322 Introduction to Manufacturing
FS10332 Sales Promotion
FS20612 Marketing
FS20622 Store Planning
FS20632 Graphic Communication in Fashion
FS20832 Trends and Concepts in Apparel
FS31012 Current Designers
Game Art & Design
Bachelor of Science

The Game Art & Design bachelor’s degree program is designed to educate and train students in the skills needed for entry-level employment in interactive media design and the gaming industry.

PROGRAM OBJECTIVES
• Utilize traditional and digital art skills to illustrate a solid foundation in the principles of game art and design
• Employ the principles of gaming, balance and usability in the pre-production game development process
• Develop completed games that include game rules, mechanics, level design, experiences, background stories, characters and related environments
• Apply the skills necessary to create game assets through all stages of the production pipeline for use in industry standard game engines
• Incorporate industry standard game engines to evaluate game products
• Utilize the managerial and developmental aspects of the game production pipeline
• Apply marketing strategies including planning, problem solving, soft skills, and deadlines to create a market ready game
• Create a self-promotion package that includes a resume, cover letter, and professional portfolio that can be viewed through a variety of media platforms

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES
Graduates of the Game Art & Design program are prepared to seek entry-level positions in the game and related interactive industries such as 2D and 3D artists, texture mappers, and project managers.

Requirements for Bachelor of Science Degree
180 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Twelve 11-Week Quarters or 132 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10120 Art History: Prehistoric to Mannerist
GE10210 English Composition II
GE10220 College Math
GE10320 Effective Speaking
GE10450 Introduction to Geometry
GE20510 Ethics
GE20520 Physics
GE20560 Western Civilization: Ancient to Renaissance
GE30920 Logic
LS10110 Computer Science
LS20620 Business Law
General Education List A (Select 1)
GE10130 History of Photography
GE10230 Art History: Baroque to Contemporary
GE10330 American Government
GE10410 Introduction to Psychology
GE10430 Environmental Science
GE10440 History of Motion Media & Mass Communication

General Education List B (Select 2)
GE20530 Sociology
GE20540 United States History: Early Period
GE20550 United States History: 20th Century
GE20570 Western Civilization: Reformation to WWII
GE20580 Economics
GE20610 Theatre Appreciation
GE20710 Aesthetics
GE20810 History of Film

General Education List C (Select 5)
GE30910 Theories of Communication
GE30930 Issues in American Society
GE30940 Literature and Culture
GE30950 Music Appreciation
GE30960 Introduction to Museum Studies
GE30970 History of 20th Century Art
GE30980 Creative Writing
GE30990 History of Photography: 1960 to the Present
GE31020 Statistics
GE31030 Comparative Religions
GE31040 Media & Pop Culture

CORE COURSES
AD10210 Life Drawing
AD10221 Color Theory
AD10231 Image Manipulation
AD10311 Structure, Proportion, Perspective
AD10322 Figure Sculpture
AD10350 Principles of 3D Modeling
AD10411 Drawing & Anatomy
AD10441 2D Animation Principles
AD10460 Principles of 3D Animation
AD20551 Character & Object Design
AD20560 Hard Surface & Organic Modeling
AD20721 Character Modeling
AD20780 Character Rigging
AD20841 Material & Lighting
GA0015PF Portfolio Foundation for Game & Art Design (0 quarter credits)
GA10110 Observational Drawing
GA10120 Design Fundamentals
GA10210 Introduction to Game Development
GA10320 Interactive Storytelling
GA10420 Game Design & Game Play
GA20510 Texture Mapping for Games
GA20520 Game Modeling
GA20610 Interior Spaces & Worlds
GA20620 Game Production Pipeline
GA20710 Level Design
GA20720 Programming for Artists
GA20810 Game Prototyping
GA20820 Project Management for Game Art
GA30910 Team Production Planning
GA30920 Interface Design
GA30930 Advanced Level Design
GA30940 Sound Design for Games
GA31010 Team Production I
GA41110 Team Production II
GA41120 Portfolio I
GA41210 Portfolio II

GAD/AD Elective List (Select 2)
AD20511 Background, Design & Layout
AD20622 Storyboarding
GR10210 Typography I
IM10310 Introduction to Scripting Languages

GAD Elective List (Select 2)
IN41110GAD Internship
GA31020 3D Scripting
GA31030 Advanced Game Prototyping
GA31040 Lighting & Texture
GA31050 Game Animation
GA31060 2D Digital Authoring
Graphic Design

The Graphic Design programs are designed to educate students in the technical and creative arts of graphic communications. Through creative problem solving, graphic designers promote brands, markets ideas, and influence consumer behavior. They attract attention, inform, persuade and inspire some of today’s most dynamic fields including advertising, publishing, and interactive media.

Associate of Science Degree

PROGRAM OBJECTIVES

- Apply craftsmanship skills to graphic design projects
- Develop concepts from initial idea to final product
- Recognize the principles and effective use of typography
- Express visualization, storytelling, and conceptualization through sequential thinking
- Draw accurate visual perspectives
- Apply the critical thinking process using creative solutions in graphic design challenges
- Choose appropriate research, concepts, materials, tools, and media to solve design problems
- Apply time management skills to the development and production of projects
- Use appropriate software solutions to design problems for print and web
- Apply professional principles and techniques of electronic file preparation
- Use design terminology according to industry standard
- Defend the concept of final graphic design project including elements such as font choice, color palette, grid use, and choice of media (digital or hand drawn)
- Utilize protocols, media, and coding for web solutions
- Convey effective verbal and visual presentation skills

Additional Objectives -

Bachelor of Science Degree

- Develop practical skills in design, scheduling, budgeting, leadership, production, and project documentation
- Participate in the design process through collaboration
- Develop an integrated brand solution
- Use effective written and verbal skills to gather and communicate project information

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

By graduation, students in the Associate of Science in Graphic Design degree program are prepared to seek entry-level positions including graphic artist, production designer, assistant graphic artist, associate designer, and designer. Additionally, by graduation, students in the Bachelor of Science in Graphic Design degree program are prepared to seek entry-level positions as graphic designers, junior graphic designer, design assistant, graphic/web designer, and package designer.

Requirements for Associate of Science Degree

93 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Seven 11-Week Quarters or 77 Weeks

GENERAL EDUCATION

GE10110 English Composition I
GE10120 Art History: Prehistoric to Mannerist
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10320 Effective Speaking
GE20510 Ethics
LS10110 Computer Science

**General Education Elective List (Select 3):**
GE10130 History of Photography
GE10310 World Literature
GE10330 American Government
GE10410 Introduction to Psychology
GE20520 Physics
GE20530 Sociology
GE20540 United States History: Early Period
GE20550 United States History: 20th Century
GE20560 Western Civilization: Ancient to Renaissance
GE20570 Western Civilization: Reformation to WWII
GE20580 Economics
GE20610 Theatre Appreciation
GE20710 Aesthetics
LS20620 Business Law

**CORE COURSES**
GR0015PF Portfolio Foundations Graphic Design (0 quarter credits)
GR10110 Fundamentals of Drawing
GR10120 Fundamentals of Design
GR10130 Color Theory
GR10210 Typography I
GR10330 Concept Development
GR10361 Analysis of Form
GR10450 Digital Layout
GR10460 Digital Illustration
GR10471 Digital Imaging & Manipulation
GR20541 Print Production
GR20571 Typography II
GR20620 Graphic Symbolism
GR20670 Introduction to Web Design
GR20761 Product Graphics
GR20771 Corporate Identity
GR20820 Publication Design
GR20830 Business
GR20850 Collateral Design
GR20860 Portfolio Preparation

**Graphic Design Elective List (Select 1):**
GR10410 Survey of Graphic Design
GR20580 Digital Photography for Designers
GR20561 Conceptual Imagery
GR20641 Advertising Layout
GR20782 Advertising Design
GR20790 Motion Graphics for the Web
GR20795 Typography III
GR20870 Intermediate Drawing
IN20720GR Internship
Requirements for
Bachelor of Science Degree
180 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Twelve 11-Week Quarters or 132 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10120 Art History: Prehistoric to Mannerist
GE10210 English Composition II
GE10220 College Mathematics
GE10230 Art History: Baroque to Contemporary
GE10310 World Literature
GE10320 Effective Speaking
GE10410 Introduction to Psychology
GE20510 Ethics
GE20530 Sociology
GE20710 Aesthetics
GE30910 Theories of Communication
GE30930 Issues in American Society
GE30970 History of 20th Century Art
LS10110 Computer Science

General Education Elective List A (Select 2):
GE10130 History of Photography
GE10330 American Government
GE20520 Physics
GE20540 United States History: Early Period
GE20550 United States History: 20th Century
GE20560 Western Civilization: Ancient to Renaissance
GE20570 Western Civilization: Reformation to WWII
GE20580 Economics
GE20610 Theatre Appreciation
LS20620 Business Law

General Education Elective List B (Select 3):
GE30920 Logic
GE30940 Literature and Culture
GE30950 Music Appreciation
GE30960 Introduction to Museum Studies
GE30980 Creative Writing
GE30990 History of Photography 1960 to Present
GE31020 Statistics
GE31030 Comparative Religions
GE31040 Media & Pop Culture

CORE COURSES
GR0015PF Portfolio Foundations Graphic Design (0 quarter credits)
GR10110 Fundamentals of Drawing
GR10120 Fundamentals of Design
GR10130 Color Theory
GR10140 Survey of Graphic Design
GR10210 Typography I
GR10220 Life Drawing
GR10230 Form and Space
GR10330 Concept Development
GR10370 Foundations of Digital Design
GR10450 Digital Layout
GR10460 Digital Illustration
GR10471 Digital Imaging & Manipulation
GR20541 Print Production
GR20561 Conceptual Imagery
GR20571 Typography II
GR20580 Digital Photography for Designers
GR20620 Graphic Symbolism
GR20650 Graphic Design History
GR20670 Introduction to Web Design
GR20755 Web Scripting
GR20761 Product Graphics
GR20771 Corporate Identity
GR20790 Motion Graphics for the Web
GR20795 Typography III
GR20820 Publication Design
GR20850 Collateral Design
GR20860 Portfolio Preparation
GR30950 Information Design
GR30970 Environmental Graphic Design
GR31010 Editorial Design
GR31021 Marketing Design
GR31030 Emerging Technologies
GR31040 Senior Design Studio
GR41110 Professional Portfolio
GR41120 Art Direction
GR41140 Interactive Portfolio
GR41210 Senior Project
GR41230 Business for Graphic Designers
IN41220GR Internship

**Graphic Design Elective List (Select 1):**
GR10340 Layout Design
GR20641 Advertising Layout
GR20782 Advertising Design
GR20870 Intermediate Drawing
GR30930 Media Techniques
GR30940 Book Arts
GR30960 Integrated Motion Graphics
GR41130 Design Group
IM10340 Advanced Image Manipulation
IM20620 Interactive Motion Graphics
PH10221 Photo Techniques
PH30940 Special Topics in Photography I
Interior Design

The Interior Design programs are designed to educate students in developing the environments in which we spend most of our lives. Interior designers must have a thorough understanding of efficient space planning, color, pattern, lighting, furniture, and materials. Whether working for architectural or interior design firms, hotel or restaurant chains, department or furniture stores, or independently as consultants or owners of their own businesses; accomplished designers are adept at working with clients and understanding their needs.

Associate of Science Degree

PROGRAM OBJECTIVES

• Apply the basic principles of design to interior design
• Analyze a client profile and program requirements
• Develop design solutions from concept through final presentation
• Select appropriate materials, furnishings, and color palettes for each specific design problem
• Identify the codes, systems, and methods of building technology and construction
• Generate hand and computer graphics that appropriately illustrate a design in two and three dimensions
• Convey design concepts in a verbal presentation
• Adapt to a changing profession in response to global issues and technological innovations

Additional Objectives - Bachelor of Science Degree

• Develop a client profile and program solution for a specific design problem
• Recognize the use of building codes and regulations that govern interior design
• Develop professional experience through an internship
• Prepare for professional licensure and registration*

*The Art Institute of Philadelphia does not guarantee third-party certification. Outside agencies control the requirements for taking and passing certification exams and requirements are subject to change without notice to The Art Institute of Philadelphia.

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

By graduation, students in the Associate of Science in Interior Design degree program are prepared to seek entry-level positions including design consultant, showroom sales associate, interior designer sales associate, and project specialist for interiors. Additionally, by graduation, students in the Bachelor of Science in Interior Design degree program are prepared to seek entry-level positions as interior designers, junior interior designer, interior design associate, and kitchen/bath designer.

Requirements for Associate of Science Degree

93 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Seven 11-Week Quarters or 77 Weeks
GENERAL EDUCATION
GE10110 English Composition I
GE10120 Art History: Prehistoric to Mannerist
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10320 Effective Speaking
GE10410 Introduction to Psychology
GE20510 Ethics
GE20540 United States History: Early Period
LS10110 Computer Science

General Education Elective List (Select 1):
GE10310 World Literature
GE10130 History of Photography
GE10330 American Government
GE10430 Environmental Science
GE20520 Physics
GE20530 Sociology
GE20550 United States History: 20th Century
GE20580 Economics
GE20610 Theater Appreciation
GE20710 Aesthetics
GE20810 History of Film
LS20620 Business Law

CORE COURSES
ID0015PF Portfolio Foundations Interior Design (0 quarter credits)
ID10110 Drafting Fundamentals
ID10120 Drawing
ID10130 Color Theory
ID10210 Perspective Drawing I
ID10220 Interior Elements
ID10230 Basic Design
ID10310 Perspective Drawing II
ID10320 Design Process I
ID10410 Advanced Drafting
ID10420 Materials & Processes
ID10430 Design Process II
ID20510 Rendering and Presentation I
ID20520 CADD I
ID20541 Residential Design I
ID20562 Lighting/Associate
ID20610 Interior Systems
ID20630 Residential Design II
ID20661 History of Furniture
ID20731 Business/Associate
ID20831 Portfolio
Requirements for Bachelor of Science Degree
180 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Twelve 11-Week Quarters or 132 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10120 Art History: Prehistoric to Mannerist
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10320 Effective Speaking
GE10410 Introduction to Psychology
GE20510 Ethics
GE20530 Sociology
GE20540 United States History: Early Period
GE20560 Western Civilization: Ancient to Renaissance OR
GE20570 Western Civilization: Reformation to WWII
LS10110 Computer Science

General Education Elective List A (Select 1):
GE10130 History of Photography
GE10310 World Literature
GE10330 American Government
GE10430 Environmental Science

General Education Elective List B (Select 2):
GE20520 Physics
GE20550 United States History: 20th Century
GE20580 Economics
GE20610 Theater Appreciation
GE20710 Aesthetics
GE20810 History of Film
LS20620 Business Law

General Education Electives List C (Select 5):
GE30910 Theories of Communication
GE30920 Logic
GE30930 Issues in American Society
GE30940 Literature & Culture
GE30950 Music Appreciation
GE30960 Introduction to Museum Studies
GE30970 History of 20th Century Art
GE30980 Creative Writing
GE30990 History of Photography: 1960 to the Present
GE31020 Statistics
GE31030 Comparative Religions
GE31040 Media & Pop Culture
CORE COURSES
ID0015PF Portfolio Foundations Interior Design (0 quarter credits)
ID10110 Drafting Fundamentals
ID10120 Drawing
ID10130 Color Theory
ID10210 Perspective Drawing I
ID10220 Interior Elements
ID10230 Basic Design
ID10310 Perspective Drawing II
ID10320 Design Process I
ID10410 Advanced Drafting
ID10420 Materials & Processes
ID10430 Design Process II
ID20510 Rendering and Presentation I
ID20520 CADD I
ID20541 Residential Design I
ID20550 Contract Design I
ID20561 Lighting/Bachelor's
ID20610 Interior Systems
ID20630 Residential Design II
ID20641 Contract Design II
ID20661 History of Furniture
ID20730 Business/Bachelor's
ID20741 Residential Design III
ID20752 Contract Design III
ID20841 Contract Documents
ID20851 CADD II
ID30910 Rendering and Presentation II
ID30922 Residential Design IV
ID30931 Contract Design IV
ID30940 Furniture Design & Construction
ID31011 Residential Design V
ID31021 Contract Design V
ID31030 History of 19th & 20th Century Architecture & Design
ID41110 Thesis Development/ Research
ID30950 CADD III
ID41140 Special Topics
ID41240 Portfolio
ID41250 Thesis Development & Space Planning
ID41260 Thesis Development & Interior Materials
ID41270 Thesis Development & Interior Architecture Codes & Design Documentation
IN30910 ID Internship I
Media Arts & Animation

Bachelor of Science Degree
The Media Arts & Animation program is designed to educate students to become skilled as specialized visual communications artists. Animation professionals, using both traditional and computer animation techniques, combine individual artistic talent with technological expertise in order to create impressions in a moving-image format.

PROGRAM OBJECTIVES
- Apply basic principles of animation
- Produce life drawings that depict gesture, motion, and utilize economy of line
- Produce images that display differences in lighting and value that express moods and emotions
- Apply the principles of design and typography
- Produce stories that illustrate concepts through sequential images and storyboards
- Produce 2D and 3D animation for a variety of applications
- Integrate audio with animated compositions
- Apply compositing techniques using various animation sequences
- Compose critical ideas for surface treatment, lighting, and motion of 3D models
- Use computerized paint, titling, modeling and animation software programs to create images
- Apply principles of lighting and camera techniques in computer animation
- Formulate production schedules as part of the project management process
- Capture, manipulate, and edit an image using industry standard software
- Create and/or transform objects in a 3D environment
- Create a reel and self-promotional package according to current industry standards

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES
Media Arts & Animation graduates are prepared to seek entry-level positions in the animation industry as 3D modeler, animator, character designer, production assistant, and assistant designer.

Requirements for
Bachelor of Science Degree
180 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Twelve 11-Week Quarters or 132 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10120 Art History: Prehistoric to Mannerist
GE10210 English Composition II
GE10230 Art History: Baroque to Present
GE10320 Effective Speaking
GE10450 Introduction to Geometry
GE20510 Ethics
GE20520 Physics
GE20710 Aesthetics
GE30950 Music Appreciation
LS10110 Computer Science
LS20620 Business Law
General Education Elective List A (Select 1):
GE20610 Theatre Appreciation
GE20810 History of Film

General Education Elective List B (Select 7):
GE30910 Theories of Communication
GE30920 Logic
GE30930 Issues in American Society
GE30940 Literature and Culture
GE30960 Introduction to Museum Studies
GE30970 History of 20th Century Art
GE30980 Creative Writing
GE31020 Statistics
GE31030 Comparative Religions
GE31040 Media & Pop Culture

CORE COURSES
AD0015PF Portfolio Foundations Animation (0 quarter credits)
AD10130 Language of Animation and Film
AD10210 Life Drawing
AD10221 Color Theory
AD10231 Image Manipulation
AD10251 Typography
AD10311 Structure, Proportion, Perspective
AD10322 Figure Sculpture
AD10350 Principles of 3D Modeling
AD10361 Advanced Drawing for Animation
AD10411 Drawing & Anatomy
AD10441 2D Animation Principles
AD10450 Editing Technology
AD10460 Principles of 3-D Animation
AD20511 Background Design & Layout
AD20531 2D Animation
AD20551 Character & Object Design
AD20560 Hard Surface & Organic Modeling
AD20611 Digital Ink & Paint OR
    AD20721 Character Modeling
AD20622 Storyboarding
AD20631 Compositing
AD20712 Web Animation
AD20750 Audio for Animation
AD20760 Acting for Animation
AD20770 Conceptual Storytelling OR
    AD20780 Character Rigging
AD20811 Animation Interactive OR
    AD20821 Character Animation
AD20831 2D Animation Studio OR
    AD20841 Material & Lighting
AD20860 Portfolio Foundation
AD30911 Pre-Production Team
AD30921 Advanced Lighting and Texturing OR
AD30931 Traditional Animation Studio
AD30940 Motion Graphics
AD31011 Production Team
AD41111 Animation Studio
AD41121 Animation Portfolio Production
AD41160 Collaborative Projects OR
    IN31010AD Internship I
AD41211 Animation Portfolio
GR10110 Fundamentals of Drawing
GR10120 Fundamentals of Design

**Media Arts & Animation Elective List (Select 3):**
AD31021 3D Visual Effects
AD41141 Business of Animation
AD41150 Special Topics
AD41170 Art Direction
VE20520 3D Modeling & Animation Techniques
Photography

The Photography programs are designed to educate students in a wide array of technical and artistic photographic theory and techniques. Successful photography professionals do not rely on talent alone. They must possess a thorough understanding of specialized equipment, composition, light, and problem solving skills required to capture precise images.

Associate of Science Degree
PROGRAM OBJECTIVES
• Utilize raster-imaging software for image manipulation and output
• Apply photographic techniques to all projects
• Define and enrich a concept through the problem solving process
• Utilize lighting skills in the studio and on location
• Apply marketing strategies to create a self-promotion package
• Create a professional portfolio that can be viewed through a variety of media platforms

Additional Objectives -
Bachelor of Science Degree
• Develop an understanding of contemporary critical thought and the effects of photography on society and culture
• Author innovative concepts that define personal style and vision
• Apply marketing strategies to create a comprehensive business plan

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES
By graduation from the Associate of Science in Photography degree program, students are prepared to seek entry-level positions including photography assistant, digital imaging specialist, photo retail sales assistant, and picture library assistant. Further entry-level opportunities for the Bachelor of Science in Photography degree program include photojournalist, studio photographer, wedding/portrait photographer, location photographer, food photographer, social media content editor, and digital illustrator.
Associate of Science Degree
93 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Seven 11-Week Quarters or 77 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10120 Art History: Prehistoric to Mannerist
GE10130 History of Photography
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10410 Introduction to Psychology
GE20510 Ethics
GE20530 Sociology
GE20580 Economics
GE20710 Aesthetics
LS10110 Computer Science

General Education Elective List (Select 1):
GE10240 Visual Culture of Foods
GE10310 World Literature
GE10320 Effective Speaking
GE10330 American Government
GE10430 Environmental Science
GE10440 History of Motion Media & Mass Communication
GE20540 United States History: Early Period
GE20560 Western Civilization Ancient to Renaissance
GE20610 Theatre Appreciation
GE20810 History of Film

CORE COURSES
PH0015PF Portfolio Foundations Photography (0 quarter credits)
PH10111 Introduction to Photoshop
PH10130 Fundamentals of Photography
PH10231 Fundamentals of Photography II
PH10240 Photographic Design
PH10311 Principles of Lighting
PH10330 Color Printing and Design
PH10411 Studio Techniques
PH10432 Advanced Photoshop
PH20511 Advanced Lighting
PH20520 Digital Illustration
PH20522 Photojournalism
PH20611 Advanced Studio Techniques
PH20630 Marketing and Promotion
PH20641 Location Photography I
PH20710 Portfolio Projects I
PH20721 Workshop
PH20732 Photographic Web Portfolio 1
PH20810 Portfolio Projects 2
Requirements for
Bachelor of Science Degree
180 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Twelve 11-Week Quarters or 132 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10120 Art History: Prehistoric to Mannerist
GE10130 History of Photography
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10310 World Literature
GE10410 Introduction to Psychology
GE20510 Ethics
GE20530 Sociology
GE20560 Western Civilization: Ancient to Renaissance
GE20580 Economics
GE20710 Aesthetics
GE30990 History of Photography: 1960 to the Present
GE31020 Statistics
LS10110 Computer Science

General Education Elective List A (Select 1):
GE10240 Visual Culture of Foods
GE10320 Effective Speaking
GE10330 American Government
GE10430 Environmental Science
GE10440 History of Motion Media & Mass Communication
GE20540 United States History: Early Period
GE20610 Theatre Appreciation
GE20810 History of Film

General Education Elective List B (Select 4):
GE30910 Theories of Communication
GE30920 Logic
GE30930 Issues in American Society
GE30940 Literature and Culture
GE30950 Music Appreciation
GE30960 Introduction to Museum Studies
GE30970 History of 20th Century Art
GE30980 Creative Writing
GE31030 Comparative Religions
GE31040 Media & Pop Culture
CORE COURSES
GR10110 Fundamentals of Drawing
GR10130 Color Theory
IN31030PH Bachelor’s Internship I
PH0015PF Portfolio Foundations Photography (0 quarter credits)
PH10111 Introduction to Photoshop
PH10130 Fundamentals of Photography
PH10221 Photo Techniques
PH10231 Fundamentals of Photography II
PH10240 Photographic Design
PH10311 Principles of Lighting
PH10320 Advanced Principles of Photography
PH10330 Color Printing and Design
PH10411 Studio Techniques
PH10432 Advanced Photoshop
PH20511 Advanced Lighting
PH20520 Digital Illustration
PH20522 Photojournalism
PH20531 Architectural Photography
PH20611 Advanced Studio Techniques
PH20621 Digital Photographic Production
PH20630 Marketing and Promotion
PH20631 Survey of Photography
PH20641 Location Photography I
PH20710 Portfolio Projects I
PH20721 Workshop
PH20722 Editorial Photography
PH20732 Photographic Web Portfolio 1
PH30910 Issues in Contemporary Photography
PH30920 Photojournalism 2
PH30930 Location Photography 2
PH31010 Photographic Communication Concepts
PH31020 Photographic Criticism
PH41110 Portfolio 2
PH41120 Photographic Web Portfolio 2
PH41130 Portfolio Print Lab
PH41210 Portfolio 3
PH41220 Exhibition Print Lab
PH41230 Portfolio and Marketing Package

Photography Elective List (Select 2):
AD20770 Conceptual Storytelling
DF10110 Introduction to Video Production
DF10211 Television Studio Production
DF10240 Introduction to Digital Editing
GR10220 Life Drawing
GR30940 Book Arts
IM10220 Digital Typography
IM10330 Introduction to Audio
PH30940 Special Topics in Photography I
PH30950 Special Topics in Photography II
Visual Effects & Motion Graphics
Bachelor of Science Degree

No longer accepting new enrollments.

The Visual Effects & Motion Graphics program is designed to educate students in a wide range of audio and video technologies including compositing, typography, color, 3D modeling, and layout to create professional-level motion graphics and special effects for an increasingly sophisticated viewing audience in the television and film industries.

PROGRAM OBJECTIVES

• Demonstrate proficiency in project management
• Assess the technical and aesthetic qualities of recorded sound
• Apply the principles of design and typography to motion graphics
• Specify and use appropriate audio and video hardware and software
• Use storyboarding, lighting, shooting and broadcast techniques to produce quality video projects
• Edit pre-shot video using non-linear editing systems
• Design and create professional-level motion graphics for TV and film
• Demonstrate an understanding of compositing concepts
• Demonstrate lighting and perspective as it applies to real-world compositing
• Demonstrate proficiency in 3D modeling
• Demonstrate compositing techniques with 3D environments
• Work effectively in a team environment
• Create a reel and self-promotional package according to current industry standards

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

Graduates of the Visual Effects & Motion Graphics program are prepared to seek entry-level positions in the post-production industry as compositor, assistant editor, editor, production assistant, designer and broadcast graphics designer.
Requirements for Bachelor of Science Degree
180 Quarter Credits
Twelve 11-Week Quarters or 132 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10320 Effective Speaking
GE10440 History of Motion Media & Mass Communication
GE10450 Introduction to Geometry
GE20510 Ethics
GE20520 Physics
GE20530 Sociology
GE20710 Aesthetics
GE30910 Theories of Communication
GE30920 Logic
LS10110 Computer Science
LS20620 Business Law

General Education Elective List A (Select 1):
GE10120 Art History: Prehistoric to Mannerist
GE10130 History of Photography
GE10310 World Literature
GE10330 American Government
GE10410 Introduction to Psychology
GE10430 Environmental Science

General Education Elective List B (Select 1):
GE20540 United States History: Early Period
GE20550 United States History: 20th Century
GE20560 Western Civilization: Ancient to Renaissance
GE20570 Western Civilization: Reformation to WWII
GE20610 Theatre Appreciation
GE20810 History of Film

General Education Electives List C (Select 3):
GE30930 Issues in American Society
GE30940 Literature & Culture
GE30950 Music Appreciation
GE30960 Introduction to Museum Studies
GE30970 History of 20th Century Art
GE30980 Creative Writing
GE31030 Comparative Religions
GE31040 Media & Pop Culture

CORE COURSES
AD10221 Color Theory
AD10231 Image Manipulation
AD10251 Typography
AD10322 Figure Sculpture
AD10350 Principles of 3D Modeling
AD10441 2D Animation Principles
AD10450 Editing Technology
DF10110 Introduction to Video Production
DF10121 Principles of Lighting
DF10211 Television Studio Production
DF20521 Audio for Video
GR10110 Fundamentals of Drawing
GR10120 Fundamentals of Design
IM10330 Introduction to Audio
PH10350 Principles of Digital Photography for Non-Majors
VE0015PF Portfolio Foundations Visual Effects & Motion Graphics
VE10110 Introduction to VFX
VE10310 Storyboarding
VE20510 Intermediate VFX I
VE20520 3D Modeling and Animation Techniques
VE20610 Intermediate VFX II
VE20620 3D Effects
VE20710 Advanced VFX I
VE20720 Editing for Visual Effects
VE20810 Advanced VFX II
VE20820 Intermediate Broadcast Graphics
VE20860 Advanced Broadcast Graphics
VE20850 Audio Post Production
VE30910 Production Studio I
VE30920 Interactive Visual Design
VE31010 Production Studio II
VE31020 VFX Professional Development
VE31030 VFX Art Direction
VE41110 Portfolio Development
VE41130 Post Production Management
VE41210 Portfolio Presentation

**Visual Effects & Motion Graphics Elective List (Select 5):**
AD10210 Life Drawing
AD10311 Structure, Proportion, Perspective
AD10411 Drawing and Anatomy
AD10460 Principles of 3D Animation
AD20511 Background Design & Layout
AD20560 Hard Surface and Organic Modeling
AD20721 Character Modeling
AD20821 Character Animation
AD20841 Material & Lighting
DF10421 Producing & Directing
GR10230 Form and Space
IN41210VE Internship
VE31040 Special Topics
VE31050 Conceptual Storytelling
Web Design & Development

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

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

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

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES
Graduates of the Web Design & Development diploma program are prepared to seek entry level positions as web designers, web developers, and webmaster.

GAINFUL EMPLOYMENT
Please visit ge.artinstitutes.edu/programoffering/3138 for program duration, tuition, fees, other costs, median debt, salary data, alumni success, and other important info on the Web Design & Development Diploma program.

Requirements for Diploma
48 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Four 11-Week Quarters or 44 Weeks

<table>
<thead>
<tr>
<th>CORE COURSES</th>
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<tbody>
<tr>
<td>IM10210 Image Manipulation</td>
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<td>IM10231 Programming Logic</td>
<td>IM20810 Digital Portfolio II</td>
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<tr>
<td>IM10310 Introduction to Scripting Languages</td>
<td>IM20830 Introduction to User Centered Design</td>
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<td>IM10340 Advanced Image Manipulation</td>
<td>IM30930 Usability Testing</td>
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<td>IM10410 Intermediate Scripting Languages</td>
<td>IM30940 Net Broadcasting</td>
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<td>IM10421 Web Design Workshop</td>
<td>IM31020 Integrated Information Design</td>
</tr>
<tr>
<td>IM20530 Concepts in Motion Design</td>
<td>IM31031 Emerging Technologies</td>
</tr>
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Web Design & Interactive Media

In the Web Design & Interactive Media program, students have the opportunity to sharpening their fundamental design and user skills like drawing, design, audio, digital imaging, and web technologies. Students have the opportunity to apply what they have learned to such disciplines as media authoring, video technology, motion graphics, sound applications, and project management. Students have the opportunity to learn several programming languages to create rich, interactive content for front and back-end development. In addition, understanding usability testing can help students develop an innovative approach to creating new interactive experiences, including mobile apps.

Associate of Science Degree
PROGRAM OBJECTIVES
• Utilize the visual language of design
• Utilize and select various media and styles to achieve desired results
• Create graphics using image manipulation software
• Apply interface design principles
• Apply information design principles
• Use authoring software
• Create moving and static images that convey thematic meanings
• Design an e-learning project
• Describe needs analysis as it pertains to usability
• Use basic scripting commands
• Write HTML and CSS code
• Apply a variety of scripting techniques
• Utilize typefaces appropriate for screen-based media
• Develop a static mobile app

Additional Objectives - Bachelor of Science Degree
• Employ needs analysis for database design
• Use server-side scripting to deliver database content to a web page and mobile app
• Use team collaboration to execute a web-based or mobile app concept
• Explain how usability impacts a company’s bottom-line and business objectives
• Employ the role of design in branding/corporate identity
• Produce identity design for multiple formats including print, Web, and mobile

ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES
By graduation, students in the Associate of Science in Web Design & Interactive Media degree program are prepared to seek entry-level positions including junior digital designer, junior web designer, and web developer. Additionally, by graduation, students in the Bachelor of Science degree program are prepared to seek entry-level positions as web design specialists, web develop and designer, website designer, WordPress web developer, and front-end web developer.
Requirements for
Associate of Science Degree
93 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Seven 11-Week Quarters or 77 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10320 Effective Speaking
GE10440 History of Motion Media and Mass Communication
GE20510 Ethics
LS10110 Computer Science
LS20620 Business Law

General Education Elective List A (Select 1):
GE10120 Art History: Prehistoric to Mannerist
GE10130 History of Photography
GE10310 World Literature
GE10330 American Government
GE10410 Introduction to Psychology
GE10430 Environmental Science
GE10450 Introduction to Geometry

General Education Elective List B (Select 1):
GE20520 Physics
GE20530 Sociology
GE20540 United States History: Early Period
GE20550 United States History: 20th Century
GE20560 Western Civilization: Ancient to Renaissance
GE20570 Western Civilization: Reformation to WWII
GE20610 Theatre Appreciation
GE20710 Aesthetics
GE20810 History of Film
CORE COURSES
GR10110 Fundamentals of Drawing
GR10120 Fundamentals of Design
GR10130 Color Theory
IM0015PF Portfolio Foundations Web Design & Interactive Media (0 quarter credits)
IM10210 Image Manipulation
IM10220 Digital Typography
IM10310 Introduction to Scripting Languages
IM10340 Advanced Image Manipulation
IM10410 Intermediate Scripting Languages
IM10421 Web Design Workshop
IM20511 E-Learning Design
IM20521 Dynamic Web Scripting
IM20530 Concepts in Motion Design
IIM20611 E-Learning Production
IM20620 Interactive Motion Graphics
IM20710 Digital Portfolio I
IM20720 Project Management
IM20810 Digital Portfolio II
IM20820 Advanced Web Scripting
IN20770IM Internship

Web Design & Interactive Media Elective List (Select 1):
AD20531 2D Animation
AD20721 Character Modeling
AD20821 Character Animation
DF10110 Introduction to Video Production
GR10450 Digital Layout
GR10460 Digital Illustration
IM10330 Introduction to Audio
IM20730 Designing for Interactive Media
IM20840 Web Imaging Techniques
PH10350 Principles of Digital Photography for Non-Majors
Requirements for Bachelor of Science Degree
180 Quarter Credits
All courses are 3 quarter credits unless otherwise stated
Twelve 11-Week Quarters or 132 Weeks

GENERAL EDUCATION
GE10110 English Composition I
GE10210 English Composition II
GE10220 College Math
GE10230 Art History: Baroque to Contemporary
GE10320 Effective Speaking
GE10440 History of Motion Media and Mass Communication
GE10450 Introduction to Geometry
GE20510 Ethics
GE20520 Physics
GE20540 United States History: Early Period OR
GE20550 United States History: 20th Century
GE20560 Western Civilization: Ancient to Renaissance OR
GE20570 Western Civilization: Reformation to WWII
GE20710 Aesthetics
GE30910 Theories of Communication
GE30920 Logic
LS10110 Computer Science
LS20620 Business Law

General Education Elective List A (Select 1):
GE10120 Art History: Prehistoric to Mannerist
GE10130 History of Photography
GE10310 World Literature
GE10330 American Government
GE10410 Introduction to Psychology
GE10430 Environmental Science

General Education Elective List B (Select 1):
GE20530 Sociology
GE20540 United States History: Early Period
GE20550 United States History: 20th Century
GE20560 Western Civilization: Ancient to Renaissance
GE20570 Western Civilization: Reformation to WWII
GE20610 Theatre Appreciation
GE20810 History of Film

General Education Electives List C (Select 3):
GE30930 Issues in American Society
GE30940 Literature and Culture
GE30950 Music Appreciation
GE30960 Introduction to Museum Studies
GE30970 History of 20th Century Art
GE30980 Creative Writing
GE31030 Comparative Religions
GE31040 Media & Pop Culture
CORE COURSES

Students choose one of the following:
DF10110 Introduction to Video Production
PH10130 Fundamentals of Photography
PH10350 Principles of Digital Photography for Non-Majors

Students choose one of the following:
DF10240 Introduction to Digital Editing
AD10350 Principles of 3-D Modeling

Students are required to take the following:
GR10110 Fundamentals of Drawing
GR10120 Fundamentals of Design
GR10130 Color Theory
IM0015PF Portfolio Foundations Web Design & Interactive Media (0 quarter credits)
IM10210 Image Manipulation
IM10220 Digital Typography
IM10231 Programming Logic
IM10310 Introduction to Scripting Languages
IM10330 Introduction to Audio
IM10340 Advanced Image Manipulation
IM10410 Intermediate Scripting Languages
IM10421 Web Design Workshop
IM10430 Audio Production for Interactive Design
IM20511 E-Learning Design
IM20521 Dynamic Web Scripting
IM20530 Concepts in Motion Design
IM20540 Digital Illustration
IM20611 E-Learning Production
IM20620 Interactive Motion Graphics
IM20710 Digital Portfolio I
IM20720 Project Management
IM20730 Designing for Interactive Media
IM20810 Digital Portfolio II
IM20820 Advanced Web Scripting
IM20830 Introduction to User Centered Design
IM30911 Advanced Topics in Web Programming
IM30920 Interactive Motion Scripting
IM30930 Usability Testing
IM30940 Net Broadcasting
IM31010 Senior Project Research
IM31020 Integrated Information Design
IM31031 Emerging Technologies
IM31040 Designing for Server Side Technology
IM31110 Senior Project Application and Defense
IM31120 Professional Practice
IN31210IM BS Internship
**Web Design & Interactive Media Elective List (Select 2):**
AD10460 Principles of 3-D Animation
AD20721 Character Modeling
AD20841 Material & Lighting
DF10311 Non-Linear Editing
DF20511 Video Graphics
GR10450 Digital Layout
GR10460 Digital Illustration
GR10471 Digital Imaging and Manipulation
IM20840 Web Imaging Techniques
VE20850 Audio Post Production
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.

The Art Institute of Philadelphia uses an alphanumeric course coding system:

Prefixes represent the following subject areas:

<table>
<thead>
<tr>
<th>Prefix</th>
<th>Subject Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>AD</td>
<td>Media Arts &amp; Animation</td>
</tr>
<tr>
<td>AP</td>
<td>Audio Production</td>
</tr>
<tr>
<td>AV</td>
<td>Advertising</td>
</tr>
<tr>
<td>BP</td>
<td>Baking &amp; Pastry</td>
</tr>
<tr>
<td>CU</td>
<td>Culinary</td>
</tr>
<tr>
<td>DF</td>
<td>Digital Filmmaking &amp; Video Production</td>
</tr>
<tr>
<td>FD</td>
<td>Fashion Design</td>
</tr>
<tr>
<td>FM</td>
<td>Fashion Marketing</td>
</tr>
<tr>
<td>FS</td>
<td>Fashion Studies</td>
</tr>
<tr>
<td>GA</td>
<td>Game Art &amp; Design</td>
</tr>
<tr>
<td>GE</td>
<td>General Education</td>
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<tr>
<td>GR</td>
<td>Graphic Design</td>
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<tr>
<td>ID</td>
<td>Interior Design</td>
</tr>
<tr>
<td>IM</td>
<td>Web Design &amp; Interactive Media</td>
</tr>
<tr>
<td>IN</td>
<td>Internship</td>
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<tr>
<td>LS</td>
<td>Liberal Studies</td>
</tr>
<tr>
<td>PH</td>
<td>Photography</td>
</tr>
<tr>
<td>VE</td>
<td>Visual Effects &amp; Motion Graphics</td>
</tr>
</tbody>
</table>

Numbering:

00000 – 09999 represent Skills Enhancement courses
10000 – 10499 typically represent first year courses
20500 – 20899 typically represent second year courses
30900 – 31099 typically represent third year courses
41100 – 41299 typically represent fourth year courses
AD0015PF  
**Portfolio Foundations Animation**  
The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.  
Prerequisite: None  
(0 quarter credits, 2 hours per week)

AD10130  
**Language of Animation and Film**  
Fundamentals of animated cinematography addressed through a historical survey. Course will consider trends and genres of animated film in a variety of media.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)

AD10210  
**Life Drawing**  
This course continues the study of the human figure. Students work primarily from undraped models and receive thorough instruction in analytical draftsmanship, which is the basis of drawing any subject.  
Prerequisite: GR10110 OR Academic Chair Approval  
(3 quarter credits, 4 hours per week)

AD10221  
**Color Theory**  
An explanation of the basic language of two-dimensional design and color, and the attendant corollary theories as applied to commercial art.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)

AD10231  
**Image Manipulation**  
Students develop basic image processing and manipulation skills in a raster-based computer environment. Students learn the fundamentals of scanning, digital painting, color management, imaging, photo retouching, filters, and masks.  
Prerequisite: none  
(3 quarter credits, 4 hours per week)

AD10251  
**Typography**  
This course will examine the construction and application of typographic text and headline display. Typography will be introduced as an essential element of multimedia and animation art and design.  
Prerequisite: GR10120, LS10110  
(3 quarter credits, 4 hours per week)
AD10311
Structure, Proportion, Perspective
Students use a variety of media to produce drawings of three dimensional objects in one, two, and three point perspective. Emphasis is on using observational skills to create proportionally correct renditions of structures and environments.
Prerequisite: GR10110 or Academic Chair Approval
(3 quarter credits, 4 hours per week)

AD10322
Figure Sculpture
Employing a variety of sculptural materials and techniques, the class will design and build a series of models for use in animation design.
Prerequisite: None
(3 quarter credits, 4 hours per week)

AD10350
Principles of 3D Modeling
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 perform mathematical computations as they apply to geometric construction.
Prerequisite: AD10231 and AD10251 OR IM10210 and IM10220 or Academic Chair Approval
(3 quarter credits, 4 hours per week)

AD10361
Advanced Drawing for Animation
The focus of this course is on traditional painting concepts applied in a digital environment. Both content and process will be explored through the use of color theory and visual perspective. Problem solving and image creation skills learned here will enable students to successfully develop 2D and 3D animation projects including background painting, 3D environments, rendering, texturing, lighting and presentation of finished artwork.
Prerequisite: AD10210, AD10231
(3 quarter credits, 4 hours per week)

AD10411
Drawing & Anatomy
Continuing to develop the basic drawing course, students will focus on rendering life forms in space. Emphasis will be placed on the basic anatomical structures of human and animal forms.
Prerequisite: AD10210
(3 quarter credits, 4 hours per week)

AD10441
2D Animation Principles
In this course, students will gain an understanding of animation through the development of timing, rhythm and movement. They will develop traditional animation sequences using the pencil test system.
Prerequisite: AD10210 or Academic Chair Approval
(3 quarter credits, 4 hours per week)
AD10450
Editing Technology
In this course, students explore the features and functions of video editing systems and learn to edit video using non-linear video editing systems. Students will also explore various media available for output of animation and use the appropriate equipment to output animation to tape.
Prerequisite: DF10110 or Academic Chair Approval
(3 quarter credits, 4 hours per week)

AD10460
Principles of 3D Animation
This course explores the fundamental techniques to create animation in a 3D environment on a computer. Specific animation features and functions of the given software will be discussed and applied to the creation of short 3D animation compositions. Emphasis will be placed on transferring basic animation techniques into a computer-generated 3D animation composition.
Prerequisite: AD10350
(3 quarter credits, 4 hours per week)

AD20511
Background Design & Layout
Students will learn basic techniques in designing and rendering still backgrounds for their animations. The course will examine registration points and match-lines. Moods, action and lighting will be considered and different color media will be explored.
Prerequisite: AD10311
(3 quarter credits, 4 hours per week)

AD20531
2D Animation
The second course in animation makes use of more advanced animation techniques used in the production of traditional animation sequences. Students will experiment with various tools and theories associated with this medium. A student who completes this course will employ inspirational sketches for animated sequences; learn camera movements and painting skills to complete a short, animated segment.
Prerequisite: AD10441 or Academic Chair Approval
(3 quarter credits, 4 hours per week)

AD20551
Character & Object Design
A course in which students learn to utilize drawing skills, expressive techniques, and dramatic/comedic character traits to develop model sheets of selected personalities for use in animated sequences.
Prerequisite: AD10210
(3 quarter credits, 4 hours per week)

AD20560
Hard Surface & Organic Modeling
This course covers advanced modeling techniques used for building organic and hard surface objects and environments.
Prerequisite: AD10350
(3 quarter credits, 4 hours per week)
AD20611
Digital Ink & Paint
Students develop a basic understanding of computers as an animation tool. They gain hands-on experience with 2D computer animation software.
Prerequisite: AD10231, AD10251, AD10441
(3 quarter credits, 4 hours per week)

AD20622
Storyboarding
This course provides a basis for story and plot development in animated stories and communications. An emphasis on concept, as well as translating ideas into acceptable visual performance through the development of working storyboards, will be stressed.
Prerequisite: AD10311, AD10441, AD20551
(3 quarter credits, 4 hours per week)

AD20631
Compositing
This course will explore various methods of compositing and compositing concepts to enhance and expand productivity. Specific animation features and functions of the given software will be discussed and applied to the production of short animation projects.
Prerequisite: AD10231 and AD10251 OR IM10210 or GR10471
(3 quarter credits, 4 hours per week)

AD20712
Web Animation
Students in this course produce animation within limited delivery constraints. Limitations of image size, formatting and color depth will be explored.
Prerequisite: AD20631
(3 quarter credits, 4 hours per week)

AD20721
Character Modeling
This course covers advanced modeling techniques used for building a 3 dimensional character. Students will explore techniques of character modeling to include various approaches to figure construction.
Prerequisite: AD10460, AD20560 or Academic Chair Approval
(3 quarter credits, 4 hours per week)

AD20750
Audio for Animation
This course is a conceptual introduction to audio production techniques for animation. Students will learn to digitize sound and apply it for audio enhancement of their animations. Students will also learn how to produce appropriate audio effects and transition in computer animation.
Prerequisite: LS10110, AD20531
(3 quarter credits, 4 hours per week)

AD20760
Acting for Animation
The introduction of acting as a tool of research through studies of animated movement. Characters’ personality, expression, motivation, body language, and posture will be studied through classroom exercises in a variety of media.
Prerequisite: AD20531
(3 quarter credits, 4 hours per week)
AD20770  
**Conceptual Storytelling**  
The course is an introduction to storytelling and the components of story. The goal is to develop storytelling skills, and an understanding of story form.  
Prerequisite: AD20531 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)  

AD20780  
**Character Rigging**  
This course is to introduce the student to fundamentals of character setup. The character setup will be tested by animation assignments. During the course, each student will create, set up and test a character model. Prerequisite: AD20721  
(3 quarter credits, 4 hours per week)  

AD20811  
**Animation Interactive**  
Interactive computer programs combine animation with facilities for integrating text, sound, images, and full-motion video into interactive products such as games, entertainment, edutainment, infotainment, simulator virtual reality, locally-based entertainment, and computer-based training. This course allows students to explore the role of 2D and 3D animation in the production of interactive products. Students will fine-tune their skills in scripting and storyboarding, and they will design an animated prototype using interactive multimedia software. Prerequisite: AD20611  
(3 quarter credits, 4 hours per week)  

AD20821  
**Character Animation**  
Built upon the foundation of 3D Animation, this course continues to explore the various techniques to create animation in a 3D environment on the computer. Specific animation features and functions of the given software will be discussed and applied to the production of short 3D animation projects. Emphasis will be placed on synthesized use of animation techniques in a computer-generated 3D animation. Prerequisite: AD20780 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)  

AD20831  
**2D Animation Studio**  
Students work with team members on actual animation jobs from the field, or create a completed animation that demonstrates storytelling techniques. Prerequisite: AD20760  
(3 quarter credits, 4 hours per week)  

AD20841  
**Material & Lighting**  
This course covers the various camera and lighting techniques as applied to animation art and design. Discussions will cover the general concepts of principles of camera moves and lighting in the video studio and computer animation application. Focus will be placed on applying camera and lighting techniques to computer-generated animation. Prerequisite: AD20560 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)
AD20860  
**Portfolio Foundation**  
This course allows students to learn basic portfolio presentation techniques. All prior work is examined and portfolio quality work is gleaned with an eye towards excellence.  
Prerequisite: AD10460, AD20531, AD20631  
(3 quarter credits, 4 hours per week)

AD30911  
**Pre-Production Team**  
This course begins to acclimate students into the team environment by completing pre-production work on a group project. Teams will utilize learned skills in pre-production practices including, but not limited to: animatics, storyboarding, character layout, background layout and design. This coursework will be carried into Production Team to complete proposed projects.  
Prerequisite: AD20860  
(3 quarter credits, 4 hours per week)

AD30921  
**Advanced Lighting and Texturing**  
In this course students will continue to develop lighting and texturing skills.  
Prerequisite: AD20841  
(3 quarter credits, 4 hours per week)

AD30931  
**Traditional Animation Studio**  
Students work with team members on actual animation jobs from the field, or create a full-length animation with a purpose. In this advanced course, all nuances of project creation, production, and post-production are taught.  
Prerequisite: AD20860 OR AD20831  
(3 quarter credits, 4 hours per week)

AD30940  
**Motion Graphics**  
Relationships of letters, space, and type systems will be studied and applied as students copy-fit and style text type, space render display arrangements, and markup and specify both text and display type. Typographic attributes will be systematically applied to enhance the readability of typographic communications, including computer animated and broadcast graphics. Students will develop the ability to work within traditional and contemporary design contexts.  
Prerequisite: AD20631  
(3 quarter credits, 4 hours per week)

AD31011  
**Production Team**  
This course in production work places students in creative production teams where they can utilize their knowledge of traditional animation, 2D animation, 3D modeling and animation, interactivity, processing and compositing software. The team will work cooperatively to achieve a common goal similar to industry experience.  
Prerequisite: AD30911  
(3 quarter credits, 4 hours per week)
AD31021  
3D Visual Effects  
Effects animation takes students through the basics of making special effects. Students will be using such tools as particles, soft bodies, dynamics and expressions to create several scenes.  
Prerequisite: earned minimum of 120 credits OR Academic Chair Approval, AD20560  
(3 quarter credits, 4 hours per week)

AD41111  
Animation Studio  
This can be used as either a computer lab or traditional studio course. This is where students learn the final technical competencies to create capstone projects for their portfolios.  
Prerequisite: AD31011  
(3 quarter credits, 4 hours per week)

AD41121  
Animation Portfolio Production  
In this course students will complete portfolio pieces, organize them for presentation, and focus on works that reflect and enhance their individual strengths in animation art and design.  
Prerequisite: AD31011 OR Academic Chair Approval  
(3 quarter credits, 4 hours per week)

AD41141  
Business of Animation  
The course provides a detailed view of the concepts, practices, strategies, legalities, and decisions involved in successfully establishing and operating an animation business. The basic structure of this course will guide the student in developing a strong working knowledge of the animation industry.  
Prerequisite: earned minimum of 120 credits OR Academic Chair Approval  
(3 quarter credits, 4 hours per week)

AD41150  
Special Topics  
Topics are based upon important trends and developments in animation. Lectures, demonstrations, or research reports pertaining to areas of interest in animation will be presented by resident faculty, expert visitors, and working professionals. Group projects may also be assigned. Topics selected are based upon important trends and developments in the industry. Study and discussion of interactive digital media, streaming media, entrepreneurship marketing, workgroup organization, and film industry are but a few possible topics that might be covered. The student will be exposed to the various applications of animation and apply animation skills to chosen topics.  
Prerequisite: earned minimum of 120 credits OR Academic Chair Approval  
(3 quarter credits, 4 hours per week)

AD41160  
Collaborative Project  
This class is designed to emulate a real world environment by combining the skills of students from more than one curriculum to complete a singular, group project. The group will achieve its goal by working with/for a professional organization and preparing the project for real world application. The purpose of the class is to facilitate an environment for students from different disciplines to connect with one another, develop professional relationships, and to gain experience with client relations. Projects will vary from quarter to quarter.  
Prerequisite: AD31011 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)
**AD41170**  
**Art Direction**  
This course will exhibit the role of the Art Director in producing multifaceted design projects. Exercises will train students in coordinating creative efforts from concept to finished product. A team environment is emphasized and aims to acquaint the students with the necessity of leadership ability, communication and negotiating skills.  
Prerequisite: earned minimum of 120 credits OR Academic Chair Approval  
(3 quarter credits, 4 hours per week)

**AD41211**  
**Animation Portfolio**  
The objective of this course is to complete the digital portion of the student’s portfolio, to assess its strengths and weaknesses, to correct those weaknesses and augment the student’s strengths, and to produce a professional level demo tape. This course will also stress the importance of professional development and help the student complete the initial job search requirements.  
Prerequisite: AD41121 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)

**AD41231**  
**Computer Animation Studio**  
Utilizing advanced computer programs, students will be able to design, produce, and edit imaginative animation sequences. Special topics in modeling and animation will be covered such as advanced concepts, lighting, compositing, special effects, camera moves, audio and inverse kinematics.  
Prerequisite: AD31011  
(3 quarter credits, 4 hours per week)

**AP0015PF**  
**Portfolio Foundations Audio Production**  
The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. This course begins by welcoming students into the Art Institute of Philadelphia community and helping them integrate into this student environment. Students then get to know college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.  
Prerequisite: None  
(0 quarter credits, 2 hours per week)

**AP10110**  
**Fundamentals of Audio**  
This course introduces students to the theories, practices, and tools used in digital audio production and techniques of non-linear editing, focusing on the fundamental theories and concepts behind various types of digital audio tools. Through lectures and in-class projects, students develop knowledge and skills needed to operate non-linear audio workstations.  
Prerequisite: None, course must be taken with AP10120  
(3 quarter credits, 4 hours per week)
AP10120
Audio Technology I
This course examines the principles of audio signals and the equipment used to record, edit, and playback audio content. Students will begin to develop an understanding of signal flow of audio systems using block diagrams. A survey of audio transmission, manipulation, and delivery systems including cables, connectors, basic stereo mixers, microphones, amplifiers, and loudspeakers will be presented.
Prerequisite: None, course must be taken with AP10110
(3 quarter credits, 4 hours per week)

AP10210
Survey of the Music Industry
Students explore the music industry and its constituent sectors, including musical performance, recording, promoting, and record distribution. Lectures and projects focus on identifying various career opportunities and typical career paths in the music industry and knowledge and skill sets needed to succeed as an entry level professional.
Prerequisite: None
(3 quarter credits, 4 hours per week)

AP10220
Audio Technology II
In this course students continue to study the principles of audio signals and the equipment used to record, process, and distribute audio content. Sound in acoustical form is discussed in relation to studio acoustics. Students expand their understanding of signal flow of advanced audio systems by creating and reading complex block diagrams. Some of the topics studied in depth are: signal processors, dynamic range, distortion, analogue recording, and SMPTE time code.
Prerequisite: AP10120
(3 quarter credits, 4 hours per week)

AP10230
Listening, Analysis & Acoustics
This course introduces the student to ear-training and critical listening from the perspective of the audio engineer and contemporary production techniques. The student will learn to aurally analyze and identify typical contemporary popular song forms and the production techniques used to create them. This course examines the physical behavior of sound indoors and outdoors. Topics include human hearing and the principles of psychoacoustics, sound propagation, transmission, reflection, diffraction, diffusion, noise reduction, basic studio and room acoustics, and sound isolation. Concepts will be presented through lectures and case studies.
Prerequisite: AP10110
(3 quarter credits, 4 hours per week)

AP10310
Audio Recording I
The theoretical foundations presented in Audio Technology II are reinforced in this course through practical, hands-on applications. Students learn the operational techniques of basic audio systems with an emphasis on mix down of prerecorded multi track tapes and eight-track recording projects.
Prerequisite: AP10220
(3 quarter credits, 4 hours per week)
AP10320
Digital Audio I
This course introduces students to the theories, practices, and tools used in digital audio production and techniques of non-linear editing, focusing on the fundamental theories and concepts behind various types of digital audio tools. Through lectures and in-class projects, students develop knowledge and skills needed to operate non-linear audio workstations. Prerequisite: AP10220 (3 quarter credits, 4 hours per week)

AP10330
Music Theory I
This course introduces students to the rudiments of music theory. Students will begin to develop proficiency in the language of music by learning to identify notes, clefs, and other symbols used in music as notation as well as common scales and simple rhythms. Time will be spent introducing the concept and structure of the lead sheet. An ear-training component will develop the students’ skill in identifying and transcribing simple melodies, chords, and rhythms.
Prerequisite: AP10230
(3 quarter credits, 4 hours per week)

AP10410
Digital Audio II
Students learn the concepts and production techniques used with ProTools integrated into a digital audio workstation. Topics include computer based digital audio workstations, sound design, field recording, digital audio transfer protocols, software-based effects plug-ins, and online automation.
Prerequisite: AP10320
(3 quarter credits, 4 hours per week)

AP10420
Music Theory II
This course continues developing students’ understanding of the rudiments of music theory by introducing the concepts of harmony, voice leading, modes and compound time signatures. Students will move from reading and understanding simple lead sheets and learn to create lead sheets of their own. Ear training exercises will expand on work done in Music Theory I to include more complex chords and intervals.
Prerequisite: AP10330
(3 quarter credits, 4 hours per week)

AP20510
Electronics I
This course introduces students to the fundamental concepts of electronics as they relate to audio production. Topics include Ohm’s Law, AC and DC circuits, basic troubleshooting for audio equipment, AC line voltage, and filtered DC voltage.
Prerequisite: AP10220, GE10340
(3 quarter credits, 4 hours per week)
AP20520
Digital Audio III
This course covers in depth the use of Pro Tools in a number of different professional studio operation scenarios. Topics include SMPTE time code and synchronization, digital console automation, OMF file transfers, synchronization and machine control in postproduction, and introduction to surround mixing and surround formats. Additionally, this course will outline the terminology and practice of typical post-production audio. Concepts of ADR, Foley, sound design, and composing for film and video will be explored.
Prerequisite: AP10410
(3 quarter credits, 4 hours per week)

AP20530
Sound Design & Concept Development
Sound Design is the most critical part of audio post production. This course covers the fundamentals of sound design concept development, music selection, scoring, selection of sound effects, the whole process of creating, designing, and producing sound content for targeted audiences, and intended delivery systems.
Prerequisite: GE10110, GE10210, AP10230
(3 quarter credits, 4 hours per week)

AP20610
Electronics II
In this course, students explore the concepts, building, and application of transformers and filters to learn to read, interpret, and utilize data from schematic circuit diagrams. Emphasis is placed upon applying these electronic devices to the operation and troubleshooting of audio equipment. Students focus on the theoretical principles, physical properties, build, and characteristics of various microphones. They will learn to take apart and assemble the components of a microphone and perform basic troubleshooting and repairing of microphones.
Prerequisite: AP20510
(3 quarter credits, 4 hours per week)

AP20620
MIDI Systems I
This course allows students to develop a working theoretical and skills-based knowledge of the multi-timbral synthesizer and the sequencing environment within the context of the contemporary MIDI production studio. Both live and studio applications are covered, and full use is made of the digital signal processing resources available within the equipment.
Prerequisite: AP10220, AP10420
(3 quarter credits, 4 hours per week)

AP20630
Live Sound Reinforcement I
In this course students learn to set up and operate various audio equipment for a typical live sound reinforcement. Topics include reading block diagrams of audio systems, wiring speakers, connecting powers, testing and adjusting microphones, troubleshooting sound systems, and fine-tune reinforcement effects.
Prerequisite: AP20510
(3 quarter credits, 4 hours per week)
AP20710
MIDI Systems II
In MIDI Systems II, students develop a detailed knowledge of the MIDI language and learn to apply more flexible and in-depth uses of sequencers involving graphical and list-based editing, static and dynamic parameter and tempo automation, and the basic recording of MIDI messages. Students gain greater proficiency in MIDI production processes through small group and individual production projects.
Prerequisite: AP20620
(3 quarter credits, 4 hours per week)

AP20720
Live Sound Reinforcement II
In this course students learn to set up and operate various audio equipment for a typical live sound reinforcement. Topics include reading block diagrams of audio systems, wiring speakers, connecting powers, testing and adjusting microphones, troubleshooting sound systems, and fine-tune reinforcement effects.
Prerequisite: AP20630
(3 quarter credits, 4 hours per week)

AP20730
Digital Audio Marketing Strategies
This is a marketing course for an Audio Media Business. Students develop and understanding of the strategic planning process, assessing organization marketing resources and opportunities, SWOT, understanding the marketing concept, managing customer relations, and conduct demographic analysis for customer needs. Students develop and understanding of marketing strategies to market effectively a value-added Audio Media Business. Additionally, issues revolving around Audio Media e-commerce and Audio Media e-business strategies will be explored.
Prerequisite: LS20620
(3 quarter credits, 4 hours per week)

AP20810
Advanced Recording Techniques I
This course covers the techniques and technology typical to professional music recording and mixing using advanced large format consoles. Topics include: studio procedures and professionalism, computerized console operation, advanced signal flow, signal processing, analytical and critical listening skills, close, distant and stereo mix techniques for a variety of musical instruments, and basic mix down strategies.
Prerequisite: AP20720, AP20520
(3 quarter credits, 4 hours per week)

AP20820
Audio Recording II
Students expand and develop the skills learned in Fundamentals of Audio Production through multi-track recording projects. The course focuses on recording techniques used in music production. Emphasis is placed on signal flow for basic tracks, mix down, and overdubs. Other topics include close and distant microphone techniques, recording session management, studio documentation, signal processing, and moving fader automation systems.
Prerequisite: AP20720, AP20520
(3 quarter credits, 4 hours per week)
AP20830  
**Synthesis & Sound Design I**  
This course develops advanced skills using synthesizers and samplers. Students study the elements of sound and how they apply to simple and complex waveforms, envelopes, Lfo’s, filters, and keyboard architecture. Theory and practice with sampling and subtractive synthesis using software and hardware sound sources.  
Prerequisite: AP20710  
(3 quarter credits, 4 hours per week)  

AP30910  
**Advanced Recording Techniques II**  
This course provides the student a greater understanding of computerized consoles and automation systems. Students use a multi-track format, digital audio sampling for sound replacement, and integrate Pro Tools and MIDI sequencers into the studio mixing environment. Critical listening skills and critical analysis of master recordings are emphasized. Students participate in in class recording sessions and engineer recording projects during and out of class hours which may be included in their portfolio.  
Prerequisite: AP20810  
(3 quarter credits, 4 hours per week)  

AP30920  
**Synthesis & Sound Design II**  
This course will survey both commercially available synthesis methods and recent developments at audio research institutes. Students will also survey the current market for hardware and software implementations of various synthesis methods. Analytical listening sessions will expose students to synthesis methods in various musical contexts. Detailed study of subtractive, FM, physical modeling, and granular synthesis will culminate in original sound design projects.  
Prerequisite: AP20830  
(3 quarter credits, 4 hours per week)  

AP31010  
**Senior Project I**  
This course initiates a two quarter long comprehensive project which will be integral to students’ final portfolios. Students will employ their cumulative skills to pre-produce a significant, sophisticated, multi-track digital audio work. Committee and/or faculty will approve the project content and the type of audio work. Projects will be carried out individually or in groups based on the needs of the class as determined by the instructor.  
Prerequisite: AP30910 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)  

AP31020  
**Digital Audio IV**  
In this course students will study the methods and systems used in mastering audio. They will study gain structure, compression, equalization and other techniques as applied to the mastering process. They will gain an understanding of optimum working levels for the various delivery methods of audio. The course also looks at various problems that are addressed in the mastering process. Ultimately, they will prepare a PMCD which is ready for mass production.  
Prerequisite: AP30910  
(3 quarter credits, 4 hours per week)
AP31030  
**Business of Audio**
This course covers the multiple facets of starting up and operating an audio media business. Topics of learning consist of the development of an industry analysis and a comprehensive business plan. The industry analysis will provide the empirical market data so that the student can assess and define a need in a particular audio media market niche. The business plan will include the legal structure of the business, organizational hierarchy, executive summary, competitive analysis, locations plan, startup costs, operational budget, human resource plan, training and development plan, traditional and web marketing plan, accounting plan, trade association plan, social responsibility plan, contingency and disaster management plan, business proposal, contracts, ethics, government regulations, and copyrights.  
Prerequisite: AP20730  
(3 quarter credits, 4 hours per week)

AP41110  
**Portfolio Preparation**
In this first portfolio course, students will assess personal strength to establish a career goal and decide how to organize their audio production work in a graduation portfolio. Guided by a faculty or a team of faculty, each student assembles a preliminary portfolio and identifies areas for more work and/or content enhancement.  
Prerequisite: AP30910 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)

AP41120  
**Senior Project II**
This course continues the two-quarter long comprehensive project begun in Senior Project I. Students will employ cumulative skills to produce a significant, sophisticated, multi-track digital audio work. Projects will be carried out individually or in groups based on the needs of the class as determined by the instructor.  
Prerequisite: AP31010 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)

AP41130  
**Special Topics**
Topics are based upon important trends and developments in audio. Lectures, demonstrations, or research reports pertaining to areas of interest in audio are presented by resident faculty, expert visitors, and working professionals. Group projects may also be assigned. Topics selected are based upon important trends and developments in the industry. This course allows the student to select special topics in audio and produce, under the guidance of an instructor, work related to the industry. The student will be exposed to the various application of audio and apply audio skills to chosen topics.  
Prerequisite: Academic Chair Approval  
(3 quarter credits, 4 hours per week)

AP41140  
**Studio and Project Management**
This course provides an examination of the business, legal, and creative issues involved in running a recording studio and in leading a recording project. Students will evaluate approaches to managing logistical concerns such as scheduling and inventory in addition to leadership strategies.  
Prerequisite: LS20620 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)
AP41210  
**Portfolio**  
Built on the preliminary collection of work from Portfolio Preparation, this course allows each student to determine and design the final organization and presentation of the graduation portfolio. Each student is expected to verbally present the portfolio and address audience questions as a form of defense.  
Prerequisite: AP41120 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)

AP41220  
**Special Projects**  
This class is designed to emulate a real world environment by combining the skills of students from more than one curriculum. One quarter a project may be selected that will require audio, video, animation, and industrial design students to complete the final project. Another quarter, the project may require audio, photography, and multimedia and web skills. Projects will vary and students and faculty will have the ability to propose projects for future classes.  
Prerequisite: Academic Chair Approval  
(3 quarter credits, 4 hours per week)

AP41230  
**Advanced Sound Design**  
This course introduces students to the fundamentals of sound design. Students will examine the roles and functions of spoken sound, music, and sound effects, and will analyze the components of sound structure and the ways in which changes in that structure can affect content meaning and audience perception. The relationship of sound to picture and the role of sound in the editing process will also be examined. In-class production exercises will provide students opportunities to test their design concepts.  
Prerequisite: AP10420, AP10410 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)

AP41240  
**Interactive Audio Design**  
This course introduces sectors of the industry that employ interactive audio. Topics include sound design and programming for video games, web applications, Flash development, and other emerging markets. Through hands on projects and research assignments, students will learn the basic principles of creating audio for interactive formats.  
Prerequisite: AP30920, AP20520 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)

AP41250  
**Advanced Music Production**  
This course provides the student an understanding of music recording sessions. They will produce a song starting with the initial rhythm sessions to a final mix. The course discusses miking techniques for a variety of instruments. They will also learn to use a multiple mix foldback system so the musicians can hear one another. The student will also learn how to overdub from various instruments as well as vocals. Ultimately, the student will create a basic mix with processing and some basic automation.  
Prerequisite: AP30910 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)
AV0015PF
Portfolio Foundations Advertising
The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.
Prerequisite: None
(0 quarter credits, 2 hours per week)

AV10110
Survey of Advertising
This course is a basic introduction to advertising, its history, potential and limitations. We will examine the role of advertising and different methods of communication, as well as the advertising spiral, advertising objectives, advertising copy, and federal regulations. We will analyze media choices and strategies, research target audiences and create campaigns. The course will also help the student recognize emerging trends and capitalize on them.
Prerequisite: None
(3 quarter credits, 4 hours per week)

AV10120
Illustration and Rapid Visualization
This course introduces the philosophy behind illustration, emphasizing conceptual visual problem solving and quick sketching methods to portray ideas. It also highlights the uses of illustration in the graphic design industry. Assignments will focus on black and white and color techniques, using contrast, values, composition, and function.
Prerequisite: None
(3 quarter credits, 4 hours per week)

AV10210
Fundamentals of Advertising
This course is designed to provide a comprehensive introduction to the field of Advertising. The course will analyze the role of advertising in modern society as well as take a close look at the major elements of planning, creating and managing advertising. The course will explore the complex and ever-changing relationships between advertising agencies and their clients in creating a successful advertising campaign. The course will study regional, national, and global advertising strategies. The course will also look at the role and the effectiveness of traditional and emerging media tools in advertising.
Prerequisite: None
(3 quarter credits, 4 hours per week)

AV10310
Fundamentals of Marketing
This course addresses the fundamental concepts and principles of marketing. This overview will help students understand how each component contributes to the strength and effectiveness of a marketing plan. Students will identify the external influences that affect marketing including world events and cultural assumptions.
Prerequisite: None
(3 quarter credits, 4 hours per week)
AV10420  
**Fundamentals of Business**  
This course introduces students to the fundamentals of business and explores the role of advertising and marketing in business. The students will explore in depth a variety of business topics; among them are career options, business taxation, pricing models, business marketing, project management, intellectual property, and financial management. In addition, students will be introduced to guidelines and expectations of business ethics and the role of the advertising professional within the context of social responsibility.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)

AV20510  
**Consumer Behavior**  
This course is designed to provide students with both theory about consumer behavior, as well as an understanding of how these concepts can be applied to advertising design, marketing management, our roles as consumers, and to everyday life. Consumer behavior applies concepts, theories, and principles from various fields in the social sciences to the study of factors influencing the acquisition, consumption, and disposition of goods, services, and ideas. The purpose of the course is to study the process of consumer choice, its determinants and its implications for the field of advertising. Emphasis will be given to how cultural, social and individual variables are incorporated into the buyer decision processes and marketing practices overall.  
Prerequisite: AV10310  
(3 quarter credits, 4 hours per week)

AV20520  
**Organizational Behavior**  
This course is an examination of human relations theory and individual, group, and organizational performance in relation to the organizational structures of contemporary businesses and public agencies.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)

AV20610  
**Principles of Marketing Research**  
This course is designed to provide students with an overview of the role of marketing research as it relates to decision–making with business organizations, how marketing research is carried out and why it is an integral aspect of advertising design. As part of this process, students will learn the language of marketing research and the value of primary and secondary sources of data. Concepts such as how to obtain marketing research through sampling procedures, questionnaire design, and data collection and the marketing analysis techniques used in making decisions will also be emphasized. This course is designed to further students’ professional development by enhancing their ability to solve business problems, effectively communicate facts and opinions, work in groups, manage time and tasks effectively, and make effective formal presentations.  
Prerequisite: AV10210, AV10310  
(3 quarter credits, 4 hours per week)

AV20620  
**Sales & Persuasive Techniques**  
Students will learn and explore the art of selling as it relates to the field of advertising. From the sales process to capturing clients, the student will gain a comprehensive knowledge of being a sales rep and how research, pitching and closing the deal all play an important role.  
Prerequisite: AV10310  
(3 quarter credits, 4 hours per week)
AV20710
Advertising Copywriting & Scriptwriting
This course is an introduction to copywriting. Students will learn the basic principles of copywriting, the process of generating ideas, and the technique of writing with various strategies and styles. Copywriting for print, television, radio, and the Internet will be covered. Students will work individually and with teams to solve real world assignments.
Prerequisite: AV10210
(3 quarter credits, 4 hours per week)

AV20810
Media Planning and Buying
Media as part of a delivery channel for a marketing message will be the focus of this course. Topics include media as critical to the fulfillment of the overall marketing strategy, cost effectiveness, and alternative and new media.
Prerequisite: AV20610
(3 quarter credits, 4 hours per week)

AV20820
Brand Strategy
This course will look at the topic of Branding from the standpoint of creating and maintaining a long-term emotional connection between the brand and the consumer. The course will analyze the emotional branding approach as the critical defining element, which distinguishes today’s most successful brands as well as exploring the ways of understanding consumer needs and motivations in the current marketplace. The course will also look at the effectiveness of traditional and emerging media tools in enhancing the overall consumer brand experience.
Prerequisite: AV10310
(3 quarter credits, 4 hours per week)

AV30910
Public Relations and Promotion
This course examines the historical development of public relations, showing the principles, methods, and means of influencing public opinion.
Prerequisite: AV10210, AV10310
(3 quarter credits, 4 hours per week)

AV30920
Special Topics in Advertising
This course is designed to change on a regular basis. It will look at a specific area of advertising and will give students an opportunity to look at this area in-depth. Students will learn through lecture, field trips, hands-on experience and experimentation and will create a final project in this specific area.
Prerequisite: AV20610 and earned minimum of 105 credits
(3 quarter credits, 4 hours per week)
### AV31010
#### Interactive Advertising
The astonishing growth of interactive commerce is one factor that has led to the demand for advertising and marketing online. In this course, students compare traditional and interactive outlets in order to develop a clear understanding of the differences and similarities between businesses in this new environment. Students learn to apply traditional principles where they are appropriate and to discover and apply a new fundamental understanding to developing and working within the various interactive environments. Marketing, advertising and sales on the Web, addressing the elements and requirements of information distribution will also be covered. This rapidly developing area both expands the use of traditional market research and creates new kinds of data. Students will be introduced to the concepts, availability, and use of this data.
Prerequisite: AV20610, GR20790
(3 quarter credits, 4 hours per week)

### AV31020
#### Intermediate Advertising Campaign – Senior Project I
Students research and develop a fully integrated advertising/promotional campaign for a national name brand account in the Senior Project courses. Senior Project I is based on extensive research for the client and target audience. The student designs and develops multiple projects from concept to final based on the specific needs of the client. Students value the importance of deadline, budget, client relationship, presentation, and its relationship to the advertising process.
Prerequisite: GR20782, AV20820 and earned minimum of 120 credits
(3 quarter credits, 4 hours per week)

### AV31110
#### Advanced Advertising Campaign – Senior Project II
Students research and develop a fully integrated advertising/promotional campaign for a national name brand account in the Senior Project courses. Senior Project II is based on the completion of all campaign components. The student designs and develops multiple projects from concept to final based on the specific needs of the client. A written analysis will be a supplement to the visual presentation and should document, support, and argue the rationale and effectiveness of the campaign. Students prepare, present, and defend a graduate project suitable for a professional audience.
Prerequisite: AV31020
(3 quarter credits, 4 hours per week)

### AV31120
#### Portfolio Preparation
This course prepares students for the transition to the professional world. This course will prepare students for job interviews by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio pieces. Working individually with an instructor, each student will select representative pieces, showcasing work that reflects a unique style. Particular emphasis is placed on identifying short- and long-term professional employment goals, as well as related strategies and resources.
Prerequisite: Academic Chair Approval
(3 quarter credits, 4 hours per week)
AV31130
Account Planning
Account planning demands a mixture of account services and research. Stated simply, an account planner
frequently takes responsibility for ensuring that the client’s needs are met. This usually requires
managing communication between departments in an advertising agency as well as being the point of
contact between an agency and the client. Inside the agency, an account planner helps choose and
integrate research and considers proposed advertising decisions from the perspective of consumer
behavior. This course helps the student understand these functions and integrate them into a successful
approach to advertising and advertising campaigns.
Prerequisite: AV10420, AV20610
(3 quarter credits, 4 hours per week)

AV41210
Portfolio & Self Promotion
This course focuses on the completion of the portfolio and the creation of a self-promotional project. This
work should reflect your uniqueness and your ability to meet demanding industry standards. Particular
emphasis is placed on identifying shorthand long-term professional employment goals, as well as related
strategies and resources.
Prerequisite: AV31120
(3 quarter credits, 4 hours per week)

BP10110
Artisan Bread Production
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and
monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking
age requirements. Please contact your campus Dean for information.
Students are introduced to the fundamental concepts, skills, and techniques of conventional and artisan
bread and roll baking. Special significance is placed on the study of ingredient functions, formulation,
fermentation, pre-ferments, product identification, and specific make-up methods as each applies to the
baking of various bread and roll products. Lectures and demonstrations teach both yeast and non-yeast
dough mixing methods and proper handling, in addition to the finishing of all bread products produced in
this course.
Prerequisite: CU10210
(3 quarter credits, 8 hours per week)

BP10310
Chocolate & Candies
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and
monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking
age requirements. Please contact your campus Dean for information.
Students develop knowledge and skill in the correct use and handling of fine chocolate. The focus is on
chocolate varieties, chocolate tempering, and basic chocolate work. Students prepare molded candies,
various pralines and bon-bons, and complete both a pastillage and chocolate centerpiece. A brief
introduction to pulled sugar is to be explored.
Prerequisite: CU10111, CU10210, CU10330
(3 quarter credits, 8 hours per week)
BP10330
Practical Baking & Pastry Skills

Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.

This course focuses primarily on the development of the student’s ability to properly handle and creatively utilize various chocolates and icings as they apply to the finishing of a wide range of pastry products. Special significance is placed on the correct use of both Confectioners’ Coating and Couverture. Additionally, the student hones his/her skills using both the paper pastry cone as well as the cloth pastry bag during weekly practice sessions.

Prerequisite: CU10111, CU10210, CU10330
(3 quarter credits, 4 hours per week)

BP10340
Classical Cakes and Tortes

Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.

Students develop comprehensive knowledge and skill in the production of cakes and tortes. A variety of fillings, creams, icings and mousses are used to create unique and classic cakes. Emphasis is placed on proper mixing methods of cakes and icings including those for creamed, hi-ratio, and sponge. Students learn basic and intermediate cake decorating techniques.

Prerequisite: CU10111, CU10210, CU10330
(3 quarter credits, 8 hours per week)

BP10440
Wedding & Display Cake Production

Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.

Students will continue to hone skills and techniques used in the preparation of various wedding and display cakes. Particular attention is placed on the study of the batter preparations, baking and cake finishing procedures and practices. This course is designed to enable students to make commercial quality wedding and display cakes.

Prerequisite: CU10111, CU10210, CU10330
(3 quarter credits, 8 hours per week)

BP20510
Pastry Operations & Skills Review

Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.

Students will use all baking, pastry and culinary skills acquired throughout the program to produce and operate a bakery café performing kitchen, counter and dining room functions. The class will reinforce all basic competencies learned during the program.

Prerequisite: CU10430, Academic Chair Approval
(6 quarter credits, 16 hours per week)
CU0015PF  
Portfolio Foundations Culinary Arts  
The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.  
Prerequisite: None  
(0 quarter credits, 2 hours per week)

CU10000  
CULINARY/BUSINESS MATH  
This course covers basic mathematical functions and their application in the foodservice industry, including addition, subtraction, multiplication, and division. It also will cover standard units of weight and measure, and basic conversion between these units. Students will also learn how to scale recipes, cost recipes, and cost menus.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)

CU10111  
APPLICATION AND USE OF CULINARY EQUIPMENT & SANITATION  
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.  
This class provides an overview of proper identification, usage, cleaning, safety, handling, and care procedures for a variety of culinary tools including refrigeration equipment, fixed equipment, cooking equipment, hand tools, and appliances. This class also emphasizes knife skills and handling applications.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)

CU10121  
Culinary Skills I  
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.  
The fundamental concepts, skills, and techniques involved in basic cookery are covered in this course. Special emphasis is given to the study of ingredients, cooking theories, and the preparation of stocks, broths, glazes, soups, thickening agents, and the grand and emulsion sauces. Lectures and demonstrations teach organizational skills in the kitchen, work coordination, and knife skills. The basics of vegetable and starch cookery are covered.  
Prerequisite: None  
(3 quarter credits, 8 hours per week)
CU10210
Introduction to Baking

Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.

Students are introduced to the fundamental concepts, skills, and techniques of baking. Special significance is placed on the study of ingredient functions, product identification, and weight measures as applied to baking. Lectures and demonstrations teach yeast-raised dough mixing methods, rolled-in doughs, and basic cake mixing methods.

Prerequisite: None
(3 quarter credits, 8 hours per week)

CU10240
Culinary Skills II

Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.

The fundamental concepts, skills, and techniques involved in all cookery are covered in this course. Special emphasis will be given to the study of various meats, poultry, fish and seafood and how they relate to fundamental cooking techniques. The basics of vegetable, starch, meat, fish and poultry cookery are covered. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising and frying. Lectures and demonstrations teach organizational skills in the kitchen, work coordination, and knife skills.

Prerequisite: CU10111, CU10121
(3 quarter credits, 8 hours per week)

CU10250
Nutrition

This course centers on an explanation of the basic principle of nutrition and its relationship to health. The structure, function, and source of nutrients including proteins, carbohydrates, fats, vitamins, minerals, and water are discussed. Current issues in nutrition are reviewed including dietary guidelines, energy balance, vitamin supplements, and food fads. Practical cooking in the kitchen lab demonstrates nutritional meals using proper cooking methods, less fat and sodium, fresh ingredients, and fresh herbs and spices.

Prerequisite: None
(3 quarter credits, 4 hours per week)

CU10311
Hors d’oeuvres and Appetizers

Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.

This course focuses on the preparation and presentation of first course food items and a variety of canapés and hors d’oeuvres, highlighting traditional, regional, ethnic, and modern influences. Students will also learn to demonstrate a variety of presentation concepts including balance, unity, focal point, and flow.

Prerequisite: CU10111, CU10240
(3 quarter credits, 8 hours per week)
CU10330
Introduction to Pastry
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
Students will receive comprehensive instruction regarding the preparations of creams, custards, puddings, and related sauces, preparation of a variety of cakes and icings, along with the application of a variety of styles and techniques, selection and proper use and handling of various chocolates used in baking and decorating.
Prerequisite: CU10210
(3 quarter credits, 8 hours per week)

CU10340
American Regional Cuisine
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
This class provides an in-depth study of the cuisine and culinary heritage of the United States. Advanced hands-on techniques will be utilized in the production of regional cuisine menus. Studies will be required of products and ingredients that are indigenous to this region of the United States. A historical approach with hands-on application will be emphasized and cultural implications in the preparation of foods and the selection of menus will be stressed. The skills of plate presentation, mise en place, organization, and utilizing the fundamental techniques of cooking will be reinforced at all times.
Prerequisite: CU10111, CU10240
(3 quarter credits, 8 hours per week)

CU10411
Charcuterie
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
This course focuses on the total utilization concept and preparation of classical and modern charcuterie products, including terrines, pates, ballotines, and other forcemeats with their accompanying garnishes, sauces, and presentations. Plate presentation, mise en place, organization, and utilizing the fundamental techniques of cooking will be reinforced at all times.
Prerequisite: CU101311
(3 quarter credits, 8 hours per week)

CU10420
World Cuisine
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
This course provides an in-depth study of the cuisine and the ethnic influences from regions throughout the world. Foods of South America, Australia, Africa, the Middle East, Scandinavia, Eastern Europe, and Asia are just a few of the cuisines studied. Advanced hands-on techniques will be utilized in the production of international cuisine menus. Studies will be required for products and ingredients that are indigenous to the various regions. Cultural implications in the preparation of foods and the selection of menus will be emphasized. Plate presentation, mise en place, organization, and utilizing the fundamental techniques of cooking will be reinforced at all times.
Prerequisite: CU101311
(3 quarter credits, 8 hours per week)
CU10430
Desserts, Plating and Presentation
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
Students will prepare a variety of desserts including crepes, cobblers, soufflés, ice creams, and sorbets. The proper uses of a variety of chocolates and decorating techniques, as well as traditional and modern plate, table, and buffet presentations, will be explored.
Prerequisite: CU10330
(3 quarter credits, 8 hours per week)

CU20510
Classical European Cuisine
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
This is an in-depth study of the cuisine of the European continent. Advanced hands-on techniques will be utilized in the production of classical cuisine menus. Studies will be required on the foundation of cooking and the chefs associated with the development of Classical Cuisine as we know it today. An historical hands-on application will be emphasized in the cuisines of Escoffier, Careme, Verge, Bocuse, and others. Cultural implications in the preparation of foods and the selection of menus will be emphasized. Plate presentation, mise en place, organization, and utilizing the fundamental techniques of cooking will be reinforced at all times.
Prerequisite: CU101311
(3 quarter credits, 8 hours per week)

CU20520
Dining Room Operations
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
In this course, students will learn in a live environment the skills and techniques of the “front-of-the-house” operations. Throughout this course students will rotate through all of the dining room positions from waiter to manager, learning and practicing their skills in our student-operated restaurant. Emphasis will be on the basic serving techniques, customer relations, and beverage management. Students will also be exposed to practical management theory applications utilizing a point-of-sale computer system.
Prerequisite: Academic Chair Approval
(3 quarter credits, 8 hours per week)

CU20530
MANAGEMENT, SUPERVISION & CAREER DEVELOPMENT
This is a multifaceted course that focuses on managing people from the hospitality supervisor's viewpoint, and developing job search skills. The management emphasis is on techniques for increasing productivity, controlling labor costs, time management, and managing change. It also stresses effective communication and explains the responsibilities of a supervisor in the food service industry. Students develop techniques and strategies for marketing themselves in their chosen fields. Emphasis will be placed on students assessing their marketable skills, developing a network of contacts, generating interviews, writing a cover letter and resume, preparing for their employment interview, presenting a professional appearance, and interview follow-up.
Prerequisite: None
(3 quarter credits, 4 hours per week)
CU20610
A La Carte Operations
*Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.*
This will be the student’s experience with Petite Passion, the restaurant at The Art Institute of Philadelphia. All students will rotate through traditional brigade stations in our public dining facility. The emphasis is on quality food preparation and timing to adequately prepare each student for a la carte restaurant and hotel employment. The students will focus on traditional American foods, prepared and cooked a la minute from the restaurant menu. All cooking techniques will be reinforced throughout the class, as well as organization, plate presentation, and proper mise en place.
Prerequisite: CU10330, CU10411, and Academic Chair Approval
(3 quarter credits, 8 hours per week)

CU20611
Ala Carte Operations
Introduces students to the A La Carte kitchen, emphasis is on “a la minute” method of food preparation, plus dining room service standards. Industry terminology, correct application of culinary skills, plate presentation, organization and timing in producing items off both a fixed-price menu and a la carte menu are stressed. The principles of dining room service are practiced and emphasized. The philosophy of food are further explored and examined in light of today's understanding of food, nutrition and presentation.
Prerequisite: CU10330, CU10411, Academic Chair Approval
(6 quarter credits, 16 hours per week)

CU20620
Current Cuisine
*Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.*
This is an in-depth study of trends in American dining. Advanced hands-on techniques will be utilized in the production of modern menus and revitalized traditional menus. Studies will be conducted in, but not limited to, nutritional cooking, vegetarian cuisine, fusion cooking concepts, and ethnic influences. Hands-on experience will be attained in the preparation of menus for the restaurant. Plated presentation, mise en place, organization, and utilizing the fundamental techniques of cooking will be reinforced at all times.
Prerequisite: CU10330, CU10411 and Academic Chair Approval
(3 quarter credits, 8 hours per week)

CU20631
Sustainable Purchasing & Controlling Cost
This course introduces the student to the methodologies and tools used to control costs and purchase supplies. This course helps the student value the purchasing, planning, and control processes in the food and beverage industry. Primary focus is on supplier selection, planning, and controlling costs, with an introduction to the study of sustainable products and approaches. Topics include planning and controlling costs using budgeting techniques, standard costing, standardized recipes, performance measurements, and food, beverage, and labor cost controls.
Prerequisite: CU10000
(3 quarter credits, 4 hours per week)
CU20710
Food & Beverage Operations Management
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
Covered topics include: psychology of service, professional performance standards for dining room personnel, fundamental skills of service-ware handling, service sequence, order taking, guest relations, and liability and consumer dimensions of alcohol service. The specific management opportunities and challenges in managing a bar, lounge, or food service establishment serving alcoholic beverages are highlighted. Significant product knowledge orientation, as well as cost control and purchasing, production, and service issues are addressed. Students create a complete dining room and bar operations manual.
Prerequisite: CU20520
(3 quarter credits, 4 hours per week)

CU20720
Management by Menu
Future food service managers learn about the important role menu planning has within operations. This course covers topics ranging from menu development, pricing, and evaluation to facilities design and layout. Students learn how the impact of the menu is crucial to the success of any food service operations as a planning tool, a source of operational information, and a merchandising method for reaching patrons.
Prerequisites: CU20610, CU20620
(3 quarter credits, 4 hours per week)

CU20730
Facilities & Design
Information necessary to develop a facilities plan and a design for a food service establishment is presented in this course. Students are required to develop a menu, a feasibility study, and representative examples of facility layouts (blueprints, mock-ups, or renderings). Each student creates a design layout with heavy and small equipment specifications, as well as a scale model and/or layout, which complies with health, fire, and building codes.
Prerequisite: CU20520
(3 quarter credits, 4 hours per week)

CU20810
Principles of Culinary Marketing
This course presents the current intricacies of marketing including product production, selling and marketing concepts, marketing-mix factors, decision making on product distribution, purchasing processes, market segmentation and competition, and environmental forces.
Prerequisite: CU20520
(3 quarter credits, 4 hours per week)

CU20820
Restaurant Exploration
Students explore Philadelphia’s diverse food and restaurant scene. Visits expose students to a variety of restaurant concepts within the local community. Classroom analysis of these visits allows students to identify current trends and styles in the local restaurant industry, objectively critique an operation, and detect managerial challenges within each of the restaurants. Visits also extend to various suppliers, farms, and food artisans of the region. Students gain perspective on the quality of ingredients used by local restaurants.
Prerequisites: CU20520, CU20610, CU20620
(3 quarter credits, 4 hours per week)
CU30910  
**Management Tools & Techniques**  
Upon completion of this course, the student is able to use software designed for the food service industry including database, standardized recipes, inventory management, and point-of-sales systems. Emphasis is on the use and preparation of professional documents, formal presentations, and graphic visuals to express and convey information and ideas to others. This course incorporates the data from spreadsheets, word processed documents, and specialized food service software into a presentation format.  
Prerequisite: LS10110  
(3 quarter credits, 4 hours per week)

CU30920  
**Hospitality Personnel Management**  
This course provides an overview and foundation of all facets of human resource management. Topics include job design, labor relations, recruitment, selection, and development of employees, compensation, and employee appraisal. Government regulations involving equal employment opportunity, affirmative action, accommodations, Fair Labor Standards Act, and workplace safety are also studied. The strategic aspect of human resource management is explored in depth.  
Prerequisites: CU20520  
(3 quarter credits, 4 hours per week)

CU31010  
**Quick Service Food Operations**  
*Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.*  
Students explore various career opportunities in quick service food operations. Emphasis is placed on low to mid-range food service, cafeteria, retail take-out units, and franchised operations. Performance issues are also examined in the areas of consistency, quality, service, recruitment, and pricing.  
Prerequisite: CU20520  
(3 quarter credits, 4 hours per week)

CU31020  
**Event Management**  
This course introduces the student to both the meeting planner and catering/banquet manager perspectives of the various market segments within the special events industry. Contracts, checklists, target markets, and closing the sale are examined.  
Prerequisite: CU20520  
(3 quarter credits, 4 hours per week)

CU31030  
**Wine & Spirits**  
*Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.*  
Students explore the world of wine and spirits. They are exposed to the process of winemaking from planting to bottling. Climates and soils are examined and students learn about the major wine producing regions of the world. Instruction also focuses on the raw materials and production methods of spirits.  
Prerequisite: CU20520  
(3 quarter credits, 4 hours per week)
CU41110
Dining Room Supervisory Operations
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
Students learn the skills and techniques of dining room supervision in a real restaurant. Throughout this course students develop a management style, which allows them to use resources to satisfy both “internal” and “external” customer needs. Emphasis is on interaction with student workers and customers, and managing all aspects of the relationship. Interns will be involved with lunch and dinner service.
Prerequisite: CU20520 and Academic Chair Approval
(3 quarter credits, 8 hours per week)

CU41120
Leadership in the Food Service Industry
Leadership theories and principles are applied to the food service industry. Emphasis is placed on quality, communication, empowerment, goal setting, and change as the foundation for decision making. Students explore the concept of “Total Quality Management” and its implementation in the food service industry. Team development, coaching, and retention topics are also studied.
Prerequisite: CU20520
(3 quarter credits, 4 hours per week)

CU41130
Culinary/Pastry Fellowship
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
The fellowship provides the student with an opportunity to continue developing skills in a selected subject area while working as a classroom assistant with a Chef Instructor. As the student develops a more in-depth understanding of the selected subject matter, he/she learns techniques in classroom organization and management. Duties include, but are not limited to, research, requisition development, demonstration, student monitoring, and product preparation.
Prerequisite: Academic Chair Approval
(3 quarter credits, 8 hours per week)

CU41210
Advanced a la Carte
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
Students take on the role of Chef’s Assistant at Petite Passion, the restaurant of The Art Institute of Philadelphia. Focus is concentrated on the management end of operating a proper food service establishment. Emphasis is given to kitchen station training, inventorying, recipe costing, menu writing, standardizing recipes, maintaining sanitation and safety standards, ordering, and employee scheduling.
Prerequisite: Academic Chair Approval
(3 quarter credits, 8 hours per week)
CU41220
Advanced Current Cuisine
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
As Chef’s Assistants at Petite Passion, the restaurant of the Art Institute of Philadelphia, students concentrate on the execution and creation of current cuisine menus. Emphasis is placed on research of current culinary trends shaping the culinary industry today. The focus is identifying and studying chefs, restaurants, and trends that are on the cutting edge of the industry. Students assist in the management and introduction of these ideas to the customers of Petite Passion.
Prerequisite: Academic Chair Approval
(3 quarter credits, 8 hours per week)

CU41230
Culinary Portfolio
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
As a demonstration of competencies attained by the student throughout the program of study, the student develops a complete business plan for a minimum 100 seat restaurant. This project includes: market analysis and marketing strategy, operating budget, sales projections, opening inventories, capital equipment, standardized recipes and costing for all standardized recipes, and menu and facilities design. The student will have the assistance of a Chef Instructor to facilitate the completion of the capstone restaurant project.
Prerequisite: Academic Chair Approval
(3 quarter credits, 4 hours per week)

CU41240
Customer Service
Using a case study approach this course combines food service applications with professionalism. Students are given real hospitality cases/applications and asked to use problem solving techniques.
Prerequisite: Academic Chair Approval
(3 quarter credits, 4 hours per week)

DF0015PF
Portfolio Foundations Digital Filmmaking & Video Production
The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.
Prerequisite: None
(0 quarter credits, 2 hours per week)
**DF10110**
**Introduction to Video Production**
This course introduces the students to video production. Instruction is given on basic techniques of production including video camera orientation, lighting, sound, set-up and operation. The course provides an overview of various video and television production processes. Introduction to the technology of video recording playback is also covered.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)

**DF10121**
**Principles of Lighting**
In this course, students will study traditional and contemporary uses of light in art, commerce, and technology. Aesthetic and utilitarian lighting techniques specific to various media are compared and contrasted, and the student learns the fundamental skills required to make appropriate lighting choices under a variety of lighting conditions.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)

**DF10211**
**Television Studio Production**
This course introduces the student to the operation of television studio production with emphasis on live-to-tape video recording. Production facets include rehearsal, multi-camera shooting, live switching, videotape roll-ins, chroma-keying, electronic graphics, and the use of teleprompting for television performance. The course stresses team building and working with a large crew.  
Prerequisites: DF10110  
(3 quarter credits, 4 hours per week)

**DF10231**
**Fundamentals of Design**
The creative process is introduced using the visual elements of art and the basic principles of design. A variety of concepts, materials, and techniques used to investigate the aesthetic, scientific and psychological properties of color and design.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)

**DF10240**
**Introduction to Digital Editing**
In this course students explore the features and functions of video editing systems and learn to edit using these non-linear systems. Students will also explore various media available for output of animation and use the appropriate equipment to output animation to tape.  
Prerequisite: DF10110  
(3 quarter credits, 4 hours per week)

**DF10311**
**Non-Linear Editing**
This course covers the process of non-linear video editing. Using a computer and Avid software, students explore the essentials of editing video and audio in a digital environment, from digitizing to outputting onto videotape.  
Prerequisite: DF10240  
(3 quarter credits, 4 hours per week)
DF10321
Multi-Camera Field Production
This course examines multi-camera television production for remote locations. Students analyze, prepare, and produce a live program taped at a remote location.
Prerequisite: DF10211
(3 quarter credits, 4 hours per week)

DF10331
Fundamentals of Scriptwriting
This is a specialized writing course for Digital Filmmaking & Video Production. The ultimate objective is to expand the student’s imaginative and conceptual approaches to storytelling in various digital media. Students will learn the unique characteristics and techniques of media writing and apply them to the creation of scripts for media production. Students will also learn to conduct research for media writing projects.
Prerequisite: GE10210
(3 quarter credits, 4 hours per week)

DF10341
Conceptual Storytelling
Media design and production start with concept development. This course covers the fundamentals of media story structure, development of visual elements, and the pre-visualization process of designing media content for targeted audiences.
Prerequisites: GE10210 AND DF10231 or GR10120
(3 quarter credits, 4 hours per week)

DF10411
Videography
This course introduces the student to the video camera as a technical and creative tool for communication and art. The course will emphasize camera operation and set-up for Electronic News Gathering (ENG), Electronic Field Production (EFP) and studio applications. The student studies lighting and grip equipment and how to control light to maximize the video picture. Shot composition and camera movements are practiced using different camera mounts.
Prerequisite: DF10110
(3 quarter credits, 4 hours per week)

DF10421
Producing and Directing
This course studies the roles of producer and director in all three phases of production. Each student will interact with the professional community and develop a project. Directing exercises enable the student to achieve a greater appreciation and understanding of the director’s role.
Prerequisite: DF10211
(3 quarter credits, 4 hours per week)

DF20511
Video Graphics
The importance of the artist in television broadcast communications is explored as students take a broadcast graphic project from concept to completed videotape. Students produce graphics specifically for video utilizing a keyer, character generator, and computer paint system.
Prerequisite: IM10210 OR PH10111 AND DF10311
(3 quarter credits, 4 hours per week)
DF20521  
**Audio for Video**  
This course focuses on voice, music, and sound effects and the impact they have on the visual image. Time code, picture synchronization, and mixing are covered. Digital formats are examined in the context of audio-for-video post-production.  
Prerequisite: IM10330  
(3 quarter credits, 4 hours per week)

DF20530  
**Video Engineering**  
This course examines field and studio systems for audio and video. Basic signal path and flow will be covered with emphasis on identifying and troubleshooting problems. The new communications technologies will be discussed.  
Prerequisite: DF10311  
(3 quarter credits, 4 hours per week)

DF20611  
**Electronic Field Production**  
In this course, students create a video from the idea stage to the final edited master. Special emphasis is placed on defining the roles of the production team and the execution of the jobs through completion of the final project.  
Prerequisites: DF10211, DF10411, IM10330  
(3 quarter credits, 4 hours per week)

DF20620  
**Special Visual Effects**  
This course will explore the various visual effects used in digital filmmaking and video production. Categories include optical effects, mechanical effects, electrical effects, and digital effects.  
Prerequisites: DF20511  
(3 quarter credits, 4 hours per week)

DF20630  
**Business of Digital Filmmaking & Video Production**  
This course covers the multiple facets of media business. Topics of learning include business plan, production budget, business proposal, contracts, ethics, government regulations, and copyrights. Also covered in the course are specific models for making money providing production services in the digital media industry.  
Prerequisite: DF10411  
(3 quarter credits, 4 hours per week)

DF20640  
**Advanced Camera and Lighting**  
This course explores the various camera and lighting techniques used in digital video production. Discussions will cover the general concepts and principles of camera moves and lighting techniques. Focus will be placed on applying lighting techniques to create the desired visual effects.  
Prerequisite: DF20611, DF20620  
(3 quarter credits, 4 hours per week)
DF20710
Interactive Visual Design
Interactive visual design encompasses broadcast design skills and information architectures as utilized in the creation of interactive, media-rich, streaming applications and presentations.
Prerequisite: VE20710 OR DF20620 OR AP20620
(3 quarter credits, 4 hours per week)

DF20720
Advanced Scriptwriting
Students write two polished scripts in two different areas or genres for subsequent production courses. The business side of the different scripting fields is also explored.
Prerequisite: DF10331
(3 quarter credits, 4 hours per week)

DF20721
Advanced Video Output
In this course students will output broadcast quality video projects to digital media formats such as CD-ROM, DVD, DVD-ROM, and learn the art of digital video compression for digital distribution via the Internet. Students will demonstrate the ability to design and create basic menu interfaces for the digital video disc media using industry standard software packages.
Prerequisite: DF20511 OR AP20620
(3 quarter credits, 4 hours per week)

DF20730
Digital Workflow
Students will learn to manage the production process from conception to delivery. They will discover the critical nature of preplanning and organization in terms of how it will affect managing clients and personnel. This course will explore the various technical issues that affect a project’s outcome on various digital formats. Students will understand the financial implications of project management. Skill will be developed in establishing timelines and deadline.
Prerequisite: DF10421
(3 quarter credits, 4 hours per week)

DF20731
Broadcast Studio Production
Students become responsible for every phase of a magazine format production, culminating in a project that may be broadcast through cable access, closed circuit, or other distribution avenues. Each student will assume a role on the production team in the preproduction, production, and post-production phases of the show. Almost every aspect of the digital filmmaking & video production curriculum is incorporated into the course as the students draw on previously learned skills to produce a successful show.
Prerequisite: DF20611
(3 quarter credits, 4 hours per week)

DF20810
Portfolio
A compendium of the student’s best work is assembled in a portfolio reel of the individual’s capabilities.
Prerequisite: Academic Chair Approval
(3 quarter credits, 4 hours per week)
**DF20820**
*Short Form Media Production*
This course discusses short form as a genre of media production and its features in subject matter and style. Students learn to produce short form news, information, and dramatic content for broadband delivery.
Prerequisites: DF10331, DF20611
(3 quarter credits, 4 hours per week)

**DF30920**
*Digital Marketing Strategies*
This is a marketing course for digital media. Students learn to conduct demographic analysis for customer needs and develop marketing strategies to effectively market value-added media products. Additionally, issues revolving around e-commerce and e-business strategies will be explored.
Prerequisite: DF20820
(3 quarter credits, 4 hours per week)

**DF30940**
*Senior Project Preproduction*
This course initiates a three quarter long comprehensive project which will be integral to students’ final portfolios. Students will employ their cumulative skills to pre-produce a significant, sophisticated digital film in a chosen genre. Committee and/or faculty will approve the project content and genre of the digital film. Projects will be carried out individually or in groups based on the needs of the class as determined by the instructor.
Prerequisite: DF20820 and Academic Chair Approval
(3 quarter credits, 4 hours per week)

**DF30950**
*Acting and Directing*
This course exposes students to the role and responsibilities of a director in helping actors bring their characters to life. Acting fundamentals will be studied through classroom exercises, assignments, observations and critiques. In addition, this course helps students understand the process of reading a script, conceiving a vision and communicating it to cast members to enhance performance.
Prerequisite: DF20720
(3 quarter credits, 4 hours per week)

**DF30960**
*Media Compression and Streaming Technologies*
In this course students learn the basics of compression and streaming technologies for delivery of audio and video via CDROM, DVD-ROM or Internet.
Prerequisite: DF20620 and DF20710 OR IM30940
(3 quarter credits, 4 hours per week)

**DF31011**
*Senior Project Production*
Working in production teams, students conceptualize, design, and execute a digital filmmaking and video production project on a chosen topic for a targeted audience over a selected delivery system or several systems. Students will use three or more different types of media for production and integrate the content elements in post-production. Students may choose to use one or more delivery systems for the final product.
Prerequisite: DF30940 and Academic Chair Approval
(3 quarter credits, 4 hours per week)
DF31030
Advanced Producing and Directing
This course expands the student’s understanding of the roles of Producer and Director, focusing on preproduction methods, project management, demographic analysis, and project delivery.
Prerequisite: DF10421, DF30950
(3 quarter credits, 4 hours per week)

DF41110
Portfolio Preparation
In this first portfolio course, students will assess personal strengths to establish a career goal and decide how to organize their media design and production work in a graduation portfolio. Guided by a faculty member or a team of faculty, each student assembles a preliminary portfolio and identifies areas for content enhancement.
Prerequisite: earned minimum of 105 credits and Academic Chair Approval
(3 quarter credits, 4 hours per week)

DF41120
Media Design Workshop
Working in production teams, students in this workshop class deal with real clients, typically representatives of non-profit organizations. Guided by faculty, students interview the client to determine expectations and work in a team to design and produce the media content for an intended delivery system. The objective of this course is for students to demonstrate the theoretical as well as the technical skills they have acquired throughout the program.
Prerequisite: DF31011
(3 quarter credits, 4 hours per week)

DF41130
Managing Media Productions
This course focuses on the management and production of a media project for an external client. The class will discuss the management process and development of projects in a team environment. Emphasis will be placed on developing client relationships.
Prerequisite: DF30920
(3 quarter credits, 4 hours per week)

DF41140
Senior Project Post-Production
This course concludes the three-quarter long comprehensive project begun in Senior Project Pre-Preproduction and created in Senior Project Production. Students will employ cumulative skills to post produce a significant, sophisticated digital film in a chosen genre.
Prerequisite: DF31011 and Academic Chair Approval
(3 quarter credits, 4 hours per week)

DF41150
Digital Documentary Production
In this special topic course, students work in teams to produce a digital documentary film. Using an original or adapted script, students must plan out the whole process of production but may choose to produce one or more episodes of the long-form work.
Prerequisite: DF30950
(3 quarter credits, 4 hours per week)
DF41210
Senior Portfolio and Defense
Built on the preliminary collection of work from Portfolio Preparation, this course allows each student to design the final organization and presentation of the graduation portfolio. Each student is expected to present the portfolio and address audience questions as a format of defense.
Prerequisite: DF41110 and Academic Chair Approval
(3 quarter credits, 4 hours per week)

FD0015PF
Portfolio Foundations Fashion Design
The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.
Prerequisite: None
(0 quarter credits, 2 hours per week)

FD10210
Introduction to Apparel Design
This course is designed to prepare the student for Clothing Construction. The purpose is to give the student basic sewing skills and a working knowledge of the sewing equipment.
Prerequisite: None
(3 quarter credits, 4 hours per week)

FD10412
Clothing Construction I
Students learn basic sewing techniques combined with an extensive study in machine operation and basic maintenance.
Prerequisite: FD10210, course must be taken with FD10422
(3 quarter credits, 4 hours per week)

FD10422
Patternmaking I
Students learn basic techniques and skills of flat pattern drafting using commercial dress forms and specifications, development of a full set of basic slopers by drafting patterns, fitting muslins, making corrections and adjustments.
Prerequisite: FD10210, course must be taken with FD10412
(3 quarter credits, 4 hours per week)

FD20512
Fashion Design Sketch I
Students learn the basic principles and elements of fashion design with focus on line, color, form, space, and texture. Industry work sketches in relation to basic body skills and sketching techniques are emphasized.
Prerequisite: none
(3 quarter credits, 4 hours per week)
FD20522  
**Clothing Construction II**  
An in-depth study of industrial equipment, attachments, and industry-based sewing techniques for top-quality workmanship and preparation for industry production. Advanced sewing and pressing techniques are explored using various fabrics.  
Prerequisite: FD10412, FD10422, course must be taken with FD20532  
(3 quarter credits, 4 hours per week)

FD20532  
**Patternmaking II**  
Students learn flat pattern techniques in accordance with garment trade practices. Using a basic sloper, the students learn dart manipulation, bodice styling, and skirt, collar, and sleeve variations.  
Prerequisite: FD10412, FD10422, course must be taken with FD20522  
(3 quarter credits, 4 hours per week)

FD20612  
**Fashion Design Sketch II**  
Students will learn about rendering fashion layouts with clothing in relation to figure. All areas of apparel design are presented in detailed croquis and illustrations exploring various media.  
Prerequisite: FD20512  
(3 quarter credits, 4 hours per week)

FD20622  
**Draping**  
Students learn methods of transforming fabric, a one-dimensional surface, into a three-dimensional form for the purpose of creating a flat pattern.  
Prerequisite: FD10412, FD10422, FD20532  
(3 quarter credits, 4 hours per week)

FD20633  
**Computer Patternmaking**  
In this course students will develop a working knowledge of PAD Systems software. Combining what students have learned in pattern drafting on the table and utilizing the PAD toolbox, patterns will be created on screen and the pattern exercise file of slopers will be used to manipulate into skirt, dress, blouse, jacket, shirt, and pant styles. Included will be writing and applying grade rules, setting pieces and applying seam allowance, production marker making and plotting.  
Prerequisite: FD20532  
(3 quarter credits, 4 hours per week)

FD20642  
**Portfolio Preparation**  
This course is to give fashion design students guidance in what elements are needed in creating a saleable collection-from concept to color and fabric story to silhouettes. Included will also be understanding and executing line sheets, cost sheets, cutting tickets, technical flats and spec sheets. Students will design a collection on paper and execute two garments that pose engineering challenges in the first half of the course. The last third of the course will be concentrated on designing and fabricating final collections.  
Prerequisite: FD20512, FD20522, FD20532  
(3 quarter credits, 4 hours per week)
FD20660  
**Technical Drawing I**  
In this course, students will be introduced to the development of presentation boards and technical illustrations manually and by computer aided design technology.  
Prerequisite: LS10110, FD20612  
(3 quarter credits, 4 hours per week)

FD20712  
**Patternmaking III**  
Advanced professional design presented through the creation of a collection of garments. Students follow the process from original concept to finished garments with attention to current trade practices. Preparation for presentation of collection at Portfolio Review or Annual Fashion Show.  
Prerequisite: FD20522, FD20532, FD20642, course must be taken with FD20722 in Bachelors only  
(3 quarter credits, 4 hours per week)

FD20722  
**Collection Development**  
Students develop a collection in their specialized area of apparel.  
Prerequisite: FD20522, FD20532, FD20642. For BS students, course must be taken with FD20712  
(3 quarter credits, 4 hours per week)

FD20740  
**Computer Production Systems**  
This course expands on the Computer Patternmaking course, with an emphasis on the industrial application of patternmaking, digitizing, grading, production patterns and marker making on industrial standard software.  
Prerequisite: FD20633  
(3 quarter credits, 4 hours per week)

FD20850  
**Technical Drawing II**  
This course expands on the Technical Drawing I course, with an emphasis on garment specifications and the creation of technical specification packages. Students will create technical packages consisting of line sheets, technical flats and garment specifications.  
Prerequisite: FD20660  
(3 quarter credits, 4 hours per week)

FD31030  
**Technical Design**  
This course will cover computer generated production packages consisting of costing analysis, size specification, construction standards, materials, industry production.factory methods, front and back flats.  
Prerequisite: FD20660, FD20850  
(3 quarter credits, 4 hours per week)

FD30912  
**Special Topics in Fashion Design**  
This course is designed to change on a regular basis. It will look at a specific area of creativity related to fashion and design and will give students an opportunity to look at this area in-depth. Students will learn through lecture, field trips, hands-on experience and experimentation, and will create a final garment/project in this specific area.  
Prerequisite: FD20712, FD20722, FS20832  
(3 quarter credits, 4 hours per week)
FD30922
Menswear
This course is designed to expose the student to learning how to create an exciting, saleable menswear collection. Students will learn how to do inspiration boards, color stories, fabric coordinating and ways of editing their collections, so every piece can stand on its own.
Prerequisite: FD20712, FD20722, FS20832
(3 quarter credits, 4 hours per week)

FD30930
Specialized Patternmaking
This course provides students with an overview and understanding to design, create slopers, draft patterns and construct garments with stretch fabrics as they apply to knitwear.
Prerequisite: FD31012 or Academic Chair Approval
(3 quarter credits, 4 hours per week)

FD31012
Advanced Draping
This course is designed to provide the students with a professional level of competence in advancing draping from the basics to advanced techniques as they are applied to the three dimensional dress form and to create a method of design for advanced pattern development.
Prerequisite: FD20712, FD20722
(3 quarter credits, 4 hours per week)

FD31022
Tailoring
Using patternmaking, draping, and fitting skills students will create a tailored suit or coat. Students will explore couture sewing techniques, which are complex hand operations and therefore more involved and time consuming.
Prerequisite: FD20712, FD20722
(3 quarter credits, 4 hours per week)

FD41112
Advanced Patternmaking
Exploration of advanced patternmaking using drafting techniques. Using measurements, students will draft a set of slopers and explore more complex patterns. Drafting will be combined with draping and sewing skills.
Prerequisite: FD31012, FD31022 or Academic Chair Approval
(3 quarter credits, 4 hours per week)

FD41130
Senior Collection Concept
Students will combine trend forecasting and market research to develop a fashion forward concept appropriate for classification, price point and target market and will execute prototypes for their final collection. Prerequisite: FD30930, FD31012, FD31022 or Academic Chair Approval
(3 quarter credits, 4 hours per week)
FD41250  
Senior Collection Production  
This course focuses on the completion of the final collection. Students will continue the work started in Senior Collection Concepts by completing the collection in the selected fabrics. Students will also create technical packages which include cost sheets and specification sheets for production. In addition, students will also be responsible for presenting their work professionally. 
Prerequisite: FD41130, FD41140  
(3 quarter credits, 4 hours per week)

FD41140  
Portfolio I  
This course prepares students for the transition to the professional world. This course will prepare students for job interviews by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio pieces. Working individually with an instructor, each student will select representative pieces, showcasing work that reflects a unique style. Particular emphasis is placed on identifying short- and long-term professional employment goals, as well as related strategies and resources.  
Prerequisite: FD20660, FD20850, FD31030  
(3 quarter credits, 4 hours per week)

FD41212  
Knitting and Weaving  
This course provides an investigation of different yarns and their properties as they apply to knitted garments. Students will learn the basic knit/purl stitches and other techniques through the process of hand and machine knitting.  
Prerequisite: FD41112, FD41140  
(3 quarter credits, 4 hours per week)

FD41222  
Accessory Design  
This course is designed to explore the creation of accessories from concept to development. Students will utilize the technical skills acquired from other design classes as well as current and past fashion trends to create hats, purses, jewelry, and embellishment techniques.  
Prerequisite: FD41112, FD41140  
(3 quarter credits, 4 hours per week)

FD41240  
Portfolio II  
This course continues on from Portfolio I and focuses on the completion of the final portfolio, based on Portfolio Submissions and Criteria. Portfolio II will continue to incorporate each student’s career goals, style, and personal strengths, while utilizing conceptual, design, craftsmanship, and other skills to meet demanding industry standards. Students will complement the Senior Collection Concept and Senior Collection Production courses by creating a corresponding presentation and developing the basic skills to photograph garments and accessories for inclusion in presentation. In addition, students will explore options for maintaining and promoting a professional portfolio post-graduation. The course will culminate with a professional portfolio review.  
Prerequisite: FD41130, FD41140  
(3 quarter credits, 4 hours per week)
FM0015PF
Portfolio Foundations Fashion Marketing
The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.
Prerequisite: None
(0 quarter credits, 2 hours per week)

FM10412
Introduction to Retailing
Students will be introduced to all major retailing topics involving both large and small retailers, brick and mortar retailers and their combinations, and direct marketers. 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: FS10312
(3 quarter credits, 4 hours per week)

FM10422
Retail Math I
A course designed to give career-oriented students a comprehensive understanding of the mathematical factors involved in profitable merchandising. It covers profit and loss statements and retail pricing as well as relationship of mark up to profit.
Prerequisite: GE10220
(3 quarter credits, 4 hours per week)

FM10432
Apparel Evaluation and Construction
This course is designed for fashion marketing students to evaluate the equation between quality and cost in garments. Students will be able to identify and analyze quality of trims, fabrics and construction in relationship to price point. Included will be women’s sportswear, childrens wear, and menswear in a range of price points from high end to discounted.
Prerequisite: FS10112
(3 quarter credits, 4 hours per week)

FM20512
Elements of Retail Operation
Develops the student’s understanding of operational objectives in a retail structure. An emphasis will be placed on planning, control, profitability, and staffing in a retail environment. The use of technology in the industry and the responsibilities of retail executives will be examined as well. Career opportunities and ethical behavior of those individuals who choose to enter the retail arena will be discussed. Articles pertaining to current issues (found in trade publications and newspapers) will be reviewed and discussed in order to understand methods that have been created to expedite and increase profitability for the retailer.
Prerequisite: FM10412
(3 quarter credits, 4 hours per week)
FM20522  
Retail Math II  
Students continue to learn mathematical tools essential for merchandising and buying at a retail level. Students produce a six month plan, study shortages, open-to-buy, and terms of sale.  
Prerequisite: FM10422  
(3 quarter credits, 4 hours per week)

FM20532  
Fashion Show Production  
The student will be introduced to a range of skills needed to produce a successful 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: none  
(3 quarter credits, 4 hours per week)

FM20612  
Merchandise Management  
Students study the categorizations of stores, organizational components, and the characteristics of various wholesale and retail markets. They will explore Private Label and Brand Name businesses, develop customer profiles and look at franchising as a means of entering the retail world. Students will become familiar with merchandise accounting as it relates to the various retail formats.  
Prerequisite: FM20522  
(3 quarter credits, 4 hours per week)

FM20622  
Business Ownership I  
Students plan the foundation for opening and management of a small store: sales, budgets, market research, and staffing. This course is a workshop in which students design and prepare the beginning business plans necessary to open a retail store. The instructor acts as facilitator and advisor to the student, but all decisions and choices will be made solely by the student. Upon completion of the course, the student will have a foundation for a business plan that can be developed into a model for actually opening a business. Final preparation of the plan will be completed in Business Ownership II.  
Prerequisite: FS20622  
(3 quarter credits, 4 hours per week)

FM20712  
Business Ownership II  
Students complete the planning of a small retail store: financing, budgets, market research, and inventory. This course is a final workshop in which students design and prepare all business plans necessary to open a retail store. Students will base all plans for this course on initial sales plans completed in Business Ownership I. The instructor acts as facilitator and advisor to the student, but all decisions and choices will be made solely by the student. Upon completion of the course, the student will have a comprehensive business plan that can be used as a model for actually opening a business sometime in the future and can be used as a portfolio piece to show prospective employers.  
Prerequisite: FM20622  
(3 quarter credits, 4 hours per week)
FM20722  
**Business Operations**  
Students will learn computer applications as they apply to the ownership and operation of a retail store. Emphasis is placed on actual usage of spreadsheets and databases for employee scheduling, inventory plans, vendor lists, and other real world retail applications. Prerequisite: FM20622  
(3 quarter credits, 4 hours per week)

FM30912  
**Special Topics in Fashion Marketing**  
This course is designed to change on a regular basis. It will look at a specific area of fashion marketing and will give students an opportunity to look at this area in-depth. Students will learn through lecture, field trips, hands-on experience and experimentation and will create a final project in this specific area.  
Prerequisite: FS20632, FS20822  
(3 quarter credits, 4 hours per week)

FM30922  
**Merchandising Menswear**  
This course is designed to expose the student to the many aspects of the menswear business. The student will understand issues of relevance to the consumer, retailer, designer, and manufacturer. The student will gain a heightened awareness of the impact menswear has always had on the entire fashion industry and gain a strong understanding of quality.  
Prerequisite: FS20822  
(3 quarter credits, 4 hours per week)

FM31012  
**Advertising**  
This course is designed to focus on the role and function of retail advertising by analyzing the various effective methods of promotion utilized by the fashion industry. These include: apparel and accessory print ads, catalogues, direct mail, enclosures, TV commercials, radio spots, videos, and press kits/releases.  
Prerequisite: FS30912  
(3 quarter credits, 4 hours per week)

FM31022  
**Fashion Drawing**  
The goal of this course is to provide fashion drawing experience to Fashion Marketing students. The students will experiment with different mediums and techniques. This will enable the student to express fashion ideas in a professional way.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)

FM41112  
**Special Topics in Fashion Marketing II**  
This course is designed to change on a regular basis. It will look at a specific area of fashion marketing and will give students an opportunity to look at this area in-depth. Students will learn through lecture, field trips, hands-on experience, and experimentation and will create a final project in this specific area.  
Prerequisite: FS20632, FS20822  
(3 quarter credits, 4 hours per week)
FM41122  
**Portfolio I**  
Groups plan the opening and management of a non-traditional business (e-tailing, catalog, direct mail, etc.): financing, budgets, market research, inventory, and staffing. This course is a workshop in which groups of students design and prepare all business plans necessary to open a non-traditional retail business. The instructor acts as facilitator and advisor to the student, but all decisions and choices will be made solely by the student. Upon completion of the course, the student will have a comprehensive business plan that can be used as a model for actually opening a business sometime in the future and can be used as a portfolio piece to show prospective employers.  
Prerequisite: FM31012  
(3 quarter credits, 4 hours per week)

FM41212  
**Marketing Research**  
Students will study the decisions that need to be made regarding techniques used to solve a marketing problem. Marketing research helps managers by providing accurate and useful information in order to make better decisions. This course requires the analysis of data from both a qualitative and quantitative perspective.  
Prerequisite: FM41122  
(3 quarter credits, 4 hours per week)

FM41222  
**Marketing in an Electronic Environment**  
This course investigates the opportunities provided by new technologies and the ways in which these technologies are changing the field of marketing. Attention will focus on communications between companies and consumers, as well as between companies and their suppliers.  
Prerequisite: FM41122  
(3 quarter credits, 4 hours per week)

FM41232  
**Portfolio II**  
Students will learn computer applications as they apply to the ownership and operation of a non-traditional retail store. Emphasis is placed on actual usage of spreadsheets and databases for employee scheduling, inventory plans, vendor lists and other real world retail applications.  
Prerequisite: FM41122  
(3 quarter credits, 4 hours per week)

FS10111  
**Fashion History I**  
Students study the development of clothing from the earliest time to the Renaissance and the silhouette reflected through the eyes of the designer.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)

FS10112  
**Survey of Fashion Industry**  
An overview of the fashion industry including design, production, and marketing of women’s, men’s, and children’s fashions, from the developing of fibers and fabrics to the strategies of fashion merchandisers and retailers.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)
FS10211
Fashion History II
An in-depth continuation of FS10111 Fashion History I from the Renaissance to Modern.
Prerequisite: FS10111
(3 quarter credits, 4 hours per week)

FS10212
Textiles and Fabrics
A comprehensive study of textiles with an emphasis on fiber classification, yarns, fabric construction, finishes and color applications. The use and care of textiles is studied for understanding the fiber-to-product cycle.
Prerequisite: None
(3 quarter credits, 4 hours per week)

FS10310
Visual Merchandising
Students learn the importance of eye appeal and consumer buying habits. Students create their own displays using the latest principles and techniques in the visual organization of merchandise.
Prerequisite: None
(3 quarter credits, 4 hours per week)

FS10312
Business Management
Introduces students to the world of modern management; the knowledge and skills needed, the requirements for effectively selecting and managing people, and the constant “adjusting to change” techniques necessary in 21st century business.
Prerequisite: FS10112 OR Academic Chair Approval
(3 quarter credits, 4 hours per week)

FS10322
Introduction to Manufacturing
Overview of the fashion industries including the terminology of fashion and an explanation of the three levels of the industry; design, production and sales. Careers and the organization, structure, and problems of the garment industry are studied.
Prerequisite: None
(3 quarter credits, 4 hours per week)

FS10332
Sales Promotion
This course is a workshop in which students design and prepare a sales and promotion package. The instructor acts as a facilitator and guide to ensure that upon completion of this course, students will have thoroughly explored the process of crafting a marketing and sales promotion that is carefully targeted and positioned to reach the goal of generating sales.
Prerequisite: None
(3 quarter credits, 4 hours per week)
FS20612
Marketing
A study of the social and economic forces of the marketplace and the research and analysis techniques used to make marketing decisions. The course stresses the key role creative marketing specialists are expected to play in all decisions affecting planning and promotion of products, services, and ideas.
Prerequisite: FM10412 OR Academic Chair Approval
(3 quarter credits, 4 hours per week)

FS20622
Store Planning
Students explore and learn the elements that combine to make a successful store layout: traffic patterns, furnishings, fixtures and security.
Prerequisite: FM10412 OR Academic Chair Approval
(3 quarter credits, 4 hours per week)

FS20632
Graphic Communication in Fashion
This course is a workshop in which students study the use of the computer as the tool of the designer. An overview of a vector-based program and image manipulation gives the students a greater understanding of the immense power and control of computer hardware and software to create graphic/marketing materials and solutions.
Prerequisite: none
(3 quarter credits, 4 hours per week)

FS20812
Consumer Behavior
Students will be introduced to the basic concepts of consumer behavior, which include the processes involved when individuals or groups buy or use products or services to satisfy needs or desires. A marketing perspective will be used to understand why consumers behave as they do and how to identify their needs with a company’s desire to maximize profits. Research projects will be developed to enhance the meaning of consumer behavior.
Prerequisite: FS20612
(3 quarter credits, 4 hours per week)

FS20822
Graphic Communication in Fashion II
This course is a workshop in which students study the use of the computer as the tool of the designer. An overview of a pixel-based program and image manipulation gives the students a greater understanding of the immense power and control of computer hardware and software to create graphic/marketing materials and solutions.
Prerequisite: FS20632
(3 quarter credits, 4 hours per week)

FS20832
Trends and Concepts in Apparel
A comprehensive study of cultural and social issues that affect fashion and the emergence of trends. Students will analyze the meanings and importance of clothing and apply these concepts to contemporary society.
Prerequisite: earned minimum of 105 credits or Academic Chair Approval
(3 quarter credits, 4 hours per week)
FS20842
Entrepreneurship
Examines the processes and strategies involved in opening a new business enterprise of one’s own devising. Focuses on the personal commitment and financing required along with the realities of the marketplace in a highly competitive world.
Prerequisite: earned minimum of 105 credits or Academic Chair Approval
(3 quarter credits, 4 hours per week)

FS30912
Product Development
In this course students will review design concepts and technology and the development of merchandising in the modern market, analyze target markets and source, cost, and develop a product for that market in presentation form including a prototype.
Prerequisite: FS20812 OR FS20832
(3 quarter credits, 4 hours per week)

FS30922
International Marketing
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: FS20612
(3 quarter credits, 4 hours per week)

FS31012
Current Designers
Analyzing the dynamics of world-famous designers.
Prerequisite: None
(3 quarter credits, 4 hours per week)

GA0015PF
Portfolio Foundations for Game Art & Design
The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. This course begins by welcoming students into the Art Institute of Philadelphia community and helping them integrate into this student environment. Students then get to know college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.
Prerequisite: None
(0 quarter credits, 2 hours per week)

GA10110
Observational Drawing
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, line quality, through the use of tone, light, and shadow.
Prerequisite: None
(3 quarter credits, 4 hours per week)
GA10120  
Design Fundamentals  
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  
(3 quarter credits, 4 hours per week)

GA10210  
Introduction to Game Development  
This course introduces students to the game industries. Specifically, it will focus on entry-level employment opportunities and responsibilities, career paths, industry products, and their characteristics. The course will also expose students to the processes through which games are developed.  
Prerequisite: GA10120  
(3 quarter credits, 4 hours per week)

GA10320  
Interactive Storytelling  
This course will focus on the aspects of interactive and multi-threaded storytelling. Narrative scripting techniques will also be taught. Scripts will be developed with an emphasis on characterization, plotting, target audience, messages and script format.  
Prerequisite: GE10110 and GA10210  
(3 quarter credits, 4 hours per week)

GA10420  
Game Design & Game Play  
A well-designed game is an integration of artistic and technological components that must have a clearly defined goal, set of game criteria and rules for game play. Students learn the fundamentals of what makes a game enjoyable, playable, challenging, and marketable by creating a game document.  
Prerequisite: GA10210  
(3 quarter credits, 4 hours per week)

GA20510  
Texture Mapping for Games  
In this class students will be introduced to the process of creating and working with textures for the game genre. Advanced image manipulation techniques will be learned and applied here. Introduction to a shading network as it applies in a 3D Software package will be explored.  
Prerequisite: AD20560  
(3 quarter credits, 4 hours per week)

GA20520  
Game Modeling  
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: GA20510  
(3 quarter credits, 4 hours per week)
GA20610
**Interior Spaces & Worlds**
In this course students will create 3D environments representing interiors and exteriors for use in game production. Topics in this course will include principles of lighting, architectural elements, and using industry standard techniques for asset creation.
Prerequisite: AD20841, GA20510
(3 quarter credits, 4 hours per week)

GA20620
**Game Production Pipeline**
A survey of the processes and methods necessary for developing game specific content for contemporary game engines with a concentration on efficient production management.
Prerequisite: GA10420
(3 quarter credits, 4 hours per week)

GA20710
**Level Design**
Using learned concepts from the game design and game play course, students analyze and extract level design needs. Students begin the process of determining the basic design elements and assets necessary to create a level.
Prerequisite: GA10420, GA20510
(3 quarter credits, 4 hours per week)

GA20720
**Programming for Artists**
This course introduces basic scripting to extend the capabilities of the artist working in media applications. Students will be introduced to data structures, constructs, classes, and high level scripting languages. A functional application relating to their field of study will be produced utilizing a scripting language.
Prerequisite: GA10420, IM10310 or Academic Chair Approval
(3 quarter credits, 4 hours per week)

GA20810
**Game Prototyping**
In this course, students will perform as members of a pre-determined team to create a game level within an existing engine. Students will implement a pre-existing design determined by the teacher to create the game environment.
Prerequisite: GA20710, GA20610
(3 quarter credits, 4 hours per week)

GA20820
**Project Management for Game Art**
A specialized project management course for Game Art & Design. Students learn to organize personnel, equipment, and a variety of other media assets for production purposes. Emphasis is placed upon skills and techniques for goal-setting, strategic planning, organization, communication, risk management, efficiency, and cost effectiveness. Legal aspects of the game production business are also covered.
Prerequisite: GA20710
(3 quarter credits, 4 hours per week)
GA30910
Team Production Planning
During the course, students research a Game Art & Design topic and begin the preproduction process for their team projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation, and qualitative results.
Prerequisite: GA20710, GA20820
(3 quarter credits, 4 hours per week)

GA30920
Interface Design
This course focuses on the nature and principles of interface design. Students will learn the functions of flowcharting, linking, branching and the basic principles of interactivities between action and response. Students will develop a concept, produce a flowchart, and complete the design of an interface using principles of design aesthetics and usability.
Prerequisite: GA20710
(3 quarter credits, 4 hours per week)

GA30930
Advanced Level Design
Create playable levels using an industry standard level editor and tools. Emphasis is on implementation of the design and assets. Building on abilities gained in the Level Design course, students will create more intricate design elements.
Prerequisite: GA20710
(3 quarter credits, 4 hours per week)

GA30940
Sound Design for Games
In this course the student studies sound characteristics of digital games and explores the various methods for creating and adapting audio effects. Basic principles of acoustics, voice recording, music selection and editing and digital audio processes will be covered. Various sound design techniques within a gaming context and principles of audio fidelity, format conversion, and compression will be introduced. The student will create and assemble audio assets for a targeted project.
Prerequisite: GA20810, GA20710
(3 quarter credits, 4 hours per week)

GA31010
Team Production I
This course will build upon the Team Project Plan course. Students will either select or accept a specific role on the production team and, acting in a timely and professional capacity, ensure that the game project is completed. Students will create and refine the game production document, level designs, basic 2D art and 3D models to be combined into a playable Game Demo in Production Team II.
Prerequisite: GA30910
(3 quarter credits, 4 hours per week)

GA31020
3D Scripting
This course applies scripting skills to a 3D engine in order to extend the capabilities of the artist in creating a prototype game or demonstration. Students will implement scripts to incorporate interface elements, alter in-game assets, and manipulate the in-game camera.
Prerequisite: GA20720
(3 quarter credits, 4 hours per week)
GA31030
**Advanced Game Prototyping**
In this course, students will perform as members of a pre-determined team to create a game level within an existing engine. Students will continue to develop a project that began in the Game Prototyping class by a different team of students. Final will be complete delivery of project through a presentation and use of marketing materials.
Prerequisite: GA20810
(3 quarter credits, 4 hours per week)

GA31040
**Lighting & Texture**
In this course, students will continue to develop lighting and texturing skills and carry out professional quality lighting and texturing projects to be used for their portfolio.
Prerequisite: AD20841
(3 quarter credits, 4 hours per week)

GA31050
**Game Animation**
This class explores game specific animation and how it is applied in real-time environments. It looks at creative solutions to handling constraints unique to individual game engines.
Prerequisite: AD10460
(3 quarter credits, 4 hours per week)

GA31060
**2D Digital Authoring**
This course incorporates various media elements into a demonstrative work. It incorporates elements of video, audio, animations, user interface design, CD/DVD authoring, and web page authoring to produce an effective final product. Prerequisite: GA30920
(3 quarter credits, 4 hours per week)

GA41110
**Team Production II**
This is a team production course. Under the guidance of an instructor, students will continue to work in teams and complete the game project started in Team Production I.
Prerequisite: GA31010
(3 quarter credits, 4 hours per week)

GA41120
**Portfolio I**
This course will focus on the refinement of previous work into a comprehensive collection representative of Game Art & Design skills. Emphasis will be on development, design, craftsmanship and presentation. This course begins the process of examining the student’s strengths and building upon them to produce a marketable portfolio.
Prerequisite: Academic Chair Approval
(3 quarter credits, 4 hours per week)
GA41210  
Portfolio II  
This course focuses on the completion of a student’s portfolio and enables the student to begin their career search. Students will present work for the portfolio and will review and determine the quality of the work and make any enhancements necessary. The student will also complete several targeted, professional resumes and an extensive job search. Prerequisite: GA41120  
(3 quarter credits, 4 hours per week)

GE0011EN  
Basic Writing Skills Enhancement Course  
This writing course is designed to enhance basic writing skills at the sentence and paragraph levels. The multi-paragraph essay is introduced. Topics covered are sentence types, paragraph level, development of the topic sentence, supporting details, closing sentences, subject-verb and pronoun-antecedent agreement, sentence faults, basic English usage, spelling, punctuation, capitalization, and multi-paragraph expository essay development. College credits are not awarded and do not apply to a degree program for this skills enhancement course. Prerequisite: None  
(3 non-degree quarter credits, 4 hours per week)

GE0012RD  
Basic Reading Skills Enhancement Course  
This reading course is designed to enhance basic reading skills. Topics covered are dictionary skills, context clues, subject topics in paragraphs and/or reading selections, identifying main ideas and supporting details, transitions, and outlining main and subordinate ideas. College credits are not awarded and do not apply to a degree program for this skills enhancement course. Prerequisite: None  
(3 non-degree quarter credits, 4 hours per week)

GE0013MA  
Basic Algebra Skills Enhancement Course  
This course is designed to enhance elementary algebra skills. Topics covered include real numbers, linear equations and inequalities and their graphing, exponents, polynomials, and geometric concepts in solving problems of measurement, perimeter, and area. College credits are not awarded and do not apply to a degree program for this skills enhancement course. Prerequisite: None  
(3 non-degree quarter credits, 4 hours per week)

GE10110  
English Composition I  
This is a composition course that stresses the writing process. Students will write multi-paragraph essays using the following expository modes: description, narration, example, comparison/contrast, classification/division, process analysis, and causal analysis. Nonfiction readings will be covered to help illustrate writing structures and the organization of ideas. Prerequisite: Accuplacer placement OR successful completion (grade “C”) of GE0011EN and/or GE0012RD  
(3 quarter credits, 4 hours per week)
GE10120
Art History: Prehistoric to Mannerist
This course surveys Western art forms relative to political, social, religious, and economic movements from antiquity to the Mannerist period. Topics include painting, sculpture, decorative arts, and architecture.
Prerequisite: None
(3 quarter credits, 4 hours per week)

GE10130
History of Photography
This course provides a framework for considering critically significant photographers and their work. Students will be expected to describe, interpret, and evaluate the origins, stylistic changes, and artistic innovations in the history of photography from the nineteenth century through contemporary times.
Prerequisite: None
(3 quarter credits, 4 hours per week)

GE10210
English Composition II
This is a composition course that focuses primarily on analytical and persuasive writing, as well as the research paper. Emphasis is also placed on critical reading and thinking. Cultural issues such as diversity, multiculturalism, tolerance, and effective communication will be discussed in connection with some writing assignments.
Prerequisite: GE10110
(3 quarter credits, 4 hours per week)

GE10220
College Math
This course covers algebraic techniques and problem-solving, such as algebraic and complex fractions, operations with real numbers, linear functions and systems, quadratic equations, radicals and radical expressions, factoring, polynomials, conic equations and applications, exponents and radicals.
Prerequisite: Accuplacer placement OR successful completion (grade “C”) of GE0013MA
(3 quarter credits, 4 hours per week)

GE10230
Art History: Baroque to Contemporary
This course surveys Western art forms relative to political, social, religious, and economic movements from the Baroque to present day. Topics include painting, sculpture, decorative arts, architecture, photography, and conceptual art.
Prerequisite: None
(3 quarter credits, 4 hours per week)

GE10240
Visual Culture of Food
From the hunting scenes painted on the walls of prehistoric caves to the representations of elaborate court dinners in seventeenth and eighteenth century Europe, depictions of food, regardless of the medium, vividly express the essential and complex role of food throughout history and culture. Students will explore the place of food in the visual arts from both an art history and culinary perspective and be exposed to the iconography of food as religious, social, and political symbols.
Prerequisite: None
(3 quarter credits, 4 hours per week)
GE10310
World Literature
This course focuses on international literary selections. Topics include the critical evaluation of the literary genres: short story, poetry, and drama.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE10320
Effective Speaking
In this course, students will learn professional methods of speaking and of communicating their ideas and experience to others. Students will prepare and deliver demonstrative and persuasive speeches designed to be effective with a variety of audiences. Students will also participate in small group presentations. Topics include subject selection, audience analysis, research, organization, and the use of voice and body in speech delivery.
Prerequisite: None
(3 quarter credits, 4 hours per week)

GE10330
American Government
This course is an introduction to the principles and practices of American Government. Concepts such as democracy, civil rights, civil liberties, public opinion, mass media, political parties, and the three branches of government will be discussed. Students will learn about the framework of government from colonialism to the present day. Government ideologies will be discussed and applied to various situations in an unbiased manner. Students will be able to see the importance of government and how decisions made by the government affect our everyday daily lives.
Prerequisite: None
(3 quarter credits, 4 hours per week)

GE10340
Pre-Calculus
In this course, students apply technology, modeling, and problem-solving skills to the study of trigonometric and circular functions, identities and inverses, along with their applications. This also includes the study of polar coordinates and complex numbers. Vectors in two and three dimensions are studied and applied. Quadratic relations are represented in polar, rectangular, and parametric forms. The concept of limit is applied to rational functions and to discrete functions such as infinite sequences and series. The formal definition of limit is applied to proofs of the continuity of functions and provides a bridge to calculus.
Prerequisite: GE10220
(3 quarter credits, 4 hours per week)

GE10410
Introduction to Psychology
This course focuses on a working knowledge of human sensory processes and their subsequent perceptual and behavioral manifestations. Topics include learning, memory, consciousness, and cognition.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)
GE10430  
Environmental Science  
This course will introduce the student to the physical, ecological, social, and political principles of environmental science. The student should gain an understanding of scientific method and how it is used to analyze the relationship between humans and the natural environment. The course will help the student to develop an analytical framework that he/she can use to judge environmental issues and intelligently discuss environmental responsibility.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)

GE10440  
History of Motion Media & Mass Communication  
This course presents a survey of major events and development in the history of motion media and mass communication. The survey focuses on the relationship between technology and media development and explores the impact motion media and mass communication have on society and economy.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)

GE10450  
Introduction to Geometry  
This course focuses on points in a coordinate system, formulas for figures in one, two, and three dimensions, points, directions, lines, triangles, polygons, conic sections, general quadratic equations, and spheres.  
Prerequisite: Accuplacer placement OR successful completion (grade “C”) of GE0013MA  
(3 quarter credits, 4 hours per week)

GE20510  
Ethics  
This course is an introduction to the concepts, theory and practice of ethical decision-making in the personal and social realms. Concepts such as justice, mercy, responsibility, and morality are considered. Students will learn about a broad range of ethical theories and theorists, ancient to modern. These theories will be compared, contrasted, and applied to a variety of ethical problems, dilemmas, and controversies.  
Prerequisite: GE10110, GE10210  
(3 quarter credits, 4 hours per week)

GE20520  
Physics  
Students will study the following principles: motion and the effects of unbalanced force systems acting upon rigid bodies, Newton’s laws of motion, motion along straight and curved paths, weight; work, energy and power; impulse, momentum and impact.  
Prerequisite: GE10220 OR GE10450  
(3 quarter credits, 4 hours per week)

GE20530  
Sociology  
In this course students will examine group interaction within human society. Through texts, lectures, videos, and discussions, students will learn about the variety of ways sociologists view human culture and society as well as the sociological phenomena that affect the lives of individuals within the world-wide human family.  
Prerequisite: GE10110, GE10210  
(3 quarter credits, 4 hours per week)
GE20540
United States History: Early Period
This course covers the period of U.S. history from early colonization to the Spanish/American War. Primary emphasis is on the English colonies and the period of nationhood. This course will examine U.S. history in terms of social, economic and political perspectives, and students will also trace the histories of various American populations, such as women, African-Americans, and Native Americans throughout the 18th and 19th centuries.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE20550
United States History: 20th Century
This course covers the period of U.S. history from the turn of the century to the present. This course will examine U.S. history in terms of social, economic and political perspectives.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE20560
Western Civilization: Ancient to Renaissance
This course covers Western civilizations from the Ancient Near East through Greece and Rome, the Middle Ages, the rise of Christianity, and the Renaissance. These civilizations will be examined in terms of social, economic, political, and cultural perspectives. Major historical events, ideas, and developments will be discussed and issues of race, class, and gender will be considered.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE20570
Western Civilization: Reformation to WWII
This course covers European history from the Reformation/Counter-Reformation through the Enlightenment and the Industrial Revolution to the nineteenth and twentieth centuries, ending with World War II. This course will examine social, economic, political, and cultural perspectives. Major historical events, ideas, and developments will be discussed and issues of race, class, and gender will be considered.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE20580
Economics
This course provides an introduction to the principles of economics emphasizing an analysis of the economy as a whole. Interrelationships among the consumer, business, and government sectors are explored from American and international economic perspectives.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE20610
Theatre Appreciation
Theatre Appreciation introduces students to the art, in theory and in practice, of live theatre and the many types of artists who collaborate to create a theatrical production. This course will enhance students’ appreciation of the nature and place of theatre in contemporary culture. Students will experience theatre in depth through reading scripts, analyzing productions, and completing a creative theatre project.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)
GE20710
Aesthetics
This course focuses on aesthetics, which is alternately defined as philosophy of art, philosophy of beauty, and philosophy of taste. All three definitions point to the ways in which we create, experience, think about, and write about the fine arts. Through texts, lectures, videos, and discussions, students will learn about the variety of ways in which individuals generate their own critical voice and aesthetic theories.
Prerequisite: GE10110, GE10210 AND GE10120 OR GE10230
(3 quarter credits, 4 hours per week)

GE20810
History of Film
This course introduces students to the aesthetic, technical, and historical principles of film and the artists who were instrumental in its development and growth. Students will examine the creative process and analyze the different genres of film.
Prerequisite:
GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE30910
Theories of Communication
This course is an introduction to theories about the process of communication, including key concepts and terms for human communication. Additionally, listening and feedback, nonverbal communication, intrapersonal and interpersonal communication, group and organizational communications will also be a focus.
Prerequisite: GE10110, GE10210,
(3 quarter credits, 4 hours per week)

GE30920
Logic
This course focuses on the development of critical reasoning skills including the ability to evaluate a wide variety of information. Students will consider what an argument is, how arguments go wrong, and what makes an argument valid. Students will study both informal and formal logical arguments and structures.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE30930
Issues in American Society
This course focuses on past and current social issues and political and economic trends that influence America and its people. Additionally, the course will focus on how political and economic trends impact world affairs.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE30940
Literature and Culture
This course offers students the opportunity to explore the diversity of cultures through the reading and analysis of modern literary works. Included in the study will be historical and political influences, social trends, customs and values.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)
GE30950
Music Appreciation
This course will introduce the student to the historical development of music and the composers of
different eras. Students will focus on the role that music plays in our lives today as well as examining the
cultural influences that have determined the varied musical languages throughout the world.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE30960
Introduction to Museum Studies
This course will focus on the museum and its function in society. Topics will include the role of
museums, their history and philosophy, and their structure and nature.
Prerequisite: GE10110, GE10210, AND GE10120 OR GE10230
(3 quarter credits, 4 hours per week)

GE30970
History of 20th Century Art
This course will cover the history of 20th Century art. It will explore the inter-relationship between
historical, social, political, religious and technological developments in the 20th century and the art that
was a reflection of these developments. The course will discuss the modern artist’s role in society as
innovator, social activist, explorer, critic and prophet.
Prerequisite: GE10110, GE10210 AND GE10120 OR GE10230
(3 quarter credits, 4 hours per week)

GE30980
Creative Writing
This course will consider up to three genres of creative writing: fiction, poetry and the nonfiction essay.
Throughout the quarter, assignments and activities will provide students with opportunities to hone their
creative voices and have their work, as well as that of their peers, critiqued in a workshop setting. In
addition to producing creative writing, critical and formalist approaches will be applied to contemporary
and canonical works. These exercises will provide students with an objective vocabulary with which to
evaluate two rather polished pieces that they will generate during the course. Students will also be
introduced to the methods and procedures of the publishing market.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE30990
History of Photography: 1960 to the Present
This course will examine emerging photographic styles and perspectives of a newer generation of
photographers reacting to the cultural revolution of the 60’s and 70’s, the eruption in the 80’s of Post-
Modernism and Critical Theory, and the digital revolution of the 90’s. Students will further examine
contemporary issues focusing on the theoretical swing from Post-Modernism back to Modernist practices
and lastly a look at the popular trend of using alternative processes from the nineteenth century.
Prerequisite: GE10110, GE10210, GE10130
(3 quarter credits, 4 hours per week)
GE31020
Statistics
This course includes 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 will be examined.
Prerequisite: GE10220 OR GE10450
(3 quarter credits, 4 hours per week)

GE31030
Comparative Religions
This course is an introduction to the academic study of religion. The course objectively examines religious beliefs and practices across human history, with particular emphasis upon how the human past has shaped worldwide religious belief and experience in the present. Students learn about a broad range of religious traditions, and how particular beliefs might affect ritual behavior, interpersonal relationships and the practice of “community.”
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE31040
Media & Pop Culture
In this course students will explore the different media theories and their impact upon society, ethics, and popular culture. Students will use this information to inform and enrich their own work and to critically evaluate media art.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GR0015PF
Portfolio Foundations Graphic Design
The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.
Prerequisite: None
(0 quarter credits, 2 hours per week)

GR10110
Fundamentals of Drawing
Visual awareness is expanded through techniques of observational drawing and the translation of three-dimensional form into two dimensions. Advancing from simple to complex forms, skill levels in construction and an understanding of line and perspective will be developed. Students will focus on seeing relationship of parts to the whole, composition, understanding tone and value in still life, and life figure studies.
Prerequisite: None
(3 quarter credits, 4 hours per week)
GR10120
Fundamentals of Design
This course will introduce the basic principles of design. Using a variety of materials and techniques, the creative process will be introduced and developed. An exploration of design elements and relationships will establish a basic aesthetic sensitivity. A demonstration of basic tools for learning craftsmanship and presentation skills will be emphasized.
Prerequisite: None
(3 quarter credits, 4 hours per week)

GR10130
Color Theory
This foundation course provides an introduction to the principles of color and an exploration of color theory as it relates to design. Optical aspects of color will be covered with an understanding of how the eye reacts to color and light. Proportion in figure/ground contrasts, composition, value scale, and natural color phenomena will be studied through weekly projects. The psychological, illusionary, and cultural aspects of color will be examined for making appropriate design decisions.
Prerequisite: None
(3 quarter credits, 4 hours per week)

GR10140
Survey Of Graphic Design
This course is an introduction to the history, principles, elements, and vocabulary of graphic design. It is an overview of contemporary design practice and design specialties within the profession. Methods are explored to help identify design objectives and improve graphic communication skills.
Prerequisite: None
(3 quarter credits, 4 hours per week)

GR10210
Typography I
Beginning with an introduction to the history of letterforms and the function of typography, this course will also examine the construction and aesthetic application of typographic text and headline display applicable for various media. Typographical principals will be introduced as an essential element of design for creating effective communication. Emphasis will be placed on the appropriate and effective use, treatment, and application of type in a variety of formats.
Prerequisite: GR10120 or Academic Chair Approval
(3 quarter credits, 4 hours per week)

GR10220
Life Drawing
This course continues to explore the fundamentals of observational drawing from still life and the human figure. Students will study the effects of light and movement on the human body. Observation and rendering skills are developed through use of various dry and wet black and white media and increased knowledge of anatomy. It is a continuation of Fundamentals of Drawing with expanded media and added focus on techniques to express emotions and ideas.
Prerequisite: GR10110
(3 quarter credits, 4 hours per week)
GR10230
Form and Space
This is a course in composition in three-dimensional space for the designer/artist. The student will build on basic principles, rules, and concepts that will guide in organizing visual experience, solving practical design problems, and create coherent formal relationships. The elements of design addressed in previous design foundation courses (conceptual, visual, relational, and technical) will be explored through various projects which are based on problem solving.
Prerequisite: GR10110, GR10120
(3 quarter credits, 4 hours per week)

GR10330
Concept Development
This course identifies the components of the design process. Problem identification and research methods will be explored. Design solutions appropriate to a targeted market will be emphasized. The course will include idea-generating exercises and a concentration on design purpose and function.
Prerequisite: GR10120
(3 quarter credits, 4 hours per week)

GR10340
Layout Design
This class will concentrate on utilizing design principals and theories in problem solving, focusing on the importance of layout composition and visual hierarchy. Emphasis will be on the process of design development from rough to comprehensives, layout, and the use of grid systems for multi-component layouts. Design solutions will be executed through the use of traditional methods as well as digital print media applications.
Prerequisite: GR10210
(3 quarter credits, 4 hours per week)

GR10350
Image Manipulation
Students develop basic image manipulation skills in a raster-based computer environment. Emphasis in on mastering the fundamentals of scanning, color management, imaging, photo retouching, filters, and masks.
Prerequisite: none
(3 quarter credits, 4 hours per week)

GR10361
Analysis of Form
Drawing ability will be enhanced through further development of critical observation skills. Students will acquire rendering abilities in opaque and transparent media working from the figure, environment, still-life, and photographic imagery via the investigation of a variety of wet and dry materials, including collage. Exploration of drawing techniques will progress from classical tradition to contemporary personal expression.
Prerequisite: GR10110
(3 quarter credits, 4 hours per week)
GR10370  
**Foundations Of Digital Design**  
This course bridges the gap between traditional media and methods and digital art and design methods by building on the student’s foundational knowledge of drawing, design, aesthetics, and basic computer operation. In this course students will use a combination of both traditional and digital tools to explore and create compositions that are both expressive and relevant.  
Prerequisite: GR10110, GR10210, GR10220  
(3 quarter credits, 4 hours per week)

GR10410  
**Survey of Graphic Design**  
This course is an introduction to the history, principles, elements and vocabulary of graphic design. It is an overview of contemporary design practice and design specialties within the profession. Methods are explored to help identify design objectives and improve graphic communication skills.  
Prerequisite: none  
(3 quarter credits, 4 hours per week)

GR10450  
**Digital Layout**  
This intensive course enhances and advances the students’ understanding of graphic design as a communications tool. Topics covered include composition, visual hierarchy, and the use of grid systems. Building on a basic understanding of design theory and computer-aided design, students will refine their technical and creative skills by generating compelling, informative designs that incorporate both visual and typographic elements.  
Prerequisite: GR10210, GR10330, or Academic Chair Approval  
(3 quarter credits, 4 hours per week)

GR10460  
**Digital Illustration**  
This intensive 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 compelling and 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 mastery of digital illustration by exploring numerous tools and techniques to obtain desired results.  
Prerequisite: GR10330 OR IM10210  
(3 quarter credits, 4 hours per week)

GR10471  
**Digital Imaging & Manipulation**  
This course is designed to teach Photoshop’s vast raster capabilities for varied formats including web and print graphics. Students will create a variety of visual projects with emphasis on advanced image correction, retouching, manipulation, and use of special effects.  
Prerequisite: GR10330 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)
GR20541  
Print Production  
Using industry standard software students will further their understanding of modern page make-up by creating digital commercial press-ready designs. Print terminology, technical proficiency, paper selection, file preparation procedures, and binding will be defined and explored. Students will produce two and four-color process projects from comprehensives to print ready digital mechanicals. Students will learn various file types and resolutions necessary for professional printing processes.  
Prerequisite: GR10450, GR10460, GR10471  
(3 quarter credits, 4 hours per week)

GR20561  
Conceptual Imagery  
This course concentrates upon image concepts, content, symbolism, and narrative potential for advanced portfolio applications and provocative expression. Issues of style, consistency, series design, content, and presentation will help students develop a wider range of communication resources.  
Prerequisite: GR10460, GR10471  
(3 quarter credits, 4 hours per week)

GR20571  
Typography II  
This course is the continuation in the study of typography, including the classifications previously covered, with a new emphasis on the expressive potential of designing with type. Exercises and projects focus on the hierarchical design skills required for effective and clear communications. Using traditional comping skills and computer generated type; projects will be enhanced through the study of current typographic trends in graphic design.  
Prerequisite: GR10210, GR10450, GR10460, GR10471  
(3 quarter credits, 4 hours per week)

GR20580  
DIGITAL PHOTOGRAPHY FOR DESIGNERS  
This course introduces design students to the fundamental terminology, concepts, and techniques of digital photography. It focuses on the principles of using color, composition, lighting, and other techniques for overall thematic and visual effects of photographic images. The class is an introduction to all aspects of photography and is an overview of the field. The course emphasizes using photography for reproducing 2D art and 3D items such as products. It also covers shooting work specifically for layout with type and images for multiple image digital illustration composites.  
Prerequisite: GR10471  
(3 quarter credits, 4 hours per week)

GR20620  
Graphic Symbolism  
This course examines the importance of graphic symbols in design. Logos, trademarks, and other symbolic images will be examined in historic and contemporary contexts. Graphic elements including typography, simplified imagery, and abstract shapes will be utilized to create individual logo designs and other symbolic images.  
Prerequisite: GR10460, GR10471  
(3 quarter credits, 4 hours per week)
**GR20641**  
*Advertising Layout*

This course exposes students to the subject of out-of-home advertising, point of sale, and sales promotion advertising. Different types of out-of-home advertising associated with manufacturers, wholesalers, and retailers will be presented. Descriptions of the types of work produced by advertising agencies and design firms, related to out-of-home advertising materials will be defined and presented in detail.  
Prerequisite: GR10330, GR10471, GR20571  
(3 quarter credits, 4 hours per week)

**GR20650**  
*Graphic Design History*

This course will examine the influences of societal trends, historical events, technological developments and the fine arts on contemporary graphic design, illustration, typographic design, architectural design, photography and fashionable design trends in general. Through lectures, supplied visual examples, independent research and design assignments, the student will gain insight into a variety of major design influences. The student will learn how to research and utilize a wide variety of design styles.  
Prerequisite: GR10450, GR10460, GR10471, GE10120, GE10230  
(3 quarter credits, 4 hours per week)

**GR20670**  
*Introduction to Web Design*

This course provides students insight into the process of planning, designing, and developing an HTML-based website using current World Wide Web Consortium standards.  
Prerequisite: GR10450, GR10460, GR10471  
(3 quarter credits, 4 hours per week)

**GR20755**  
*Web Scripting*

In this intermediate course, students build upon their knowledge of web design to create a comprehensive website. Emphasis is balanced between the design and technical elements of web page design and production.  
Prerequisite: GR20670  
(3 quarter credits, 4 hours per week)

**GR20761**  
*Product Graphics*

Graphic design principles will be applied to the development of 3D packaging. This course will explore packaging materials, production techniques, processes, and industry guidelines for surface treatments of product design in the context of today’s marketplace. Assignments will demonstrate the functionality of packaging from identification of a product to its consumer appeal.  
Prerequisite: GR20571, GR20620  
(3 quarter credits, 4 hours per week)

**GR20771**  
*Corporate Identity*

The role of communication design in creating a comprehensive corporate identity program is the focus of this course. An analysis of corporate objectives and practical applications will be the basis for developing a structured corporate identity system, including logo design and other business communication applications. Students will conduct an in-depth systematic study of the creation of a Corporate Identity Standards Manual. Students will study and analyze effective Corporate Identity systems through case studies.  
Prerequisite: GR20571, GR20620  
(3 quarter credits, 4 hours per week)
GR20782
Advertising Design
This course explores planning, building, and execution of a comprehensive advertising campaign for an existing commercially available product or service. Students will conduct individual and group research, create a thorough analysis of a product in order to design and deliver an effective advertising strategy including visual components in the form of a campaign. Students will construct, draft, create, and present a final sales pitch presentation along with collateral materials. The product will be selected and assigned by the instructor at the beginning of the course. This course will also test students’ abilities to work as a team, build a dynamic and healthy professional atmosphere within a team, and deliver a quality product on time.
Prerequisite: GR20641 OR GR20761
(3 quarter credits, 4 hours per week)

GR20790
Motion Graphics for the Web
Interactive visual design provides an introduction to Flash-based interactive design for the Web and applications.
Prerequisite: GR10471, GR20571
(3 quarter credits, 4 hours per week)

GR20795
Typography III
This is the last course of the Typography sequence. It explores and looks at typography as a highly effective visual tool which delivers powerful messages on the visual, intellectual, and emotional level. It will focus on the extensive exploration of the creative process which will include traditional and experimental forms of typographic expression. Emphasis will be placed on students’ experimentation with different media, both digital and non-digital. Students will apply creative typographic solutions to design problems based on historical models and contemporary trends.
Prerequisite: GR20571
(3 quarter credits, 4 hours per week)

GR20820
Publication Design
This course examines the graphic designer’s role in the layout and design of publications. Lectures and studio work cover current practices and technologies used to produce multipage documents. The assignments will be typographically oriented with a combination of images, color and texture as well as typographical relationship problem solving to the subject of the publication.
Prerequisite: GR20541, GR20620
(3 quarter credits, 4 hours per week)

GR20830
Business
This course is an in-depth study of the business aspects of the graphic design profession including copyright laws, client relations, estimates, invoices, professional business conduct, ethics, networking, and marketing ones’ business. Professional development tools will also be presented including resume writing, personal stationary package design, and proposal and budget writing. Successful professional interviewing skills will be emphasized.
Prerequisite: Must earn 75 Credits(3 quarter credits, 4 hours per week)
GR20850
Collateral Design
The role of graphic design in collateral materials will be introduced and explored with a focus on brochures, billboards, transit cards, point-of-sale materials, point-of-purchase materials, direct mail pieces, sales promotional materials, folders, and CD design. Collateral elements will support client formulated positioning statements. The process of developing unified advertising collateral materials involving multiple presentations will be emphasized.
Prerequisite: GR20571, GR20620
(3 quarter credits, 4 hours per week)

GR20860
Portfolio Preparation
This course will begin the process of assembling a student’s design work for inclusion into a viable portfolio which meets industry standards. Working with an instructor, each student will select representative pieces showcasing work that reflects a unique style. Lectures will cover the importance of professional presentation, arrangement of pieces, complete skill representation, varieties of portfolios, and media usage and techniques. Students will create additional new work as a requirement of the course.
Prerequisite: GR20771 and Academic Chair Approval
(3 quarter credits, 4 hours per week)

GR20870
INTERMEDIATE DRAWING
Drawing ability will be enhanced through further development of critical observation skills. Students will acquire proficiency in rendering abilities in drawing media, which could include watercolor, colored pencil or collage, working from the figure, environment, still life, and photographic imagery. Exploration of drawing techniques will progress from classical tradition to contemporary personal expression with a focus on developing a cohesive series of conceptual drawings.
Prerequisite: GR10110
(3 quarter credits, 4 hours per week)

GR30930
Media Techniques
Students explore the use of a variety of wet and dry media and their grounds, building confidence and skill with direct approaches in studio and assigned projects.
Prerequisite: GR20860
(3 quarter credits, 4 hours per week)

GR30940
Book Arts
The art of book design is one of the most important of the graphic design arts, and one that the best designers find an enriching challenge. This course will focus on telling a story using type and images in new and creative ways. We will explore advanced methods of using type such as contrast, scale, fragmentation, and sequencing. We will use images in abstract space to express dynamics such as emotion, time, movement, and thought. A multipage format will allow the student to develop individual design within each page, and to form a unified visual voice or style throughout.
Prerequisite: Earned 120 quarter credits and GR20820 OR PH20710
(3 quarter credits, 4 hours per week)
GR30950
Information Design
This course will introduce students to the discipline of information design, with specific concentration on the area of information graphics. Emphasis will be placed on developing, organizing, and delivering complex information content through direct and concise visual representations. Students will explore various methods of representing complex amounts of information through the study of content and concept development. Course topics will include visual representation of statistical and technical information, charts and graphs, and content delivery through various media channels.
Prerequisite: GR20771, GR20820
(3 quarter credits, 4 hours per week)

GR30960
Integrated Motion Graphics
This course provides an overview of motion graphics creation techniques and strategies.
Prerequisite: GR20571
(3 quarter credits, 4 hours per week)

GR30970
Environmental Graphic Design
Students will study the theory and practice of environmental graphic design, including educational and cultural exhibitions, retail and service environments, and way-finding systems. Conventions of two-dimensional graphic design such as typography, layout, image use, and visual hierarchy will be expanded into the three-dimensional environment. Elements such as sustainability, scale, light, color, typography, viewer placement, conceptual sketching, 3D model building, and various computer programs will be used to present and define the chosen message.
Prerequisite: GR20761, GR20820
(3 quarter credits, 4 hours per week)

GR31010
Editorial Design
This course acquaints students with professional design practices on the design of double page and multi-page editorial projects. It focuses on the use of design principles and concepts with special attention to the use of the grid and selection and use of typography and images. Students will use their computer skills to generate final output of type and images for editorial projects.
Prerequisite: Earned 120 quarter credits, GR20820, GR20850, GR20860
(3 quarter credits, 4 hours per week)

GR31021
Marketing Design
This course will explore theories, methods, and strategies for creating effective marketing plans for both products and services by providing concepts of product, price, promotion, positioning, distribution, and benefit as they relate to advertising. Lectures include a review of the target audiences, budgets, types of analysis, and brand strategy while examining various management styles, techniques and trends in the industry. Course includes fieldwork, projects, and presentations.
Prerequisite: GR20850, GR20860
(3 quarter credits, 4 hours per week)
GR31030
EMERGING TECHNOLOGIES
The astonishing growth of emerging technologies is one factor that has led to the demand for applications, advertising, and marketing online. Students learn to apply traditional principles where they are appropriate and to discover and apply a new fundamental understanding of emerging technologies. This course is based on intensive case studies of sites on the Web as well as lecture.
Prerequisite: GR20755, GR20790
(3 quarter credits, 4 hours per week)

GR31040
SENIOR DESIGN STUDIO
The focus of this course is to provide students with an opportunity to begin research for the most pivotal projects of their academic career, the creation of their Professional Portfolio and the completion of their Senior Thesis Project. This course is driven by the needs of the individual student. Throughout the quarter students will be required to develop a specific creative brief for both projects that outlines in detail their concepts and approach in the creation of each piece. This endeavor will reflect an expansion of the students’ proficiency in all aspects of the design process learned throughout their course work including concept development, critical thinking, and presentation.
Prerequisite: GR30950, GR30970 and must take before GR41110 and GR41210
(3 quarter credits, 4 hours per week)

GR41110
Professional Portfolio
This course focuses on the completion of the portfolio. Working with an instructor, each student will select representative pieces showcasing work that reflects a unique style. Students will demonstrate their conceptual and design abilities as well as their presentation and technical skills to meet professional industry standards. Emphasis will be placed on portfolio presentation, market research, and identifying short and long-term professional employment goals. Students will create additional new work as a requirement of the course.
Prerequisite: GR20860, GR30950, GR31010, GR31021
(3 quarter credits, 4 hours per week)

GR41120
Art Direction
This course will examine the role of the art director in producing multi-faceted design projects. Students will also work in teams and coordinate their creative efforts from concept to finished output. By setting professional standards and encouraging teamwork the course will further enhance students’ design, communication, negotiation, and leadership skills.
Prerequisite: 120 quarter credits completed and GR31010 and GR31021 OR Academic Chair Approval
(3 quarter credits, 4 hours per week)

GR41130
Design Group
Working in teams, students will utilize their previously acquired knowledge of design, typography, and production techniques to effectively solve communications problems for real world nonprofit clients. Under the guidance of faculty, students will review client needs, generate design solutions and present directly to the client for selection and approval. The client will professionally print the chosen design.
Prerequisite: GR31021
(3 quarter credits, 4 hours per week)
GR41140  
**Interactive Portfolio**  
This course will guide students through the process of compiling their work into a digital, web-based portfolio. Emphasis will be placed on the creation of design layouts, interfaces, buttons, graphical elements, resumes, and other materials that may support their interactive online portfolios.  
Prerequisite: GR20670, GR20790, GR41110  
(3 quarter credits, 4 hours per week)

GR41210  
**Senior Project**  
This course requires students to research, develop, and implement a cohesive graphic design plan that will solve a visual communication problem and/or address an issue approved by the instructor. Students will utilize both their graphic design and web skills to create a final project consisting of print and interactive media. Students must present the final visual thesis with a professional oral presentation. Students must demonstrate an understanding of design principles and design theory. A written analysis will be a supplement to the visual presentation.  
Prerequisite: GR41110  
(3 quarter credits, 4 hours per week)

GR41230  
**Business for Graphic Designers**  
This course is an in-depth study of the business aspects of the graphic design profession including copyright laws, client relations, estimates, invoices, professional business conduct, ethics, networking, and marketing one’s business. Professional development tools will also be presented including resume writing, personal stationery, package design, and proposal and invoice writing. Successful professional interviewing skills will be emphasized.  
Prerequisite: Academic Chair Approval  
(3 quarter credits, 4 hours per week)

ID0015PF  
**Portfolio Foundations Interior Design**  
The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.  
Prerequisite: None  
(0 quarter credits, 2 hours per week)

ID10110  
**Drafting Fundamentals**  
The student learns to identify and use basic drafting equipment, drafting terminology, and symbols. Emphasis is on line and lettering and good drafting habits.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)
ID10120
Drawing
This course introduces the student to freehand perspective as it applies to interior design. Students use a variety of media to learn drawing skills and develop an awareness of light as it affects objects and figures in the environment.
Prerequisite: None
(3 quarter credits, 4 hours per week)

ID10130
Color Theory
This course is an exploration of the basic language of design and how it applies to color as perceived in the interior environment.
Prerequisite: None
(3 quarter credits, 4 hours per week)

ID10210
Perspective Drawing I
An introduction to the principles and techniques of one-point perspective drawing. Perspectives are generated from dimensioned floor plans that include a variety of interior architectural elements.
Prerequisite: ID10110, ID10120
(3 quarter credits, 4 hours per week)

ID10220
Interior Elements
An introduction to the spatial implications of common interior elements. Through the survey of drafting of furniture, doors, windows, fireplaces, and stairs in context, the student will learn the parameters of their design and depiction.
Prerequisite: ID10110
(3 quarter credits, 4 hours per week)

ID10230
Basic Design
This course begins the basic design series. It is an introduction to the principles and elements of interior design and the process of design development.
Prerequisite: ID10110, ID10130
(3 quarter credits, 4 hours per week)

ID10310
Perspective Drawing II
An introduction to the principles of two point perspective drawing. Detailing interior perspective drawings in one and two point perspective. The use of perspective in developmental design drawings is emphasized.
Prerequisite: ID10210
(3 quarter credits, 4 hours per week)

ID10320
Design Process I
A continuation of the principles and elements of interior design and the process of design development, introduction to programming, schematics, space planning, and alternate design solutions.
Prerequisite: ID10210, ID10220, ID10230
(3 quarter credits, 4 hours per week)
ID10410  
**Advanced Drafting**  
Students learn the drawing skills and architectural symbols needed to interpret and execute a design. Plans, sections, elevations, and details are developed for a design project.  
Prerequisite: ID10220  
(3 quarter credits, 4 hours per week)

ID10420  
**Materials & Processes**  
A study of different materials and their appropriate use on walls, floors, ceilings, windows, and furniture.  
Prerequisite: None  
(3 quarter credits, 4 hours per week)

ID10430  
**Design Process II**  
This course is a continuation of the principles and elements of design used in the planning of residential space. Kitchen and bath design and problems and guidelines used in new construction and in renovation are emphasized.  
Prerequisite: ID10310, ID10320, ID10410; should be taken with ID20510  
(3 quarter credits, 4 hours per week)

ID20510  
**Rendering and Presentation I**  
Students learn to make realistic presentations of two and three dimensional drawings including materials such as fabric, steel, masonry, and glass utilizing marker and colored pencil. Emphasis is on light sources, shades, shadows, and board presentation.  
Prerequisite: ID10310, ID10320, ID10410; should be taken with ID10430  
(3 quarter credits, 4 hours per week)

ID20520  
**CADD I**  
An introduction to computers and computer technology. Lessons emphasize computer-aided design and drafting (CADD). Hands-on laboratory time is provided.  
Prerequisite: ID10410  
(3 quarter credits, 4 hours per week)

ID20541  
**Residential Design I**  
This course is an introduction to three major parameters of interior design: ADA, sustainable and universal design. Students will interpret client preferences and identify appropriate materials and design components based on the principles of these three integral design issues.  
Prerequisite: ID10420, ID10430, ID20510  
(3 quarter credits, 4 hours per week)

ID20550  
**Contract Design I**  
An introductory course to contract design where students learn how to design and plan commercial interiors, stressing the basic concepts and principles of contract design. Emphasis is on employee job functions, interdepartmental relationships, traffic flow, and equipment needs.  
Prerequisite: ID10420, ID10430, ID20510  
(3 quarter credits, 4 hours per week)
ID20561
Lighting/Bachelor
A study of artificial lighting as well as lighting fixtures, terminology, and applications.
Prerequisite: ID10420, ID10430, should be taken with ID20541 or ID20550
(3 quarter credits, 4 hours per week)

ID20562
Lighting/Associate
A study of artificial lighting as well as lighting fixtures, terminology, and applications.
Prerequisite: ID10420, ID10430, should be taken with ID20541
(3 quarter credits, 4 hours per week)

ID20610
Interior Systems
Students acquire a working knowledge of building materials and construction as well as basic support systems, plumbing, heating, ventilation, and electric, and their importance to interior design execution.
Prerequisite: ID10420, ID20520
(3 quarter credits, 4 hours per week)

ID20630
Residential Design II
A study of residential types, architectural styles, and the selection of furnishings for traditional residential spaces. Attention is given to the aesthetic and functional needs of people with various lifestyles and on a multi-level historic restoration.
Prerequisite: ID20510, ID20541, ID20562
(3 quarter credits, 4 hours per week)

ID20641
Contract Design II
Students learn how to design and plan commercial, industrial, corporate, and institutional interiors. Emphasis is on employee job functions, interdepartmental relationships, traffic flow, and equipment needs including retail circulation.
Prerequisite: ID20541, ID20510, ID20550, ID20561, ID20851
(3 quarter credits, 4 hours per week)

ID20661
History of Furniture
The study of furniture from antiquity to the present, with emphasis on historic styles and individual efforts.
Prerequisite: ID10420
(3 quarter credits, 4 hours per week)

ID20730
Business/Bachelor
An overview of business and marketing principles is given in this course. Students are taught to plan budgets and work within plan, to draft invoices, and to develop contracts. Also, students work with methods that will promote their abilities in business.
Prerequisite: or corequisite ID20641
(3 quarter credits, 4 hours per week)
ID20731  
Business/Associate  
An overview of business and marketing principles is given in this course. Students are taught to plan budgets and work within plan, to draft invoices, and to develop contracts. Also, students work with methods that will promote their abilities in business.  
Prerequisite: or corequisite ID20630  
(3 quarter credits, 4 hours per week)

ID20741  
Residential Design III  
A study of residential types, locations, architectural styles, and the selection of furnishings for both traditional and contemporary residential spaces. Attention is given to the aesthetic and functional needs of people with various lifestyles. Emphasis is on adaptive re-use (utilizing a raw space, designing a specific residence).  
Prerequisite: ID20630, ID20851  
(3 quarter credits, 4 hours per week)

ID20752  
Contract Design III  
Students learn how to plan and design a corporate office space for LEED CI submission. Emphasis on concepting, developing a planning module, developing a space plan, designing a reflected ceiling plan, design development of finishes and furniture, and presentation skills all in a sustainable framework.  
Prerequisite: ID20641  
(3 quarter credits, 4 hours per week)

ID20831  
Portfolio  
After a thorough evaluation, the graduating student’s portfolio is completed to bring it up to professional standards. Job interviews, portfolio presentation, and what to expect from the first job are reviewed and discussed.  
Prerequisite: earned minimum of 75 credits  
(3 quarter credits, 4 hours per week)

ID20841  
Contract Documents  
The documentation of commercial design, including plans, elevations, sections, reflected ceiling, and dimensioning.  
Prerequisite: ID20610, ID20752  
(3 quarter credits, 4 hours per week)

ID20851  
CADD II  
A continuation of CADD I with emphasis on AutoCADD and on producing a set of working drawings.  
Prerequisite: ID20520,  
(3 quarter credits, 4 hours per week)
ID30910
Rendering and Presentation II
Through the use of a variety of media and techniques, students learn to make realistic presentations from two and three-dimensional drawings of various materials such as fabric, steel, masonry, and glass. Emphasis is on light sources, shades, shadows, and presentation techniques.
Prerequisite: ID20510, ID20630, ID20641, ID20841, ID30950
(3 quarter credits, 4 hours per week)

ID30922
Residential Design IV
This is a study of residential interior design through the refinement of space by various application. Through the progressive application of high-end furnishings, millwork, architectural details, textiles, and furniture, students will discover unique space planning solutions.
Prerequisite: ID20741, ID20841
(3 quarter credits, 4 hours per week)

ID30931
Contract Design IV
Students learn how to design and plan commercial, industrial, corporate, and institutional interiors. Emphasis is on employee job functions, interdepartmental relationships, traffic flow, and equipment needs, stressing corporate design.
Prerequisite: ID20752, ID20841
(3 quarter credits, 4 hours per week)

ID30940
Furniture Design and Construction
A survey of furniture styles, terminology, construction methods, and materials. Emphasis is on the proper drafting of workroom specifications for custom designs. Lectures, slides, and field trips to workrooms are included.
Prerequisite: ID20510, ID20661
(3 quarter credits, 4 hours per week)

ID30950
CADD III
A continuation of AutoCADD and the opportunity to apply this technology to enhance presentation techniques.
Prerequisite: ID20851
(3 quarter credits, 4 hours per week)

ID31011
Residential Design V
A study of residential types, locations and architectural styles and the selection of furnishings for traditional, transitional, and contemporary residential spaces. Attention is given to the aesthetic and functional needs of people with “high-end” lifestyles. Emphasis is on renovation for luxury residential hospitality.
Prerequisite: ID30910, ID30922, ID30931, ID30940
(3 quarter credits, 4 hours per week)
ID31021
Contract Design V
Students explore educational facility interior design with emphasis on understanding the age-specific requirements of the students and the interrelationships of the support areas and staff. The designs will incorporate barrier free, universal design and focus on environmentally responsible choices and sustainable design solutions.
Prerequisite: ID30910, ID30922, ID30931, ID30940
(3 quarter credits, 4 hours per week)

ID31030
History of 19th and 20th Century Architecture & Design
This course analyzes the evolution of modern architecture in the 19th and 20th centuries, exploring various architectural movements from the beginnings of industrialization to the present. The student will research architects and discover the theoretical foundations which have had an impact on architectural thought in the 20th century.
Prerequisite: GE10120, GE10230
(3 quarter credits, 4 hours per week)

ID41110
Thesis Development/Research
Students will select their major project in either residential or nonresidential design and develop a detailed program for that project.
Prerequisite: GE20510, ID31011, ID31021, ID31030
(3 quarter credits, 4 hours per week)

ID41140
Special Topics
This course will have changing subject matter from quarter to quarter depending upon instructor expertise and/or industry demand. Topic selection will be at the discretion of the instructor and agreed upon by the Interior Design department.
Prerequisite: Academic Chair Approval
(3 quarter credits, 4 hours per week)

ID41240
Portfolio
After a thorough evaluation, the senior student’s portfolio is completed to bring it up to professional standards. Job interviews, portfolio presentation, and what to expect from the first job are reviewed and discussed.
Prerequisite: ID31011, ID31021
(3 quarter credits, 4 hours per week)

ID41250
Thesis Development/Space Planning
Students will develop their approved thesis research program, building, and site selections with a focus on spatial relationships. Final presentations will demonstrate proficiency in all previously acquired skills and knowledge and are expressed both verbally and graphically. This course represents a specialized aspect of the overall project and an introduction to a professional interior design project.
Prerequisites: ID41110, course must be taken with ID41260, ID41270
(3 quarter credits, 4 hours per week)
ID41260
Thesis Development/Interior Materials
Students will develop their approved thesis research program, building, and site selections with a focus on interior materials. Final presentations will demonstrate proficiency in all previously acquired skills and knowledge and are expressed both verbally and graphically. This course represents a specialized aspect of the overall project and an introduction to a professional interior design project.
Prerequisites: ID41110, course must be taken with ID41250, ID41270
(3 quarter credits, 4 hours per week)

ID41270
Thesis Development/Interior Architecture Codes & Design Documentation
Students will develop their approved thesis research program, building, and site selections with a focus on interior architecture. Final presentations will demonstrate proficiency in all previously acquired skills and knowledge and are expressed both verbally and graphically. This course represents a specialized aspect of the overall project and an introduction to a professional interior design project.
Prerequisites: ID41110, course must be taken with ID41250, ID41260
(3 quarter credits, 4 hours per week)

IM0015PF
Portfolio Foundations Web Design & Interactive Media
The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.
Prerequisite: None
(0 quarter credits, 2 hours per week)

IM10210
Image Manipulation
Students develop basic image manipulation skills in a raster-based computer environment. Emphasis is on mastering the fundamentals of scanning, color management, photo retouching, imaging, special effects, and filters and masks.
Prerequisite: None
(3 quarter credits, 4 hours per week)

IM10220
Digital Typography
An introduction to lettering skills and the history and foundations of letter forms. Also studied are the placement of display and text type in a formatted space and the relationships between the appearance and readability of letter forms. Students will work in digital typesetting technology.
Prerequisite: LS10110 or Academic Chair Approval
(3 quarter credits, 4 hours per week)

IM10231
Programming Logic
An introduction to various logic statements used in all programming languages, providing the skills to convert written words into programming logic.
Prerequisite:IM10310
(3 quarter credits, 4 hours per week)
IM10310  
Introduction to Scripting Languages  
Students will acquire the skills needed to develop, design, and produce basic web pages.  
Prerequisite: IM10210 OR GR10471 or PH10111 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)  

IM10330  
Introduction to Audio  
An introductory study of the principles and practices of recording sound will be covered. Students examine the tools and techniques used in multi-track recording and mixing. This class includes the study of basics of critical listening, microphone technique, console and recording systems, signal flow, signal processing, routing, and general studio operations.  
Prerequisite: LS10110 OR course must be taken with LS10110  
(3 quarter credits, 4 hours per week)  

IM10340  
Advanced Image Manipulation  
This course emphasizes digital imaging for interactive presentations. Students will use vector and raster-based applications for image creation and manipulation. Advanced concepts such as web animation, layering, texture mapping, and archiving will be covered.  
Prerequisite: IM10210 OR GR10471 or PH10111  
(3 quarter credits, 4 hours per week)  

IM10410  
Intermediate Scripting Languages  
Students will acquire the skills needed to develop, design and produce intermediate web pages incorporating current scripting languages such as ECMAScript (JavaScript).  
Prerequisite: IM10310  
(3 quarter credits, 4 hours per week)  

IM10421  
Web Design Workshop  
In this advanced workshop, students build upon their knowledge of basic web design and development techniques by completing several website projects from the beginning design phase through the final coding phase. Emphasis is placed on current trends, standards, and technology. Student designs are continually subjected to peer review.  
Prerequisite: IM10310 OR GR20670  
(3 quarter credits, 4 hours per week)  

IM10430  
Audio Production for Interactive Design  
The principles and practices of digital audio in a multimedia setting are explored. Students learn to use current digital audio programs for recording, editing, sequencing, and mixing for a variety of outputs and applications.  
Prerequisite: IM10330  
(3 quarter credits, 4 hours per week)
IM20511
E-Learning Design
This course is an introduction to e-learning development with an emphasis on the instructional design model to develop any type of classroom or training e-learning solution that prepares students for future development in the e-learning industry.
Prerequisite: IM10210 or PH10111
(3 quarter credits, 4 hours per week)

IM20521
Dynamic Web Scripting
Students will acquire the skills needed to develop, design, and produce advanced web pages. These pages will utilize current standards and include dynamic visual interfaces.
Prerequisite: IM10410
(3 quarter credits, 4 hours per week)

IM20530
Concepts in Motion Design
Students undertake a study of 2D animation using a computer modeling and animation software program as the primary tool. This class will emphasize the creation of interactive animated sequences for multimedia applications.
Prerequisite: IM10210 OR GR10471 or PH10111
(3 quarter credits, 4 hours per week)

IM20540
Digital Illustration
This course will focus on the advanced key elements of today’s raster electronic imaging technologies to provide a solid progression in the student’s knowledge and skills needed to succeed in the field of multimedia and digital design. This is a computer lab-based class with specific instruction in raster-based programs. Additionally, because these technologies do not exist in isolation, the systematic collaboration with various related software will also be discussed and practiced.
Prerequisite: IM10340
(3 quarter credits, 4 hours per week)

IM20611
E-Learning Production
This course is an introduction to e-learning application development with an emphasis placed on the design and content of interactive e-learning classroom or training solutions using industry standards for the web application.
Prerequisite: IM20511
(3 quarter credits, 4 hours per week)

IM20620
Interactive Motion Graphics
This advanced course teaches the student how to create web pages with 2D animation and interactive games and multimedia presentations using software like Flash.
Prerequisite: IM20530 OR GR20790
(3 quarter credits, 4 hours per week)
IM20710
Digital Portfolio I
This course will guide students through the process of compiling their work into an interactive portfolio. Students will apply techniques and strategies to market themselves in their chosen fields. Emphasis will be placed on students assessing their most marketable skills, designing storyboards for their interactive portfolios, creating professional design layouts, creating interfaces, backgrounds, buttons, audio/video elements, resumes and print materials to support their interactive online portfolios.
Prerequisite: earned minimum of 60 credits
(3 quarter credits, 4 hours per week)

IM20720
Project Management
This course focuses on the multimedia project management process and development of the project team as key to the successful achievement of multimedia project goals. The process examines the main elements required in every proposal/plan, time frame, and budget. Key areas of multimedia project teams serve to support the fundamental approach that every project team is tailored to achieve project results efficiently and effectively.
Prerequisite: IM10410, IM20620
(3 quarter credits, 4 hours per week)

IM20730
Designing for Interactive Media
This course focuses upon the aesthetics of multimedia pieces. Using previously authored work and one new project, students will examine the relationship between form, subject matter and content with the goal of developing the most effective images and sounds to express the meaning of the piece. Everything from button design, screen transitions, and music will be examined to work towards achieving the goal of portfolio quality pieces.
Prerequisite: IM10410, IM20521, IM20611
(3 quarter credits, 4 hours per week)

IM20810
Digital Portfolio II
This course will guide students through the process of compiling their work into a final interactive portfolio. Students will apply techniques and strategies to market themselves in their chosen fields. Emphasis will be placed on students assessing their most marketable skills, designing storyboards for their interactive portfolios, creating professional design layouts, creating interfaces, backgrounds, buttons, audio/video elements, resumes, and print material to support their interactive portfolios.
Prerequisite: IM20710 or Academic Chair Approval
(3 quarter credits, 4 hours per week)

IM20820
Advanced Web Scripting
This course will allow the students to move beyond the basics of HTML and get on with learning how to create database-driven applications. The topics covered in this course will help the students to create a complete online store with shopping cart and content management systems.
Prerequisite: IM10410
(3 quarter credits, 4 hours per week)
**IM20830**  
**Introduction to User Centered Design**  
This course introduces students to the concepts and processes of developing websites which have as a primary goal addressing and solving user needs. By exploring the process step-by-step, students will identify where user issues are raised and how they are answered. During the course, students either physically create a website or a prototype. Students present and defend their decisions.  
Prerequisite: IM10310, IM20720 or Academic Chair Approval  
(3 quarter credits, 4 hours per week)

**IM20840**  
**Web Imaging Techniques**  
Students will study the possibilities and constraints of image transport and display over the Internet. Current technologies will be studied in an application-oriented approach.  
Prerequisite: IM20620  
(3 quarter credits, 4 hours per week)

**IM30911**  
**Advanced Topics in Web Programming**  
Students will explore current trends in web development, building projects in the latest technologies and techniques. This will include an examination of both visual and programming trends.  
Prerequisite: IM20521, IM20820  
(3 quarter credits, 4 hours per week)

**IM30920**  
**Interactive Motion Scripting**  
This course serves to introduce and provide experience with the design, development, and evaluation of advanced web applications using Flash. Students will learn to write advanced Flash Action Scripts. Students will also learn to use technologies such as XML with Flash to create Flash Applications.  
Prerequisite: IM20620  
(3 quarter credits, 4 hours per week)

**IM30930**  
**Usability Testing**  
Corporations and other organizations utilize websites to disseminate information about products, services, and events or to provide point-of-purchase sales. Students will plan and design a website in this course. The website will be designed and developed to sell a product or service, build a brand image, sell goods and/or provide information to a consumer.  
Prerequisite: IM20830  
(3 quarter credits, 4 hours per week)

**IM30940**  
**Net Broadcasting**  
In this course, students learn the basics of streaming technologies and apply them to sites and events.  
Prerequisite: IM20620  
(3 quarter credits, 4 hours per week)

**IM31010**  
**Senior Project Research**  
Students select an area from interactive multimedia and research and program their graduate projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation, and qualitative results.  
Prerequisite: earned minimum of 150 credits(3 quarter credits, 4 hours per week)
IM31020
Integrated Information Design
This course allows the students to refine their skills relating information design to company objectives, both business and financial. Prerequisite: IM20830
(3 quarter credits, 4 hours per week)

IM31031
Emerging Technologies
The astonishing growth of emerging technologies is one factor that has led to the demand for applications, advertising and marketing online. Students learn to apply traditional principles where they are appropriate and to discover and apply a new fundamental understanding of emerging technologies. This course is based on intensive case studies of sites on the Web as well as lecture. Prerequisite: IM10410, IM10421
(3 quarter credits, 4 hours per week)

IM31040
Designing for Server Side Technology
Students will transfer their understanding of databases to a web based database structure, learning how the Web changes the basics of databases and how servers and server management affect the performance of a database-driven site. Prerequisite: IM20820
(3 quarter credits, 4 hours per week)

IM31110
Senior Project Application and Defense
In this course, students select an area from online media and marketing to research for their graduate project. The emphasis is on quantitative and qualitative research, project scheduling, presentation methods, and qualitative results. Students will prepare, present and defend a graduate project suitable for a professional audience. Prerequisite: IM31010
(3 quarter credits, 4 hours per week)

IM31120
Professional Practice
Working in teams, students will put a multimedia product developed by others on a network, troubleshoot the product, and correct and finalize the product. Prerequisite: earned minimum of 135 credits and Instructor Approval
(3 quarter credits, 4 hours per week)

IN20530CU
Internship I
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
In this course, students are given the opportunity to practice the skills and knowledge they have learned in a real world situation by working in an approved industry internship site, or to gain additional training at The Art Institute of Philadelphia’s Culinary Arts program in an area of special interest. Special interest areas may include the storeroom, dining room, garde manger, baking labs, and restaurant kitchen. Prerequisite: CU10210, CU10240, CU10311, CU10330, CU10411 or Academic Chair Approval
(3 quarter credits, Minimum of 90 internship hours)
IN20640CU
Internship II
*Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.*
See IN20530CU. Prerequisite: CU10210, CU10240, CU10311, CU10330, CU10411
(3 quarter credits, Minimum of 90 internship hours)

IN20710DF
Internship I
Through a field internship experience, students will be able to apply acquired subject matter and career/professional 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 relating to their fields of study. The students will gain experience needed to seek entry into the field upon graduation. Prerequisite: earned minimum of 60 credits
(3 quarter credits, Minimum of 90 internship hours)

IN20710PH
Associate’s Internship I
A cooperative is offered to students in their last two quarters of study. This is designed for students who wish to gain additional experience within a business establishment in their field of study.
Prerequisite: Academic Chair Approval
(3 quarter credits, Minimum of 90 internship hours)

IN20712FD
Internship I
Students will be given the opportunity to practice the skills and knowledge they have learned in a real world situation by working at an approved industry site.
Prerequisite: earned minimum of 75 credits
(3 quarter credits, Minimum of 90 internship hours)

IN20712FM
Internship I
Students are given the opportunity to practice the skills and knowledge they have learned in a real world situation by working in an approved industry site.
Prerequisite: earned minimum of 75 credits
(3 quarter credits, Minimum of 90 internship hours)

IN20720GR
Internship
Through a field internship experience, students will be able to apply acquired subject matter and career/professional 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 a successful business relating to their field of study. The students will gain experience needed to seek entry into the field upon graduation.
Prerequisite: earned minimum of 75 credits
(3 quarter credits, Minimum of 90 internship hours)
IN20770IM  
**Internship**  
Through a field internship experience, students will be able to apply acquired subject matter and career/professional 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 relating to their fields of study. The students will gain experience needed to seek entry into the field upon graduation.  
Prerequisite: earned minimum of 60 credits  
(3 quarter credits, Minimum of 90 internship hours)

IN30910ID  
**Internship I**  
Through a field experience, students will be able to apply acquired subject matter and career/professional skills in a real life situation. The main objective of the internship is to allow students the opportunity to observe and participate in the operation of a successful business relating to their field of study. The students will gain experience needed to seek entry into the field upon graduation.  
Prerequisite: Academic Chair Approval  
(3 quarter credits, Minimum of 90 internship hours)

IN31010AD  
**Internship**  
Through a field internship experience, students will be able to apply acquired subject matter and career/professional skills in a real life situation. The main objective of the internship is to allow students the opportunity to observe and participate in the operation of a successful business relating to their field of study. The students will gain experience needed to seek entry into the field upon graduation.  
Prerequisite: earned minimum of 150 credits OR Academic Chair Approval  
(3 quarter credits, Minimum of 90 internship hours)

IN31010AP  
**Internship I**  
Through a field internship experience, students will be able to apply acquired subject matter and career/professional 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 a successful business relating to their field of study. The students will gain experience needed to seek entry into the field upon graduation.  
Prerequisite: earned minimum of 135 credits OR Academic Chair Approval  
(3 quarter credits, Minimum of 90 internship hours)

IN31030PH  
**Bachelor’s Internship I**  
A cooperative is offered to students in their last two quarters of study. This is designed for students who wish to gain additional experience within a business establishment in their field of study.  
Prerequisite: Academic Chair Approval  
(3 quarter credits, Minimum of 90 internship hours)

IN31210IM  
**BS Internship**  
Through a field internship experience, students will be able to apply acquired subject matter and career/professional 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 relating to their fields of study. The students will gain experience needed to seek entry into the field upon graduation.  
Prerequisite: Academic Chair Approval  
(3 quarter credits, Minimum of 90 internship hours)
IN41110DF
Internship II
A cooperative is offered to students in their last two quarters of study. This is designed for students who wish to gain additional experience within a business establishment in their field of study.
Prerequisite: IN20710DF
(3 quarter credits, Minimum of 90 internship hours)

IN41110GAD
Internship
Through a field internship experience, students will be able to apply acquired subject matter and career/professional 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 a successful business relating to their field of study. The students will gain experience needed to seek entry into the field upon graduation.
Prerequisite: 150 credits earned OR Academic Chair Approval
(3 quarter credits, Minimum of 90 internship hours)

IN41200CU
Internship III (Supervisory)
Various wines and spirits are used as part of the curriculum. These products are tightly controlled and monitored in the storeroom and kitchen. Participation in this program may be limited by local drinking age requirements. Please contact your campus Dean for information.
Students are given the opportunity to practice the skills and knowledge they have learned in a real and practical setting. Students work at an approved industry internship site with kitchen supervisors, managers or executive chefs performing entry level management duties while continuing to hone their culinary skills.
Prerequisite: earned minimum of 150 credits
(3 quarter credits, Minimum of 90 internship hours)

IN41210AP
Internship II
Through a field internship experience, students will be able to apply acquired subject matter and career/professional 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 a successful business relating to their field of study. The students will gain experience needed to seek entry into the field upon graduation.
Prerequisite: IN31010AP
(3 quarter credits, Minimum of 90 internship hours)

IN41210FD
Internship II
Students are given the opportunity to practice the skills and knowledge they have learned in a real world situation by working in an approved industry internship site.
Prerequisite: earned minimum of 150 credits
(3 quarter credits, Minimum of 90 internship hours)

IN41210FM
Internship II
Students are given the opportunity to practice the skills and knowledge they have learned in a real world situation by working in an approved industry internship site.
Prerequisite: earned minimum of 150 credits
(3 quarter credits, Minimum of 90 internship hours)
IN41210VE
Internship
Through a field internship experience, students will be able to apply acquired subject matter and career/professional 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 a successful business relating to their field of study. The students will gain experience needed to seek entry into the field upon graduation.
Prerequisite: Academic Chair Approval
(3 quarter credits, Minimum of 90 internship hours)

IN41220AV
Internship
Through a field internship experience, students will be able to apply acquired subject matter and career/professional 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 a successful business relating to their field of study. The students will gain experience needed to seek entry into the field upon graduation.
Prerequisite: Academic Chair Approval
(3 quarter credits, Minimum of 90 internship hours)

IN41220GR
Internship
Through a field internship experience, students will be able to apply acquired subject matter and career/professional 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 a successful business relating to their field of study. The students will gain experience needed to seek entry into the field upon graduation.
Prerequisite: Academic Chair Approval
(3 quarter credits, Minimum of 90 internship hours)

LS10110
Computer Science
This course introduces the theories and applications of both the IBM and Macintosh computers. Topics include word processing, spreadsheets, databases, PowerPoint, computer graphics, file preparation for high-end output, file management, basic data storage and retrieval and the Internet.
Prerequisite: None
(3 quarter credits, 4 hours per week)

LS20510
Career Development
This course develops skills to conduct an effective job search and enhance professionalism. Topics include resume writing, letter writing, interviewing, company/field research, time management, networking, salary negotiations/benefits, freelancing, business ethics, professional image, and social perception.
Prerequisite: None
(3 quarter credits, 4 hours per week)

LS20620
Business Law
This course gives an overview of basic legal principles related to starting and conducting a business. Topics include legal systems, litigation, dispute resolution, and contracts. The protection of intellectual property including patents, copyrights, trademarks, and service marks, is also emphasized.
Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)
LS31010
Accounting
Students will gain exposure to real world accounting situations faced by managers and how accounting information is used for management decision making (internal planning and control).
Prerequisite: None
(3 quarter credits, 4 hours per week)

PH0015PF
Portfolio Foundations Photography
The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.
Prerequisite: None
(0 quarter credits, 2 hours per week)

PH10111
Introduction to Photoshop
This course identifies the potential of the computer as a tool of the professional photographer. Students develop skills on various platforms and examine the techniques of print retouching and manipulations.
Prerequisite: None
(3 quarter credits, 4 hours per week)

PH10130
Fundamentals of Photography
In this fundamental course students will identify basic photographic tools and their intended purposes including the proper use of various camera systems. Students will analyze photographs to determine their positive and negative attributes and apply these principles to produce their own visually compelling images by employing the correct photographic techniques.
Prerequisite: None
(3 quarter credits, 4 hours per week)

PH10221
Photo Techniques
This is an intermediate course designed to further the student’s black and white photographic skills. By manipulating film exposure and development the student will learn how to create excellent and expressive black and white prints. The student’s exploration and understanding of the photographic medium will be guided by specific set assignments, demonstrations, and group critiques.
Prerequisite: PH10130 OR PH10350 OR GR20580
(3 quarter credits, 4 hours per week)

PH10231
Fundamentals of Photography II
In this class students will expand upon the basic photographic tools and techniques such as ISO, light readings and lenses, introduced in Fundamentals of Photography. This course will also explore various artistic devices that contribute to an aesthetic interpretation of photography including identification of photographic themes and styles. Students will be expected to utilize these skills to create images for a series of conceptually advanced projects/series oriented assignments to stimulate the student’s capacity for personal expression, communication, and self-understanding.
Prerequisite: PH10130
(3 quarter credits, 4 hours per week)
PH10240
Photographic Design
This course requires students to demonstrate their ability to define and solve advanced design problems. Students will analyze the characteristics and purposes of various problems and then offer clean and creative solutions for each. The students are expected to communicate ideas using symbolism appropriately.
Prerequisite: PH10111, PH10130
(3 quarter credits, 4 hours per week)

PH10311
Principles of Lighting
In this course, 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, direction, and effect on the photographic image.
Prerequisite: PH10330
(3 quarter credits, 4 hours per week)

PH10320
Advanced Principles of Photography
This is an introduction to color transparencies, digital image capture, and support software. Students will learn to control color and contrast with transparency materials during film exposure/ development and to optimize digital captures for best possible output. In addition, students will begin to utilize basic Photoshop workflow to demonstrate proper input and output techniques.
Prerequisite: PH10330
(3 quarter credits, 4 hours per week)

PH10330
Color Printing and Design
In this class students will learn color theory and how to design color images. Students will also gain a basic understanding of how to utilize color management systems and correct digital files and prints using Adobe Photoshop software.
Prerequisite: PH10111, PH10130
(3 quarter credits, 4 hours per week)

PH10350
Principles of Digital Photography for Non-Majors
This course introduces students to the fundamental terminology, concepts, and techniques of digital photography. It focuses on the principles of using color, composition, lighting, and other techniques for overall thematic and visual effects of photographic images.
Prerequisite: IM10210 OR GR10471 OR AD10231 OR PH10111
(3 quarter credits, 4 hours per week)

PH10411
Studio Techniques
All aspects of studio photography are discussed in this course. This course also covers problem-solving skills through a variety of assignments designed to challenge the students’ skills in lighting, camera operation, and commercial interpretation.
Prerequisite: PH10311
(3 quarter credits, 4 hours per week)
PH10432
Advanced Photoshop
This class provides students with a more in-depth experience using Adobe Photoshop. Students will explore channels, masks, basic compositing, vector tools, and advanced layer techniques. In addition the course will cover efficient Photoshop workflow from input to output, advanced color correction, and elementary color management.
Prerequisite: PH10240 or PH10320
(3 quarter credits, 4 hours per week)

PH20511
Advanced Lighting
This course expands on the Principles of Lighting course with an emphasis on lighting for products and people in both the studio and on location. Introduction to the necessary and correct utilization of electronic flash and lighting tools in the studio and on location are covered.
Prerequisite: PH10311
(3 quarter credits, 4 hours per week)

PH20520
Digital Illustration
In this course, students will explore emerging technologies and various professional uses of digital imaging. Students will be expected to combine previously learned digital techniques with newly acquired information design skills to produce unique digital images.
Prerequisite: PH10432
(3 quarter credits, 4 hours per week)

PH20522
Photojournalism
Students will obtain an accurate picture of the field of photojournalism as presented by seasoned professionals. Emphasis is placed on creativity, content, gathering of information, and layout. Students will learn that this field is one that requires dedication and drive. They will be shown examples of photojournalism and will be required to produce their own renditions of the picture story, magazine covers, and page layouts for all types of print media.
Prerequisite: PH10330
(3 quarter credits, 4 hours per week)

PH20531
Architectural Photography
This course covers the fundamentals of photographing interiors and exteriors for the architect. The student completes all assignments using digital cameras, Adobe Photoshop, perspective correction, and image stitching software tools.
Prerequisite: PH10311, PH10432
(3 quarter credits, 4 hours per week)

PH20611
Advanced Studio Techniques
The specific needs of a variety of manufacturing and retail clients are examined and photographic solutions are developed in this course. Students create photographs meeting specific market and media needs.
Prerequisite: PH20511, PH20520
(3 quarter credits, 4 hours per week)
PH2061
Digital Photographic Production
This class covers Photoshop production methods for various types of originals including line art, black and white, and color images. Students will refine their Photoshop workflow from input scanning and digital capture to output on inkjet printers and the Web. Advanced color-correction techniques, sharpening, and working in color modes other than RGB will be covered.
Prerequisite: PH10320
(3 quarter credits, 4 hours per week)

PH20630
Marketing and Promotion
This course will apply the techniques used to research and identify target markets, identify efficient ways of selling work through agents, and examine how to create a successful self-promotion campaign. Students will demonstrate telephone marketing and sales skills and be expected to build a portfolio of images that support their research.
Prerequisite: None
(3 quarter credits, 4 hours per week)

PH20631
Survey of Photography
In this course students receive an overview of the photographic industry including specialty fields available to professional photographers and a history of these fields. A working knowledge of these career fields will be obtained through lectures presented by working professionals and field trips to business locations.
Prerequisite: GE10130
(3 quarter credits, 4 hours per week)

PH20641
Location Photography 1
This course explores the special needs of location photography. The planning and logistics of shooting on location are covered. Transportation, scouting, permits, and billing, in addition to lighting, metering, and other photographic controls will be demonstrated in a variety of assignments related to fashion, portraiture, still life, product, stock, and architectural photography. Students work alone and in teams, thus sharing a number of photographic and support roles.
Prerequisite: PH20511
(3 quarter credits, 4 hours per week)

PH20710
Portfolio Projects I
Students will incorporate knowledge and techniques acquired during the program to determine specific career goals and begin preparation of a professional entry-level portfolio.
Prerequisite: PH20611, PH20641
(3 quarter credits, 4 hours per week)

PH20721
Workshop
This is the first of a series of classes in which the student’s work is analyzed in depth, and a critical vocabulary is developed to critique images. The student is expected to begin producing images for his/her final portfolio.
Prerequisite: PH20611 (may be a Prerequisite: or corequisite) and PH20520, PH20522
(3 quarter credits, 4 hours per week)
PH20722
Editorial Photography
In this course students will learn to photograph “people” featured in advertising and editorial layouts. Specific subjects covered are the fields of fashion, advertising design, and marketing with concentration on editorial portraits through completion of studio location projects.
Prerequisite: PH20511, PH20641
(3 quarter credits, 4 hours per week)

PH20732
Photographic Web Portfolio 1
Students will learn the basic tools for placing their photographs on the Internet and for archiving their portfolio on CD. The course covers basic HTML scripting and two-dimensional animation on the Web.
Prerequisite: PH20621 or Academic Chair Approval
(3 quarter credits, 4 hours per week)

PH20810
Portfolio Projects 2
This course is the completion of the portfolio process for associate’s students only, with an emphasis on presentation, craftsmanship, and creation of a personal style.
Prerequisite: PH20710
(3 quarter credits, 4 hours per week)

PH30910
Issues in Contemporary Photography
In this course students research and become acquainted with current practical and theoretical methodologies in photography. Afterwards, students will learn to perform a systematical analysis and apply those results to their final proposal and project. Issues of content, presentation, style, personal expression, and corporate needs will be covered.
Prerequisite: PH20641, PH20722
(3 quarter credits, 4 hours per week)

PH30920
Photojournalism 2
In this course students plan, develop, and produce an in-depth picture story. It provides the student with the opportunity to pursue a sustained body of images while learning the skills necessary to bring that work together into a coherent and aesthetically refined photographic project. Throughout the term students participate in discussions, critiques, and work individually with the instructor to refine ideas, images, narrative structure, and design for final presentation.
Prerequisite: PH20522, PH20722
(3 quarter credits, 4 hours per week)

PH30930
Location Photography 2
In this course students will learn to plan and execute both interior and exterior photographs of industrial, commercial, and scenic location settings. Using digital software they will create panoramas and digital multi-frame composite images of these locations. Emphasis is placed on creating a portfolio of images that demonstrate a sense of place and meaning in these settings.
Prerequisite: PH20641, PH20722
(3 quarter credits, 4 hours per week)
PH30940
Special Topics in Photography I
This course is designed to change on a regular basis. It looks at a specific area of creativity related to photography and design and will give students an opportunity to look at this area in-depth. Students will learn through lecture, field trips, hands-on experience and experimentation and will create a final project in the specific area.
Prerequisite: PH20710 and earned minimum of 120 credits OR Academic Chair Approval
(3 quarter credits, 4 hours per week)

PH30950
Special Topics in Photography II
This course is designed to change on a regular basis. It looks at a specific area of creativity related to photography and design and will give students an opportunity to look at this area in-depth. Students will learn through lecture, field trips, hands-on experience and experimentation and will create a final project in the specific area.
Prerequisite: PH20710 and earned minimum of 120 credits
(3 quarter credits, 4 hours per week)

PH31010
Photographic Communication Concepts
This course concentrates upon the exploration of image concepts, content, symbolism, and narrative potential of photography. Emphasis will be placed upon experimenting with alternatives to the single “documentary style” traditional approach to photography. Students will be challenged to develop a wider understanding of possible photographic solutions to problems of communication and self-expression.
Prerequisite: PH20710, PH30910
(3 quarter credits, 4 hours per week)

PH31020
Photographic Criticism
This course will offer an in depth study into photographic criticism. To assist students in developing a vocabulary for critically analyzing photographs, they will look carefully at contemporary critical thought. Further study will examine how personal beliefs and cultural values are expressed and represented in photography.
Prerequisite: GE30990, PH30910
(3 quarter credits, 4 hours per week)

PH41110
Portfolio 2
Students will be required to determine specific career goals and to develop a proposed direction to take in their creative efforts. They will create an entirely new body of work to facilitate reaching their stated career goals. While students will each propose and develop their own individual project, the class itself will become a critique and support group meeting wherein the student will receive weekly feedback from the instructor and their peers. Students will be required to develop their critical and diplomatic communication skills, and to participate fully and honestly in the weekly critiques.
Prerequisite: PH20710
(3 quarter credits, 4 hours per week)

PH41120
Photographic Web Portfolio 2
Students will acquire the skills to develop and design advanced web pages and interactive portfolios. Students will utilize software such as Macromedia Flash and Director.
Prerequisite: PH20732, PH31010
(3 quarter credits, 4 hours per week)
PH41130  
**Portfolio Print Lab**  
This class allows students the opportunity to address rendering issues specific to their work, supervised time to work on prints for their portfolio, and an opportunity to perfect printing and workflow issues.  
Prerequisite: PH20710, PH31010  
(3 quarter credits, 4 hours per week)

PH41210  
**Portfolio 3**  
This course is the completion of the portfolio process, initiated in the class Portfolio 2. Special emphasis in this class will be placed upon developing further, and finishing the body of work begun in Portfolio 2. In addition, students will execute a finely crafted presentation of this work.  
Prerequisite: PH31010, PH41110  
(3 quarter credits, 4 hours per week)

PH41220  
**Exhibition Print Lab**  
In this laboratory class participants will produce final portfolio prints as well as final exhibition prints. Students will be given the opportunity to use wide carriage inkjet printers to create large display prints for their thesis exhibition.  
Prerequisite: PH41130  
(3 quarter credits, 4 hours per week)

PH41230  
**Portfolio and Marketing Package**  
Utilizing the creative process, students will develop a complete marketing package to include personal identity materials, promo cards, and a portfolio. Students will incorporate knowledge acquired during the program to target specific markets and develop professional packaging of all work based on the research.  
Prerequisite: PH41110  
(3 quarter credits, 4 hours per week)

VE0015PF  
**Portfolio Foundations Visual Effects & Motion Graphics**  
The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.  
Prerequisite: None  
(0 quarter credits, 2 hours per week)

VE10110  
**Introduction to VFX**  
This course begins with an overview of the history of visual effects with emphasis on the various effects processes in their historical contexts. It continues with discussions of the field of postproduction, animation, and broadcast graphics and analysis of major sectors of those industries and career opportunities within them. Prerequisite: None  
(3 quarter credits, 4 hours per week)
VE10310
Storyboarding
This course focuses on planning for complex layered composites. Students will apply industry-standard storyboarding and scripting techniques to visual special effects. Contents to be covered include purposes and formats of storyboards, basic terminology and concepts used in storyboarding, and the applications of storyboarding techniques to the creation of storyboards with or without a written script.
Prerequisite: GR10120 OR AD10221
(3 quarter credits, 4 hours per week)

VE20510
Intermediate VFX I
This course will explore various techniques to create and implement CGI into live action. The course will explore various methods of compositing and compositing concepts to enhance and expand productivity. Specific animation features and functions of the given software will be discussed and applied to the production of short 3D animation projects. Emphasis will be placed on creating CG environments and integrating elements into live action.
Prerequisite: AD10322
(3 quarter credits, 4 hours per week)

VE20520
3D Modeling and Animation Techniques
This course will continue to explore the various techniques to create animation in a 3D environment. The emphasis will be on creating animated logo designs for use in broadcast and corporate presentation venues. The course will also explore various methods of compositing and compositing concepts to enhance and expand productivity. Specific animation features and functions of the given software will be discussed and applied to the production of short 3D animation projects. Emphasis will be placed on the ability to break down a scene into various layers and integrate those layers into a completed, seamless product.
Prerequisite: minimum of 120 credits earned OR Academic Chair Approval
(3 quarter credits, 4 hours per week)

VE20610
Intermediate VFX II
Utilizing various painting and compositing packages students will learn the principles of rotoscoping, and digital painting, as applied to rig removal and special effects.
Prerequisite: VE20510 OR DF20620
(3 quarter credits, 4 hours per week)

VE20620
3D Effects
Using a 3D modeling program, students will use various procedural animation techniques for creating physical simulations such as particle systems, rigid and soft body dynamics, fire effects, and fluids. Students will also use advanced 3D lighting techniques and advanced materials/shaders to create realistic effects.
Prerequisite: VE20520
(3 quarter credits, 4 hours per week)
VE20710
Advanced VFX I
This course will expose students to the disciplines used in creating and compositing video shot on a blue or green screen. More sophisticated methods will be introduced for color correcting and adjusting video to produce seamless composites. The class will reinforce compositing concepts, techniques, and vocabulary that students have learned in previous classes. Each student should produce a final edited project utilizing these skills. Concepts presented will include various methods of keying, matte extraction, garbage matting, track mattes, traveling mattes, RGB color space, and color correction.
Prerequisite: VE20610
(3 quarter credits, 4 hours per week)

VE20720
Editing for Visual Effects
Intermediate editing introduces the computer into the editing process. Students will adapt editing concepts learned in basic editing to the non-linear atmosphere. Students will develop editing skills in a digital environment. Emphasis is on digitizing media, media management, titling, importing/exporting graphics, audio mixing, and outputting to videotape.
Prerequisite: DF10240 OR AD10450
(3 quarter credits, 4 hours per week)

VE20810
Advanced VFX II
This course introduces students to the various methods of matching the motion shot on a live action plate and applying that motion to a digital element. 2D and 3D tracking methods will be introduced. The course will also introduce students to morphing technology and methods by which elements can be seamlessly blended together within the frame.
Prerequisite: VE20710
(3 quarter credits, 4 hours per week)

VE20820
Intermediate Broadcast Graphics
This course will expose students to the discipline used in finalizing a video or animation project using compositing software. The class will reinforce compositing concepts, techniques, and vocabulary that students have learned in previous classes. More sophisticated tools and techniques will be introduced. Each student should produce a final edited project utilizing these skills.
Prerequisite: VE20610
(3 quarter credits, 4 hours per week)

VE20850
Audio Post Production
The student will bring together all elements of sound for a final production. This will include rerecording of sound effects, automatic dialogue replacement, editing of music, and sound sweetening. Once all the sound is collected and edited the student will mix down to the final format. The format can be surround sound or stereo. The final project will be presented in a professional industry standard format.
Prerequisite: IM10430 OR DF20521
(3 quarter credits, 4 hours per week)
VE20860  
Advanced Broadcast Graphics  
This course will expose students to more advanced compositing techniques. The class will reinforce compositing concepts, techniques, and vocabulary that students have learned in previous classes. More sophisticated tools and techniques will be introduced to execute motion graphics projects intended to be used for the student’s final portfolio.  
Prerequisite: VE20820  
(3 quarter credits, 4 hours per week)

VE30910  
Production Studio I  
In this course two group projects will be produced. Students will build upon previously learned foundation skills in broadcast design and visual effects by simulating a real world production environment. Emphasis will be placed on both the competitive and collaborative aspects of broadcast design production as well as various professional methods, procedures, techniques, skills, resources, and equipment.  
Prerequisite: VE20810 OR DF20810 OR Academic Chair Approval  
(3 quarter credits, 4 hours per week)

VE30920  
Interactive Visual Design  
Interactive visual design is a mastery level course encompassing broadcast design skills and information architectures as utilized in the creation of interactive, media-rich, streaming applications and presentations.  
Prerequisite: VE20610  
(3 quarter credits, 4 hours per week)

VE31010  
Production Studio II  
This course is designed to expose students to the disciplines used in animation and related industries. In this course students will work as a production team to continue developing the full station ID (including bumpers, trailers, interstitials, openings, commercials, and lower thirds).  
Prerequisite: VE30910  
(3 quarter credits, 4 hours per week)

VE31020  
VFX Professional Development  
This course is designed to enhance the student’s abilities to obtain an entry-level position, develop career planning and job search skills that should assist in marketing specialized training skills and to enhance public speaking skills.  
Prerequisite: earned minimum of 135 credits  
(3 quarter credits, 4 hours per week)

VE31030  
VFX Art Direction  
This course will exhibit the role of the Art Director in producing multifaceted design projects. Exercises will train students in coordinating creative efforts from concept to finished product. A team environment is emphasized and aims to acquaint the students with the necessity of leadership ability, communication and negotiating skills.  
Prerequisite: VE20710  
(3 quarter credits, 4 hours per week)
VE31040  
**Special Topics**  
Topics are based upon important trends and developments in VFX including lectures, demonstrations, or research reports pertaining to areas of interest in VFX presented by resident faculty, expert visitors, and working professionals. Group projects may also be assigned. Topics selected are based upon important trends and developments in the industry. Study and discussion of computer hardware, operating systems, networking, programming languages, interactive digital media, streaming media, HDTV, entrepreneurship marketing, workgroup organization, and the film industry are but a few possible topics that might be covered. This course allows the student to select special topics in VFX and produce, under the guidance of an instructor, work related to the industry. The student will be exposed to the various application of VFX and apply VFX skills to chosen topics.  
Prerequisite: VE31010  
(3 quarter credits, 4 hours per week)

VE31050  
**Conceptual Storytelling**  
This course is an introduction to storytelling and the components of story. The goal is to develop storytelling skills and an understanding of story form. Students will examine story art through story structure, character, and composition. Students will be presented with the tools, techniques, and understanding of what stories are and how they work. The course will comprise reading, writing, and discussion about traditional storytelling as well as the impact of technology and interactivity on storytelling. Students will learn to craft, analyze, and critique stories while working with the tools necessary to present material in digital format.  
Prerequisite: VE20610  
(3 quarter credits, 4 hours per week)

VE41110  
**Portfolio Development**  
This course continues the refinement of the student’s digital portfolio. Students will focus on meeting digital portfolio requirements and showcasing their individual strengths and areas of specialization. Students will apply time management, technical, and artistic skills to complete final video.  
Prerequisite: VE31010  
(3 quarter credits, 4 hours per week)

VE41130  
**Post Production Management**  
Students will learn to manage the production process and will develop skills in managing clients and personnel. Students will discover the critical nature of preplanning and organization and will explore the various technical and artistic issues that affect a project. Students will understand the financial implications of project management. Skill will be developed in establishing timelines and deadlines.  
Prerequisite: VE31030, VE31010  
(3 quarter credits, 4 hours per week)

VE41210  
**Portfolio Presentation**  
In this course students will compile the digital portion of their portfolio to assess its strengths and weaknesses, correct those weaknesses, and augment the students’ strengths to produce a professional demonstration tape. Students will apply time and resource management principles to the development and production of visual special effects projects.  
Prerequisite: VE41110  
(3 quarter credits, 4 hours per week)
VE41220
Special Project
This class is designed to emulate a real world environment by combining the skills of students from more than one curriculum. One quarter a project may be selected that will require video, animation, and industrial design students to complete the final project. Another quarter, the project may require video, photography and multimedia and web skills. Projects will vary and students and faculty will have the ability to propose projects for future classes.
Prerequisite: earned minimum of 120 credits, Academic Chair and Instructor Approval
(3 quarter credits, 4 hours per week)
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Blair Bleacher
Baking & Pastry
Full time
AST, Pastry, The Restaurant School

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Culinary
A.S., Hospitality Management, Johnson & Wales University, RI
Grand Diploma, International Pastry Arts Center, Katonah, New York
Certificate of Completion, L’Ecole Du Grand Chocolat, Tain L’Hermitage, France
Certificate of Completion, International School of Confectionary Art, Gaithersburg, Maryland

Kevin Brown
Design
Full-time
B.F.A., Communication Design, Pratt Institute, NY

Glenn Calhoun
Design
Full-time
B.A., Liberal Studies, Thomas Edison State College, NJ
AST, Commercial Art, The Art Institute of Pittsburgh

Michael Campagna
Culinary
Full time
MBA, Management, St. Josephs University
BBA, Finance, Temple University
AST, Culinary Arts, The Art Institute of Philadelphia

Mark Cofta
General Education
Full-time
M.A., Theater Arts, Rutgers University, NJ
B.A., English, University of Rochester, NY

Patrick Coue
Culinary

General Education
Full-time
M.A., History & Archeology, B.A., Art & Archeology & Art History, and General University Diploma, Letters & Arts, Art History, University Paul Valery, Montpellier, France
Advanced Vocational Diploma, Tourism, School District of Bordeaux, France

Daniel D’Angelo, CEC, AAC
Culinary
Full-time
M.S., Food Marketing, St. Joseph’s University, PA
B.S., Culinary Management, The Art Institute of Pittsburgh
B.S., Culinary Arts, The Culinary Institute of America
A.O.S., Culinary Arts, Culinary Institute of America, NY
Certified Executive Chef, American Culinary Federation
American Academy of Chefs, Honor Society of the American Culinary Federation

Emil DeJohn
Fashion
Full-time
4-Year Diploma, Fashion Design, Philadelphia Museum School of Art, PA

Brian Dengel
General Education
Full-time
M.S., Ocean Engineering, Florida Institute of Technology, FL
B.E., Ocean Engineering, State University of New York Maritime College, NY

Eugene DiPilla
Fashion
General Education
Full-time
B.A., Classical Culture, Temple University, PA
Craig Dovidio  
Media  
Full-time  
M.S., Instructional Design and Technology, Philadelphia University, PA  
B.S., Radio, TV, & Film, Temple University, PA  

Philip Drucker  
Media  
Full-time  
B.S., Photography, The Art Institute of Philadelphia, PA  
A.S.T., Professional Photography, Antonelli Institute of Art & Photography, PA  

Michael Eck  
General Education  
Full-time  
M.S. and B.A., Computer Science, Lehman College, City University of New York, NY  

Megan Dennis-Elliott  
Fashion  
Full-time  
M.Ed., Art Education, Arcadia University, PA  
B.S., Apparel Design, University of Delaware, DE  

Raymond Ercoli  
Fashion  
Full-time  
MA, Liberal Arts, Temple University  
B.A., Art, Rowan University, NJ  

Richard Fuller  
General Education  
Full-time,  
Ed.D, Reading, Lehigh University, PA  
M.B.A. and B.B.A., Business Administration, Temple University, PA  

Betsy Futryk  
Culinary  
Full-time  
B.S., Culinary Management, The Art Institute of Pittsburgh  
A.S.T., Culinary Arts, The Art Institute of Philadelphia, PA  

Karen Gibson  
Graphic Design  
Full-time  
M.F.A., Painting, University of the Arts, PA  
B.F.A., Painting, Edinboro University, PA  

Lori Glazer  
Fashion  
Full-time  
M.B.A., Marketing, Temple University, PA  
B.A., Speech Communication, State University of New York, Geneseo, NY  

Robert Goodman  
Media  
Full-time  
MFA, Creative Writing, Goddard College  
BA, Writing, Goddard College  

Alan Gross, CHE  
Culinary  
Full-time  
M.B.A., Marketing, South University  
B.S., Liberal Studies, West Chester University, PA  
Certified Hospitality Educator, Educational Institute American Hotel & Lodging Association, Washington, D.C.  

Sofeeka Hasiuk  
Design  
Full-time  
M.S., Interior Design, Drexel University, PA  
B.S., Interior Design, University of Delaware, DE  

Anthony Horvath  
Culinary  
Full-time  
M.A., Teaching Food Service and B.S., Business Education (Food Service)A.O.S. Baking & Pastry Arts, Johnson & Wales University, RI  

Keira Jaha  
General Education  
Full-time  
M.F.A., English & Writing, Mills College, CA  
B.A., African-American Studies - Humanities, University of California-Berkeley, CA
Kreg Jones
Media
Full-time
M.I.D. and B.S., Industrial Design, University of the Arts, Philadelphia, PA
Linda Karp
Design
Full-time,
M.A., Art Education, University of The Arts, PA
B.F.A., Advertising Design,
Moore College of Art & Design, PA

Karen Karuza
Fashion
Full-time
M.L.A., University of Pennsylvania, PA
B.F.A., Fashion Design, Moore College of Art & Design, PA

Barbara Klauer
Fashion
Full-time
M.B.A., Marketing, University of Chicago, IL
B.S., Marketing, University of Illinois at Urbana-Champaign, IL

Joseph Kraus
Media
Full-time
B.A., Radio, TV, Film, Temple University, PA

Linda Kudzmas
Media
Full-time
B.F.A., Art History, Moore College of Art & Design, PA
A.A., Electronic Imaging: Animation, Bucks County Community College, PA

Allison Kuhn
Fashion
Full-time
B.S., Fashion Design, Drexel University, PA

Rocco Lugrine
Culinary
Full-time
A.S.T., Culinary Arts, The Restaurant School, PA

Linda Maher
Fashion
General Education
Full-time
M.A., History, Temple University, PA
B.A., Ursinus College, PA
Danielle Maisey
Media Arts
Full-time
B.F.A., Animation, University of the Arts, PA

Andres Marin
Culinary
Full-time
B.B.A., Management and A.A., Business Administration, American InterContinental University
American Culinary Federation, Apprentice Training Program for Cooks & Pastry Cooks, Community College of Philadelphia, PA

William Martone
Media Arts
Full-time
M.F.A., Fine Arts and B.F.A., Fine Arts, University of Pennsylvania, PA

Jessica McCollum
Design
Full-time
M.Arch., Interior Architecture, University of Oregon, OR
B.A., Art, University of Iowa, IA

Colleen McDonough
Culinary
Full-time
M.B.A., Drexel University
B.S., Culinary Arts, Drexel University, PA
A.A.S., Culinary Arts, Atlantic Community College, NJ

Rupananda Misra
Design
Full-time
Ed.D., Communication & Education, Columbia University, NY
M.S., Communication, Fort Hays State University, KS
B.A., History, Utkal University, IN
John Olsen, CEC, AAC  
Culinary  
Full-time  
B.S., Culinary Management, The Art Institute of Pittsburgh, PA  
A.O.S., Culinary Arts, Culinary Institute of America, NY  
Certified Executive Chef, The American Culinary Federation  
American Academy of Chefs, Honor Society of the American Culinary Federation  

Laurence Schwinger  
Media Arts  
Full-time  
M.F.A., Visual Arts - Illustration, Marywood University, PA  
B.F.A., Illustration, Philadelphia College of Art, PA  

Enna Smith  
Fashion  
Full-time  
M.S., Educational Rehabilitation Counseling, University of Wisconsin, WI  
B.S., Health & Physical Education, Shaw University, NC  

Jennifer Stinsman  
General Education  
Full-time  
M.F.A., Creative Writing, University of Maryland, MD  
B.A., English, Rutgers University, NJ  

Mark Thellmann  
Media  
Full-time  
M.F.A., Interdisciplinary Arts: Photography, Video, Digital Media, Goddard College, VT  
B.S., Journalism, Ohio University, OH  

Wayne Urffer  
General Education  
Full-time  
M.A., Religion, Lancaster Theological Seminary, PA  
B.A., Psychology, Messiah College, PA  

Timothy Wetzel  
Media  

Full-time  
M.S., Instructional Technology, Philadelphia University, PA  
B.S., Civil Engineering, Messiah College, PA  

Kirk Widra  
Fashion  
Full-time  
M.A., Education-Instructional Leadership, Argosy University  
B.S., Graphic Design and A.S.T., Visual Communications, The Art Institute of Philadelphia, PA  

Alex Wilkie  
General Education  
Full-time  
Ed.D. and M.A., Educational Administration, Columbia University, NY  
B.A., English, Gettysburg College, PA  

C. Van Youngman  
General Education  
Full-time  
J.D., Dickinson School of Law, PA  
B.S., Psychology, Tufts University, MA  

Part-Time Faculty  

Don Camera  
Media  
Part-time  
B.F.A., Photography, Philadelphia College of Art, PA  

Danine DeVault  
Fashion Design  
Part-time  
B.F.A., Fashion Design, Moore College of Art & Design, PA  

Tania DeVizia  
General Education  
Media  
Part-time  
M.M., Flute, University of the Arts, PA  
B.S., Music Education, West Chester University, PA
Jill DiClimenti
Interior Design
Part-time
M.S., Interior Design, Drexel University, PA
BS, Interior Design, Indiana University of Pennsylvania, PA

James Georges
General Education
Part-time
J.D., Temple University, PA
M.B.A, Management, Golden Gate University, CA
B.S., Business Administration/Human Resource Management, Drexel University, PA

Robert Harper
Media
Part-time
B.S.Ed. Speech, Ohio State University, OH

James Hartz
General Education
Part-time
J.D., Temple University, PA
B.S., Business Administration, Drexel Institute of Technology, PA

William Kelly
Media
Part-time
M.F.A., Ecology Photography, Visual Art, Goddard College, VT
A.S.T., Photography, The Art Institute of Philadelphia, PA

Patrick McGrath
Media
Part-time
B.A, Radio TV Film, Temple University, PA

James Miller
Design
Part-time
B.Arch., Drexel University, PA
B.A., Geography, University of Pittsburgh, PA

Robert Miller
Design
Part-time

Jill Sherman
Media
Part-time
M.F.A., Imaging Arts, Rochester Institute of Technology, NY
B.A., Art, Hartwick College, NY

M.F.A., Media/Fine Arts, Pennsylvania Academy of Fine Arts, PA
B.F.A., Painting, University of the Arts, PA

Christina Neugebauer
Culinary
Part-time
M.B.A, Hospitality, South University
B.S., Food Service Management, and A.O.S., Culinary Arts, Johnson and Wales University, RI

Jonathan Orose
Media
Part-time
MA, Music History, West Chester University
MM, Theory/Composition, West Chester University
BM, Music Theory, West Chester University

Cheryl Pilchik
Design
Part-time
M.B.A, Administrative Management, St. Joseph’s University
BS, Business Administration, University of Hartford

Patrick Richardson
Media
Part-time
MS, Electrical Engineering (Audio), Drexel University
BA, Psychology, Oberlin College

Louis Rodolico
Design
Part-time
MA, Communication and Mass Media, Temple University
BS, Marketing, Drexel University

Jill Sherman
Media
Part-time
M.F.A., Imaging Arts, Rochester Institute of Technology, NY
B.A., Art, Hartwick College, NY

Patrick Richardson
Media
Part-time
MS, Electrical Engineering (Audio), Drexel University
BA, Psychology, Oberlin College

Louis Rodolico
Design
Part-time
MA, Communication and Mass Media, Temple University
BS, Marketing, Drexel University

Jill Sherman
Media
Part-time
M.F.A., Imaging Arts, Rochester Institute of Technology, NY
B.A., Art, Hartwick College, NY
Kim Voigt  
General Education  
Part-time  
M.F.A., Metalsmithing/Jewelry – CAD/CAM, Temple University, PA  
B.F.A., Art, University of Alaska, AK

Anthony Webb  
General Education  
Part-time  
Ed.M, School Psychology, Temple University, PA  
B.A., Psychology, Cleveland State University, OH  
B.S.C. Radio TV & Film, Ohio University, OH
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GENERAL INFORMATION & POLICIES

Admissions Requirements
A student seeking admission to The Art Institute of Philadelphia’s Bachelor of Science degree programs must:

1. Be a high school graduate with:
   - a minimum cumulative grade point average of 2.0, or
   - a minimum SAT composite score of 880, or
   - a minimum ACT composite score of 18, or;
2. Hold a General Educational Development (GED®*) Certificate with a minimum score of 246 or HiSET test, or;
3. Be a student who holds an associate’s or higher degree from a recognized accredited institution. In this case, the student must submit proof of the associate’s or higher degree to satisfy the high school or GED/HiSET requirement.

* GED® is a registered mark of American Council on Education.

ADMISSIONS REQUIREMENTS FOR AUDIO PRODUCTION

Overview:
The Art Institute of Philadelphia has an admission requirement that a student who is accepted into Audio Production must have earned a high-school grade-point-average of at least 2.5 in order to enter the program. However, for students who do not meet the 2.5 HSGPA requirement, an additional level of consideration is needed to address whether they may, in fact, be qualified for entry into the Audio program. Note that the following procedures apply only to those who do not meet the normal 2.5 HSGPA requirement.

Addition to Audio Production Requirement:
For Audio, math ability is the key component needed by an applicant, as well as a clear “fit” between the applicant’s goals and the school’s Audio outcomes. For that reason, the following steps can be taken when the applicant does not meet the HSGPA requirement:

1. An interview with the Academic Director or Coordinator of the Audio Production Program to ascertain the student’s goals in the program and estimate the student’s likelihood of success.
2. An assessment of the applicant’s math ability through:
   a. A review of the student’s transcripts to see the quality of math courses taken, and the student’s performance; or
   b. A review of placement test results in the math area; or
   c. A review of standardized test math scores, e.g. SAT or ACT
   d. a minimum ACT Math score of 18, or an ACCUPLACER Elementary Algebra score of 57

Note that this will be a holistic process using the results of the interview and math assessment so that the Academic Director or Coordinator can make a final decision regarding the student’s suitability for the program.
ADMISSIONS REQUIREMENTS FOR GAME ART & DESIGN

Overview:
The Art Institute of Philadelphia has an admission requirement that a student who is accepted into Game Art & Design must have earned a high-school grade-point-average of at least 2.5 in order to enter the program. However, for students who do not meet the 2.5 HSGPA requirement, an additional level of consideration is needed to address whether they may, in fact, be qualified for entry into the Audio program. Note that the following procedures apply only to those who do not meet the normal 2.5 HSGPA requirement.

Addition to Game Art & Design Requirement:
For GAD, the strong feeling among the directors was that drawing ability was a key component needed by an applicant, along with ability in math. For that reason, the following steps can be taken when the applicant does not meet the HSGPA requirement:

1. Look more closely at the portfolio to ascertain drawing ability. The feeling among the directors is that, while the portfolio is a requirement, it is often not scrutinized carefully enough. A good portfolio could result in a decision to admit a student whose high-school academic performance was substandard.

2. An assessment of the applicant’s math ability through:
   a. A review of the student’s transcripts to see the quality of math courses taken, and the student’s performance; or
   b. A review of placement test results in the math area; or
   c. A review of standardized test math scores, e.g. SAT or ACT

3. As needed, an interview with the applicant by the Academic Director or his/her designee(s) to ascertain the applicant’s ability to be successful.

Note that this will be a holistic process using the results of the interview and math assessment so that the Academic Director can make a final decision regarding the student’s suitability for the program.

A student seeking admission to The Art Institute of Philadelphia’s Associate of Science degree or Diploma programs must:

1. Be a high school graduate with:
   • a minimum cumulative grade point average of 1.8, or
   • a minimum SAT Composite score of 800, or
   • a minimum ACT Composite score of 17, or;

2. Hold a General Educational Development (GED) Certificate with a minimum score of 235 or a HiSET test.

All home-schooled students entering The Art Institute of Philadelphia shall provide proof of graduation through a state or accreditation-issued credential or a GED/HiSET. Proof of accreditation is the responsibility of the student and may take the form of certification documents from accrediting bodies such as high school districts or other recognized agencies. If no such documentation is available, the student may show graduate status through successful completion of the GED/HiSET. The Art Institute of Philadelphia recognizes state approved home schooling. Each individual who seeks admission to The Art Institute of Philadelphia will be interviewed either in person or by telephone by an Assistant Director of Admissions. The purpose of these interviews is to:

1. Explore the prospective new student’s background interests as they relate to the programs offered at The Art Institute of Philadelphia
2. Assist prospective students in identifying the appropriate area of study consistent with their background and interest
3. Provide information concerning curriculum offerings
4. Provide information regarding support services available at The Art Institute of Philadelphia

Each applicant, after completing the appropriate application materials, is then evaluated by the Admissions Committee. The Admissions Committee is comprised of faculty who are committed to student success and who has been trained in evaluating writing samples and transcripts. The Admissions Committee will review the following for each applicant:

1. The applicant’s high school cumulative grade point average, transcripts or GED/HiSET scores, and diploma
2. The applicant’s written essay of approximately 150 words
3. Letters of reference, when available

The goals of the Admissions Committee are to:

1. Determine that the applicant has a reasonable chance to be successful based on past academic records
2. Determine that the program of study chosen by the applicant is appropriate based on the applicant’s stated career goals. The Admissions Committee may request additional information or require that the applicant meet with the Academic Chair in the chosen program of study in order to make an accurate assessment of the applicant.

Every applicant must provide high school transcripts or GED/HiSET scores and a diploma and must complete the writing sample in order to be evaluated for admission by the Admissions Committee. Applicants who have not submitted a transcript or GED/HiSET scores and a diploma two weeks prior to their quarter start date may be required to take additional testing and/or submit a college transcript. In those cases, the Admissions Committee will use the results of the testing and/or college transcript in order to evaluate the applicants. The Admissions Committee may then grant conditional acceptance, although the applicant will still be required to submit proof of high school or college graduation or GED/HiSET by a date established by the Director of Admissions in order to achieve full acceptance.

The Art Institute of Philadelphia does not recognize a certificate of completion or a diploma from special education programs or certificates based on less than standard academic requirements as fulfillment of the requirements for admission. In addition to high school transcripts or GED/HiSET scores and a diploma, all applicants must submit official transcripts from all colleges and universities attended prior to beginning classes. These transcripts must be submitted whether or not the applicant will receive or transfer credit from any institutions attended. By exception, applicants who have not yet submitted all transcripts may be allowed to begin class on a conditional acceptance basis, but must provide all required transcripts by a date established by the Director of Admissions. Enrollees requiring additional educational or tuition assistance will be referred to appropriate government agencies or other educational institutions equipped to handle such situations. For more information, please contact the Director of Admissions. The Art Institute of Philadelphia reserves the right to request any additional information to evaluate an applicant’s potential for academic success.

**Application Procedure**

All applicants to The Art Institute of Philadelphia must submit the following in order to begin the enrollment process:

1. A signed Application for Admission or an Online Submission
2. A signed Enrollment Agreement or an Online Submission
Although a visit is not a condition for submitting the Application for Admission and Enrollment Agreement, prospective students are encouraged to visit The Art Institute of Philadelphia. Arrangements for a visit and tour of the school can be made by contacting the Admissions Office.

The Art Institute High School Graduation Validation Policy

An applicant must be a high school graduate, possess a recognized high school equivalency (GED - General Education Diploma or HiSET test) or have an associate's degree (of at least two full academic years) that fully transfers to a bachelor's or higher degree from a recognized accredited institution. Students can meet the High School graduation requirement by submitting an official academic transcript that shows at a minimum a completed two-year program that is acceptable for full credit toward a bachelor's degree at the school from which the two-year degree was earned.

Applicants to a graduate program may present a bachelor's degree as a form of proof of graduation from high school. Accreditation requirements must adhere to DCEH’s list of acceptable accreditation. A student who is home-schooled must be able to present a high school credential evidencing that he or she completed secondary education or complies with applicable State requirements for home-schooling in the State in which the student resided during home-schooling.

The military document DD214 is NOT an acceptable means of proving high school/GED/HiSET test completion. There are specific types of diplomas that are not acceptable at The Art Institute locations (See Definitions):

• Certificate of Performance
• Certificate of Completion
• Certificate of Attendance
• Certificate of Achievement
• Modified Diploma
• Fast Track Online Degree
• Special Education Diploma.

A stand alone "Certificate of Completion" does not suffice for admission to The Art Institutes. Should you receive a transcript with one of these types of diplomas, you must:

1. Immediately notify the ADA and S/DOA regarding this issue. The ADA/S/DOA will notify the applicant.

2. The application paperwork may NOT be submitted to Admissions Committee for review. Either the applicant must receive a regular (Traditional) diploma or take the GED/HiSET test with passing test scores. If this is not an option, the application will need to be academically rejected after notification.

Students who have conflicting documentation in their file regarding completion of a high school diploma must have this situation resolved before the conclusion of the student's first quarter (No Later than COB Week 9 or prior to final exams) with consultation of the Art Institute Chief Academic Officer or his/her designee as needed.
International Student Admissions Policy

All international students must meet the same admissions standards as all other students when seeking to enroll in The Art Institute of Philadelphia. Please refer to Admissions Requirements. Those international students applying to SEVP-certified schools and requiring the school’s sponsorship for international student visa status (Form I-20) must meet the additional requirements listed below. The Art Institute of Philadelphia requires nonimmigrant students present in Visa Waiver, B-1, and B-2 status to change visa to F-1 or other qualifying status prior to enrolling in programs of study (other than a vocational or recreational courses). Students in F-2 or M-2 status may enroll on a part-time basis where available. Please note that some programs may not be eligible for international students requiring Form I-20 sponsorship. Please ask to speak with The Art Institute of Philadelphia’s International Admissions Representative for more detail.

ADMISSIONS REQUIREMENTS FOR STUDENTS REQUIRING FORM I-20 SPONSORSHIP

International students requiring The Art Institute of Philadelphia’s Form I-20 must submit the following items in addition to the standard documents required for admission:

- Original or official copies of all educational transcripts and diplomas (secondary and post-secondary if applicable)
- English language translation(s) of education transcripts and diplomas, if applicable
- If used to meet admissions requirements above, official credential evaluation of post-secondary, non-U.S. transcripts and diplomas required for admission. NOTE: evaluations must be prepared by a National Association of Credential Evaluation Services (NACES) or Association of International Credential Evaluators (AICE)-member organization
- Proof of English Language Proficiency (see English Language Proficiency Policy)
- Proof of financial responsibility to cover costs of tuition and fees and living expenses (and dependent costs if applicable) for at least one academic year (official bank statements, Sponsor’s Statement of Support, if required)
- Photocopy of student’s “bio-info” page of passport to provide proof of birth date and citizenship
- For all nonimmigrant applicants residing in the United States, provide a copy of passport visa page and Entry Record or Form I-94 card
- For all non-immigrant applicants currently in F, M, or J status, provide a copy of all Forms I-20 or Forms DS-2019
- Transfer Clearance Form for students currently in F, M, or J status at another institution

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. Please note that not all Art Institute locations offer online courses. Speak with an admissions representative for more information. 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 visa statuses are met.
English Language Proficiency Policy

As the lectures, seminars, materials, and discourse which comprise programs of study at The Art Institute of Philadelphia are presented in English, The Art Institute of Philadelphia requires that all students possess and demonstrate a minimum level of English language proficiency required to substantially benefit from the programs offered.

A student is deemed proficient in the English language if he or she:

- Holds a U.S. high school diploma or U.S. General Equivalency Diploma (GED) or HiSET test or international high school diploma, e.g., U.S. military base, business/diplomat expat community, etc., in which instruction is delivered primarily in English
- Holds the equivalent (evidenced by credential evaluation) of a U.S. high school diploma from overseas institution in which instruction is delivered primarily in English
- Completes (with passing grades in all courses) a minimum of two (2) academic terms at a regionally or nationally accredited U.S. post-secondary institution in which instruction is delivered primarily in English
- Completes (with passing grades in all courses) English 101 and 102 at a regionally or nationally accredited U.S. post-secondary institution in which instruction is delivered primarily in English
- Presents acceptable English Language Proficiency test scores meeting the minimum required levels set forth below.

<table>
<thead>
<tr>
<th>Minimum Acceptable Proof of English Language Proficiency Standard</th>
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<tr>
<td><strong>ELP TEST</strong></td>
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<tr>
<td>TOEFL PAPER</td>
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<td>TOEFL i-BT</td>
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<td>IELTS</td>
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<td>American College Testing (ACT) English</td>
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<td>EF International Language Schools</td>
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<td>ELS Language Schools</td>
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<td>Michigan English Language Assessment Battery</td>
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<td>(MELAB or “Michigan Test”)</td>
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<td>Scholastic Aptitude Test (SAT)-English Section**</td>
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<tr>
<td>Students from Puerto Rico: Prueba Aptitud Academica (PAA) English Proficiency Section</td>
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<td>TOEIC (Academic Test)</td>
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*The scale for the Prueba Aptitud Academica has changed and now closely reflects the SAT.

**As of April 2005, the SAT verbal test is replaced with the SAT critical reading test.
Undergraduate (diploma, associate and bachelor level) applicants may also satisfy the minimum standard of English language proficiency by submitting official documentation of one of the following:

- Successful completion of a minimum of two semesters or quarters of post-secondary course work at a regionally accredited college or university or a college or university accredited by an approved national accrediting body in which English is the language of instruction. Successful completion is defined as passing all courses for which the student was registered during the two semesters;
- U.S. High School Diploma or GED or HiSET test administered in English;
- Equivalent of a U.S. High School Diploma from a country in which English is the official language (equivalency must be verified by a recognized evaluator of international credits);
- Satisfactory completion of English 101 or 102 at an English speaking college or university within the U.S., achieving a grade of “C” or higher.

Please contact an International Student Admissions Representative for questions about acceptable alternative measures of English Language Proficiency.

**Admission Committee Literacy Review Essay Policy**

A student must demonstrate literacy, defined as the ability to read and write at a level that allows him or her to be successful in a college level course, with reasonable remediation allowed, in order to be accepted into The Art Institutes. The admission essay will be assessed by a faculty/academic committee (ADCOM) and scored at one of two levels: **Meets standard** or **Does not meet standard**. No student may be admitted to an Art Institute without an essay that **Meets Standard**. An essay may only be rewritten one time for each start, and any appeal decision by the Dean or his or her designee is final. The evaluation of writing ability is useful in determining the applicant’s compatibility with the program’s course of study and in determining the applicant’s ability to write and develop ideas according to the rules of Standard English.

**I. Essay Requirements**

a. Applicants must write an essay of at least 250 words, answering the following prompts:

> What are your career goals and how do you expect your education at The Art Institute of Philadelphia to help you attain them? In what ways will you participate and commit to your education in order to be successful?

b. The documents/directions to be provided to the student are in **Procedures for ADCOM Literacy Review Student Handout**.

c. All prospective students must be assessed for college readiness in literacy except applicants who have attended another Art Institute and who have documentation of an accepted essay to that school in the student file.

d. If an applicant was accepted by another Art Institute and did not attend, or if the applicant attended and failed or withdrew from all classes, the student must apply through the normal admissions process.

e. All members of ADCOM and admissions staff will be trained on the essay and the rubric.

f. Scoring on the rubric is as follows:

i. **Meets Standard**: Student is considered literate and may be accepted as long as all other admission requirements are met.
ii. **Does not meet standard:** Student does not meet the literacy standard and may not be accepted even if all other admission requirements are met.

iii. Students will be notified of their essay results in writing by the admissions office.

II. Appeals Process (Rewrite).

   a. The student may request to rewrite the essay only one time for each start and is advised to first meet with the appropriate academic official (Dean of the Campus or his or her designee) to discuss his or her score. *That official may not be a member of the Admissions Committee (ADCOM).*

   b. The applicant must submit the appeal (rewrite) essay to the Admissions representative (Enrollment Processor/Admissions Office Manager) for processing prior to the start date.

   c. The Essay rewrite must follow the same requirements and guidelines as indicated in section I.

   d. Any decision on the results of the rewrite is to be considered final.

The applicant must meet **ALL** admissions requirements for full acceptance to the school.

**Non-Degree/Non-Diploma Applicants Wishing to Enroll for a Single Course**

All applicants in this category must receive approval for admission into specific courses from both the Director of Admissions and the Academic Chair at The Art Institute of Philadelphia. Single-class students who decide to enter the full degree program must then complete all standard application procedures.

**New Student Orientation**

All new students are required to attend new student orientation. This one-day activity offers students the opportunity to meet other students, interact with academic advisors, review academic policies and procedures, and become familiar with the numerous resources available to students. Students receive final schedules, identification cards, and vouchers for supply kits upon completion of the day’s activities. New student orientation is the introduction to Portfolio Foundations class.

A parents’ program is also available conjunction with the new student orientation program.

**Re-admissions**

The Assistant Director of Re-admissions assists students wishing to return to college after a leave of absence, suspension, or termination. Students who wish to return after experiencing academic difficulties may go through an appeal process and should contact the Assistant Director of Re-admissions.

**Digital Bookshelf and Digital Textbooks**

The school is enhancing the learning experience by converting traditional textbooks to electronic media. A majority of courses will have a Digital Textbook associated with the course. Courses that include a Digital Textbook will be noted in the registration material. Students enrolling in a course that includes a Digital Textbook will incur an additional Digital Textbook charge, in addition to the course tuition. Students that opt out of using digital textbooks for that course will not incur the additional Digital Textbook charge. Students that do not opt out will not need to purchase textbooks for courses using a Digital Textbook. Students that do opt out will be responsible for purchasing the required textbook. The Digital Textbook Charge allows student access to the Electronic Library and HTML versions of the textbook(s), and in some cases, other electronic media, which is integrated into the course.

If a student was charged for a Digital Textbook in a previous course and the student is required to use the same Digital Textbook for another course, the student will not incur the Digital Textbook charge again since students have access to the Digital Textbook for up to ten years. On average the price of the Digital Textbook charge is less than the retail price of the textbook(s) for each course, with the added benefits of
no shipping charges, immediate access to the materials, and interactive features that accompany the Digital Bookshelf.

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

Preferred Requirements
Software Specifications:
• Mac OSX 10.5 or 10.6
  OR
  Windows 7 or Vista with Microsoft .Net 3.5 SP1
• Latest version of Safari Browser, Mozilla Firefox, or Internet Explorer

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

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

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

Recommended Plug-ins or Downloads
Course instructors may employ technology in the eCollege classroom that requires one of these recommended plug-ins or downloads in order to function properly. If the instructor uses the ClassLive technology, Java will be required. If the instructor provides PDF files, Adobe Reader may be required to open and view those files. These items can be downloaded at the time that they are required:
• Java
  • If Mac - MacOS Classic Java (MRJ 2.2.5)
  • If Windows - Sun’s Java 2 SDK (Java 1.5 or Java 1.6) (http://www.java.com)
• Adobe Reader (http://get.adobe.com/reader/)

Recommendation Regarding “Netbooks”
Students often see Netbooks (small laptop computers primarily designed for web browsing and emailing) as an affordable option when looking to purchase a computer for classwork. However, it is strongly
recommend that students do not purchase a Netbook. Purchasing a low-price laptop or desktop computer that meets the system requirements outlined above is a much better solution for classwork. Newer Netbooks, much like some older laptops, may meet resolution and screen-size requirements for reading eBooks, however, some older Netbooks may not be able to graphically handle these sites. This means that reading e-texts and participating in the classroom could become difficult. It may be challenging to scroll through the readings and effectively and efficiently work through the material.

Student Body
The Art Institute of Philadelphia student body is comprised of men and women of many different backgrounds from across the United States and around the world.

Disability Services
The Art Institutes provide accommodations to qualified students with disabilities. The Office of Disability Support Services assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting equal access to services, programs and activities at The Art Institutes.

Students who seek reasonable accommodations should notify the Office of Disability Support Services at 1-855-855-0567 or via email at _TheCenterDSS@dcedh.org of their specific limitations and, if known, their specific requested accommodations. Students will be asked to supply medical documentation of the need for accommodation. Classroom accommodations are not retroactive, but are effective only upon the student sharing approved accommodations with the instructor. Therefore, students are encouraged to request accommodations as early as feasible with The Office of Disability Support Services to allow for time to gather necessary documentation. If you have a concern or complaint in this regard, please contact the Office of Student Conduct and Resolution at studentresolution@dcedh.org. Complaints will be handled in accordance with the school’s Internal Grievance Procedure for Complaints of Discrimination and Harassment.

Non-Discrimination Policy
The Art Institute of Philadelphia 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 Art Institute of Philadelphia provides reasonable accommodations to qualified individuals with disabilities. The Art Institute of Philadelphia will not retaliate against persons bringing forward allegations of harassment or discrimination. Director of Student Services, 1622 Chestnut Street, Philadelphia, PA 19103-5198, 215-405-6338 has been designated to handle inquiries and coordinate the institution’s compliance efforts regarding the Non-Discrimination policy.

Cancellation of Classes
Prior to opening the registration period, The Art Institute of Philadelphia makes every effort to provide sufficient course sections for students. The campus makes available the course schedule to students along with registration instructions and deadlines. Course offerings, instructors, days, times and class locations are not guaranteed and are subject to change at the discretion of the campus. If the campus determines that a course offering will be cancelled due to lack of enrollment or other reason, they will remove all students from the course and notify students of the change of schedule via email. Students are allowed to add or remove a course until the end of the add/drop period.
Transfer of Credit Policy
The sections below describe the various conditions under which credits might be transferred into or out of The Art Institutes. Please contact the office of The Dean of Academic Affairs for all matters related to Transfer Credit and Program Change.

TRANSFERABILITY OF CREDIT TO OTHER INSTITUTIONS

In the U.S. higher education system, transferability of credit is determined by the receiving institution taking into account such factors as course content, grades, accreditation and licensing. For this reason this institution does not imply, promise, or guarantee that credits earned will be accepted by another college or university. If the credits or degree, diploma, or certificate 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. Students considering transferring to another college or university are responsible for determining whether that school will accept this institution’s credits. Students are encouraged to initiate discussions with the potential transfer school as early as possible.

TRANSFERRING FROM ONE ART INSTITUTE TO ANOTHER ART INSTITUTE

Students wishing to transfer from one Art Institutes school to another may do so only if they are in good standing at the sending school. Any student dismissed for academic progress cannot transfer to another affiliated Art Institute school until he or she has been reinstated at the sending school and is deemed to be making satisfactory academic progress. (See the Student Academic Progress Policy-Transfer from another Art Institute). An affiliated Art Institute is any campus that shares the same leading six-digit OPE-ID number with the originating school. Campuses that share the same leading six-digit OPE-ID number are the same institution.

TRANSFER OF CREDIT BETWEEN ART INSTITUTES SCHOOLS

Associate’s Degree Graduates to Bachelor’s Degree Programs: Every reasonable effort will be made to ensure that all credits earned by associate’s degree graduates of an Art Institutes school will transfer to the corresponding bachelor’s degree program within the system. However, differing state and accrediting regulations may require additional courses at the associate’s degree level. If the associate’s degree completed by the graduate has been updated with the addition of new competencies, the Dean of Academic Affairs has the discretionary authority to add a course(s) at the associate’s degree level.

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

Associate’s degree credits earned by graduates of an Art Institutes school for which there is no corresponding bachelor’s degree program will be evaluated on a course-by-course basis for applicability to the new program of study. Only those courses and credits required for graduation in the new program of study will be accepted. Under some conditions, all general education courses in the associate degree may be brought forward into the Bachelors degree program; because this may vary by state, the student attempting to transfer credits is advised to consult with the receiving institution on the policies regarding general education coursework. All conditions in the following associate’s degree credits to associate’s/bachelor’s degree program procedure apply.
Diploma Graduates to Associate’s/Bachelor’s Programs: Every reasonable effort will be made to ensure that all credits earned by diploma program graduates of an Art Institutes school will transfer to the corresponding Associate/Bachelor’s degree program within the system. If the diploma program completed by the graduate has been updated with the addition of new competencies, the Dean of Academic Affairs has the discretionary authority to require retaking the course(s) at the associate’s degree level.

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

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

Allowable Total Transfer of Credit

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

Transcripts

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

Diploma Program Credits to Associate’s/Bachelor’s Degree Program:

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

Associate’s Degree Credits to Associate’s/Bachelor’s Degree Program:

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

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

Course Descriptions

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

Level of Transfer Credits

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

Grades of Transfer Credits

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

Course Prerequisites and Sequence of Courses

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

Internal Proficiency Testing for Credit

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

Portfolio Review for Credit

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

Total Allowable Transfer of Credit

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

**LIMITATION TO ONLINE EDUCATION QUOTIENT:** Based on government and accreditation standards related to consortium agreements, students are limited in the total number of credits that can be earned in an online delivery mode. Students are required to complete more than 50% of their program credits in residence at the Art Institute School into which they have enrolled and from which they hope to graduate. Once the threshold of program credits have been exceeded, the student must be transferred to The Art Institute of Pittsburgh – Online Division for the completion of the program. Transfer between Art Institute campuses does not guarantee that all credits earned will transfer to the same program at the receiving campus, including The Art Institute of Pittsburgh – Online Division.

**TRANSFER OF CREDIT FROM OUTSIDE COLLEGES AND UNIVERSITIES BEFORE MATRICULATION AT AN ART INSTITUTES SCHOOL**

*Transcripts*

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

*Course Descriptions*

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

*Level of Transfer Credits*

Only college-level credits (100 level course or equivalent and above) taken at an accredited institution of higher education will be considered for transfer. No remedial or developmental courses will be considered for transfer.

*Grades of Transfer Credits*

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

*Course Prerequisites and Sequence of Courses*

Course prerequisites and course sequences will be observed when preparing schedules, to assure appropriate student skill development.
Proficiency Credit from External Sources

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

- **Advanced Placement.** Some foundation courses can be obtained through College Board’s AP Studio examinations. Students who take the College Board Advanced Placement (AP) or International Baccalaureate (IB) courses and score three or higher on the AP exam or four or higher on the IB exam for those courses while in secondary school may receive proficiency credit. This score applies to all subjects. All materials must be received from the Scholastic College Board organization and evaluated prior to the end of the schedule adjustment period (add/drop) of the student’s first quarter of attendance.

- **College Level Examination Program (CLEP).** Complete the College Level Examination Program (CLEP) and earn a score of 50 or higher on computer-based CLEP examinations equivalent to University courses prior to the end of the scheduled adjustment period (add/drop) of the student’s first quarter of attendance.

- **Articulation Agreement Credit.** Successfully complete programs included in articulation agreements that have been established between the University and their high schools.

- **Military Experience Credits.** Complete training, employment, or other educational experience in the military as measured through DANTES, DSST examinations, or as shown on the Joint Service Transcript, the Community College of the Air Force Transcript or as recommended by the American Council on Education (ACE).

- **Internal Proficiency Testing for Credit.** Requests for testing out of specific courses approved by the Institute must be made through the Department Director prior to the class start.

- **Experiential Learning.** Students may request advanced standing for experiential learning. Students will present relevant work or life experiences for review by the Dean of Academic Affairs or designee. The Dean of Academic Affairs or designee will have the necessary forms for the student to complete. Documentation such as portfolios, writing samples, publications, verification of employment, and references represents a sampling of what may be requested by the Department Chair from the student in order for the advanced standing review to be completed.

- **Portfolio Review for Credit.** Requests for portfolio review, and/or relevant work experience documented by appropriate samples of work outcomes, references, and verification of employment must be received prior to the class start.

Class Proficiency Test

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

No more than 25 percent credits will be considered for any type of proficiency credit.
University Transcripts with Credit/No Credit Course Grades

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

Total Allowable Transfer of Credit

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

TRANSFER OF CREDIT AFTER MATRICULATION (CONCURRENT ENROLLMENT OR RE-ENTRY TO THE INSTITUTION) AT AN ART INSTITUTES SCHOOL

NOTE: Transfer credit after matriculation must be completed prior to the student’s final term of study.

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

Approval Needed

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

Full-time Status

The student must be enrolled full-time at an Art Institutes school at all times during the concurrent enrollment at another college or university.

One Course Limit

Only one course per quarter in concurrent enrollment is permitted.

Grading

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

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

Total Allowable Transfer of Credit

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

Transcripts

Official Transcripts must be sent to the Dean of Academic Affairs upon successful completion of the concurrent enrollment course.

Transfer Credit Upon Re-Entry to the Institution: Requests for transfer of credit from accredited institutions of higher education for a course taken while a student was not in attendance at an Art Institutes school, but after a student’s initial matriculation at the school, may be made to the Dean of Academic Affairs. Transfer Credit may be awarded if all other criteria for transfer of credit are met.

Grading

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

CHANGE OF PROGRAM WITHIN AN ART INSTITUTES SCHOOL

A student petitioning to change from one program to another within The Art Institute must obtain approval from the Department Director of the department from which the student is changing. The student’s coursework and earned credits will be reviewed for applicability to the new program. Only those credits required for graduation in the new program will be transferred to the new program and counted toward graduation. Only one change of program is allowed per student.

Course Substitution Policy

Students are expected to complete the program requirements outlined in The Art Institutes Catalog in effect at the time they enroll. However, programs are subject to change at the discretion of The Art Institutes. In these situations or due to other mitigating circumstances (e.g., change in program of study), courses previously completed at the Art Institutes or other accredited higher education institution will be reviewed by the campus academic staff to determine its acceptance or substitution. Students who wish to appeal a course substitution should submit a Course Substitution Form to the Program Director for
consideration at their Campus; online students should submit the Form to their Academic Counselor. The Academic Counselor will forward the form to the Program Director for consideration. The Program Director will then forward the request and recommendation to the Campus Dean for approval. Substitutions for General Education courses will be reviewed by the appropriate General Education Program Director. To be considered for a substitution, the course must be successfully completed at The Art Institute, and satisfy the program student learning outcomes as listed in the Academic Catalog. Students should submit all requests within the timeline indicated in the Transfer of Credit section of the catalog.

Course substitutions not recommended by the Program Director, may be appealed to the Dean or designee. The decision of the Campus Dean is final.

**Provision for Books and Supplies**

Students who are Title IV eligible and are expected to receive excess Title IV funding will receive a stipend for the lesser amount of either their presumed excess Title IV funding or their book and supply budget to provide students the ability to purchase books (for courses that do not use Digital Textbooks) and supplies by the seventh (7th) day of the course start date within the payment period.

As described below, by the seventh (7th) day of each course start date within the payment period, The Art Institute will provide a method for students to obtain their books and supplies required for their courses.

- For newly enrolled students, a starting kit provided by The Art Institute consisting of basic equipment and materials needed for beginning each program and charged to the student account.

- For courses using a Digital Textbook and/or digital resources, a Digital Textbook provided by The Art Institute to be automatically redeemed with The Art Institute’s contracted third-party vendor and charged to the student account.

Title IV funding, if the student is eligible, will be used to pay for these charges. Any books and supplies charged in excess of Title IV and other financial aid funding on the student account are the responsibility of the student. A detailed listing of charges is disclosed on The Art Institute’s Enrollment Agreement and in the Catalog, or a supplemental disclosure.

If the student opts out of The Art Institute’s method, the student account will not be charged and the student is responsible for purchasing the required books and supplies for her/his courses. For courses using a Digital Textbook, the charge will be reversed on the student account after the Add/Drop Period.

Starting kit and Digital Textbook (for courses using Digital Textbooks) charge information is disclosed on The Art Institute’s Enrollment Agreement and in the Catalog, or a supplemental disclosure.

If the student opts out of The Art Institute’s method, s/he will receive any Title IV credit balance, if one is created for the payment period in question, no later than fourteen (14) calendar days after the first day of class or fourteen (14) calendar days of the date the Title IV credit balance appears on the student account. If a Title IV credit balance is not created and, therefore, the student is not due to receive one, s/he is responsible for purchasing the required books and supplies for her or his courses.
The student may request a modification at any time for a subsequent payment period, regarding her or his choice to use The Art Institute’s method to obtain books and supplies, but not retroactively, by contacting the Financial Services Department. Art Institute of Philadelphia Facilities

The Art Institute of Philadelphia occupies two academic facilities, 1622 Chestnut Street, 2300 Market Street, in the heart of the Philadelphia business and financial district.

These buildings contain classrooms and industry-related equipment, administrative offices, a student supply store, and the following:

- Computer labs: There are Macintosh labs, PC-based computer labs and one cross-platform open lab. Facilities include a variety of software and printing and scanning devices. An on-site service bureau is also available for printing photos and other student work. Internet access is available in most computer labs.
- Post-production facility: The facility features digital technology, audio-for-video equipment, surround sound, a sound isolation booth, and a variety of equipment and microphones to create Foley sound recordings.
- Video studios and editing suites: The 1500 square foot television studio offers a fully outfitted digital control room and soundstage with a cyclorama wall and light grid. Students have access to computer labs with non-linear editing software for audio and video. Included in the facility are independent editing suites to create online productions including HD video and surround sound. The department uses HD cameras, Panasonic Professional HD cameras, and Digital Cinema Kits. Additionally, there is an audio recording studio and mixing room and a film screening room.
- The Design Groups: Graphic Design, Web Design & Interactive Media, and Digital Filmmaking & Video Production students work under faculty supervision on projects related to their program of study for outside clients.
- The Library: The Library/Learning Resource Center houses a circulating book collection of approximately 13,000+ volumes including a continually growing collection of DVDs. Students have access to online databases for images, business information, and journal articles.
- Photographic imaging facilities: These facilities include a wide selection of digital cameras including DSLR and medium format, as well as an equipment check-out area, a full photography studio, and a digital darkroom outfitted with film scanners and digital color printers.
- Kitchen facilities: Culinary students utilize an a la carte kitchen, two skills kitchens, a combined bake shop skills kitchen, and a bake shop. The Culinary Arts program operates Petite Passion, a chef-instructor/student-run restaurant.

The Art Institute of Philadelphia’s primary school-sponsored housing facilities are located at Park Towne Place and 1530 Chestnut Street.
Culinary Standards
To participate in any program in The International Culinary Schools at The Art Institute, each student, with or without reasonable accommodations, must be able to safely and effectively:

- Attend and participate in both day and night shift (including first and third shifts) classes
- Communicate in person with co-workers, students and guests and process written and verbal instructions
- Attend and participate in laboratory and production classes of up to 6 hours in length
- Regularly lift and transport food and other culinary product, equipment, small wares and utensils weighing up to 40 pounds.
- Regularly lift and transport trays with hot and cold plated foods, small wares and other items, and serve and clear tables where guests are seated.
- Pour and serve liquids and beverages, including hot liquids up to temperatures of 180-185 degrees Fahrenheit (82.2 – 85 degrees Celsius)
- Use knives and other commercial cooking utensils
- Perform repetitive motion skills required in the kitchen and the food industry, such as whisking, dicing, or piping
- Handle and cook different varieties of fish, seafood, beef, pork, chicken, lamb, venison, or other meats, vegetables, and fruit products
- Handle and bake/cook using different flours – including all grains – as well as chocolate, fruits, and nuts
- Operate commercial cooking and food service equipment
- Stand or maneuver in professional or commercial kitchens, dining rooms and related facilities for up to 2 hours continuously
- Sit on a kitchen stool or at a classroom desk for up to 50 minutes
- Visually assess, and evaluate the taste, appearance, texture and aroma of food and beverage products
- Use commercial cleaning and sanitizing equipment and materials
- Produce food products within the time parameters designated by a course objective within a class or for a hands-on or baking practical

The foregoing technical standards are essential to the programs of instructions in The International Culinary Schools at The Art Institute and also reflect industry requirements and standards.

Administrative and Financial Services
Located on the third floor of the 1622 Chestnut Street facility, the Administrative and Financial Services Department includes the Offices of Financial Services and Financial Aid.

Student Financial Planning
The Financial Aid Department works with students and their families to develop a financial plan that is designed to support the completion of the student’s program of study. Specialists from this department help students complete the federal and state applications for grants and loans applicable to the student’s circumstances.

Once a student’s eligibility for financial assistance has been determined, a Financial Aid Officer helps the student and his/her family to develop a plan for meeting direct and indirect educational expenses.
Periodic payments made directly to The Art Institute of Philadelphia may be included as an alternative. This planning process occurs each academic year, and financial planning services are continually available to students and their families.

**Student Financial Assistance**
Students are eligible to apply for financial assistance under various federal and state programs as follows:

- Federal Direct Loan
- Federal Pell Grant
- Federal Supplemental Educational Opportunity Grant (FSEOG)
- Federal Work-Study (FWS)
- Federal Direct PLUS Loan Program
- Vocational Rehabilitation Assistance
- Veterans Administration Benefits

**Vocational Rehabilitation Programs**
Every state has programs to help people with physical and mental disabilities. Some states offer retraining programs for people who have been out of the job market for a length of time, for example. Eligibility criteria and amounts vary according to federal, state and private agency regulations. Students must apply directly to and be approved for benefits through the appropriate federal, state, or private agency. For more information, contact your local vocational rehabilitation office, unemployment office, or your state department of human resources.

**Veterans Education Act**
The Veterans Education Act provides varying levels of assistance to eligible veterans, disabled veterans, and their dependents. If you are a veteran or the dependent of a veteran, contact the local Veterans Affairs office in your region, visit [www.gibill.va.gov](http://www.gibill.va.gov).

**U.S. Departments of Veterans Affairs and Defense Education Benefits**
The Art Institute of Philadelphia has been approved by the Division of Veterans/Military Education, Pennsylvania Department of Education for the training of veterans and eligible veterans’ dependents. Where applicable, students utilizing the Department of Veterans Affairs (VA) education benefits may receive assistance from the School Certifying Official in the filing of appropriate forms. These students must maintain satisfactory attendance and academic progress (refer to the General Information & Policies section of the catalog for more information). Students receiving veterans’ benefits must report prior education and training. The Art Institute of Philadelphia will evaluate prior credit and accept that which is appropriate. Students with questions should contact the Division of Veterans/Military Education, Pennsylvania Department of Education, 801 Market Street, Suite 6013, Philadelphia, PA 19107; phone 215-560-2509; fax 215-965-2965; [http://www.education.pa.gov/Pages/default.aspx#tab-1](http://www.education.pa.gov/Pages/default.aspx#tab-1).

For students using Veterans Affairs (VA) education benefits, any complaint against the school should be routed through the VA GI Bill® Feedback System by going to the following website: [http://www.benefits.va.gov/GIBILL/Feedback.asp](http://www.benefits.va.gov/GIBILL/Feedback.asp). The VA will then follow up through the appropriate channels to investigate the complaint and resolve it satisfactorily.

As a Department of Defense Memorandum of Understanding education institution participant and signatory, The Art Institute of Philadelphia is approved for Tuition Assistance. Eligibility for Tuition...
Assistance varies by military branch. Military spouses may also be eligible to use Department of Defense educational benefits under the Military Spouse Career Advancement Scholarship (MyCAA) program. Service members or military spouses wishing to use Department of Defense education benefits must obtain approval from their respective military branch or the Department of Defense prior to starting the course.

While benefit and eligibility information is provided by The Art Institute of Philadelphia, the ultimate approval of a student’s ability to use a particular benefit is determined by the respective government agency offering the benefit. Eligible service members, veterans and dependents may contact the Student Financial Services department at The Art Institute of Philadelphia to learn more about these programs and participation. For additional information, visit https://www.artinstitutes.edu/admissions/details/military-benefits.


Scholarships

The Art Grant
The Art Grant can earn new and current students a grant award toward your tuition on average of up to 20% for Bachelor’s degree programs and up to 15% for Associate degree programs. For every 12 credits earned, as you maintain continuous enrollment and satisfy other eligibility criteria, you can earn an Art Grant to be applied to tuition. The Art Grant is offered at all Art Institutes schools except for The Art Institute of Vancouver and The Art Institute of Pittsburgh—Online Division. Amounts vary by location. Check with the school you’re considering attending for exceptions and details.

Early Acceptance Grant
The Early Acceptance Grant is designed to provide a $1,000 tuition award to incoming Art Institutes students with unmet financial need. To qualify, you must be accepted into The Art Institutes, complete all steps in the financial aid process, and accept this grant no later than Tuesday, May 1, 2018.

Academic Achievement Scholarship
Deadline: Students need to begin classes by August 16, 2018

The Academic Achievement Scholarship allows qualifying new students to earn up to a 20% tuition scholarship, up to $17,820, by maintaining an honors level Grade Point Average (GPA) and completing community service related projects in their field of study while attending as a full-time student.

ENTRY REQUIREMENTS & CRITERIA
Student must be registered for full time as defined in the catalog.

ACT and SAT scores recommended but not required.

Must have a cumulative GPA of 3.5 to 4.0 from high school or prior college; transcripts must be provided for verification.
Must maintain a cumulative GPA of 3.5 to 4.0 while attending.

Three letters of recommendation; combination of high school guidance counselor and teachers or three teachers or community leaders.

Must show portfolio of work
- 1st and 2nd year recipients must complete two community service projects in their field of study and submit the projects to be reviewed by a committee.
- 3rd year recipients must complete one community service project in their field of study and submit the project to be reviewed by a committee.

Must remain continuously enrolled, with no breaks in enrollment.

Must maintain Satisfactory Academic Progress (SAP), as defined in the catalog.

Must be enrolled in a Certificate, Diploma, Associate degree, or Bachelor degree academic program at one of The Art Institute locations.

Must have the Memorandum of Understanding completed, signed, dated, and on file with the institution in order for the Scholarship to be disbursed.

Employees or eligible immediate family members participating in the DCEH Tuition Voucher Program are not eligible to participate in the Scholarship program.

Maintain a GPA of 3.8 to 4.0 on a cumulative basis each quarter to receive up to a 20% tuition scholarship value, up to $17,820.*

Maintain a GPA of 3.5 to 3.79 on a cumulative basis each quarter to receive up to a 15% tuition scholarship value, up to $13,365.*

*The Scholarship amount is based on the initial award. In the event the student earns a higher or lower cumulative GPA in a subsequent quarter, if applicable, the student must maintain the cumulative GPA identified from the initial award in order to continue receiving the Scholarship. Your actual total grant award may vary by program, degree, amount of credits to be completed in a program after the effective date of Academic Achievement Scholarship availability, violations of school policies, or breaks in enrollment. Your total tuition charges may be impacted by course drops, course withdrawals, or failing grades. Check with the school for exceptions and details.

National Art Honor Society Scholarships
Three nationwide scholarships are available and are awarded to high school seniors graduating in 2018 who are members of the National Art Honor Society.

1st place: $20,000 tuition scholarship
2nd place: $10,000 tuition scholarship
3RD place: $5,000 tuition scholarship

SkillsUSA Championship
Open to high school students and post-secondary who are members of SkillsUSA and participate in competitions in the categories of Advertising Design, Culinary, and Photography (6 nationwide
scholarships available in each category), as well as 3-D Visualization & Animation, Web Design, and Television Production (12 nationwide scholarships available in each category). Scholarships are awarded on first-come, first-served basis.

1st place: $10,000-$20,000 tuition scholarship*
*amount varies depending on the program in which the student enrolls
2nd place: $5,000 tuition scholarship
3rd place: $2,500 tuition scholarship

The Scholastic Art & Writing Awards
Four nationwide $10,000 scholarships will be awarded to eligible high school seniors graduating in 2018 who are Scholastic National Award recipients; awarded on a first-come, first-served basis.

Careers Through Culinary Arts Program (CCAP) Tuition Scholarship
High school seniors graduating in 2018 who are enrolled in a C-CAP culinary program may compete for one $50,000 tuition scholarship to be used for either a two or four-year Culinary Arts (AS) or Culinary Management (BS) degree program at The Art Institute of Phoenix. Tuition scholarships are not redeemable for cash. The tuition scholarship covers academic tuition only and may not be applied against fees, housing, living expenses, or program supplies and may not be transferred between affiliate schools.

For more information on how to apply for C-CAP, speak to the C-CAP Director at your high school, visit www.ccapinc.org, or call 212-974-7111.

Terms of the scholarship are as follows:
• The chosen winner agrees to sign a Memorandum of Understanding accepting their award by July 1, 2018
• The winner must submit their Application and Enrollment Agreement for the July 2018 Summer Quarter
• The winner must begin their program of study in the July 2018 Summer Quarter
• Students must maintain satisfactory academic progress by completing an 18-month Associate Degree program in 21 months or a 36-month Bachelor Degree program in 39 months.
• Students must maintain a GPA of 2.5 or higher to retain the scholarship. The scholarship will be suspended in quarters where the cumulative grade point average falls below 2.5
• The scholarship covers tuition only, valued at $50,000. The scholarship will be awarded in the form of a tuition credit and will be prorated over the length of the program. It may not be applied against fees, living expenses, housing, supplies or other non-tuition related expenses.

FCCLA
Open to high school seniors graduating in 2018 who are members of FCCLA and participate in competitions in the categories of Culinary (3 nationwide scholarships available), Interior Design (2 nationwide scholarships available), Fashion Design and Fashion Construction (1 nationwide scholarship available in each category), and Hospitality (3 nationwide scholarships available). Tuition scholarships are renewable for up to 4 years.

1st place: $3,000 tuition scholarship ($12,000 maximum)
2nd place: $2,000 tuition scholarship ($8,000 maximum)
3rd place: $1,000 tuition scholarship ($4,000 maximum)
ProStart
High school seniors graduating in 2018 who complete the ProStart program with a C average or above and obtain a certificate of achievement may receive Advance Placement credits to any U.S. school of The International Culinary Schools at The Art Institutes.

National ProStart Invitational
High school seniors graduating in 2018 who are enrolled in a ProStart program are eligible for the National ProStart Invitational Culinary Competition Scholarship (15 available nationwide) and Management Competition Scholarship (15 available nationwide). Competition winners may receive partial tuition scholarships.

1st place: $10,000 non-renewable tuition scholarship
2nd place: $7,500 non-renewable tuition scholarship
3rd place: $5,000 non-renewable tuition scholarship

ProStart State
State level ProStart Scholarships are awarded to high school seniors graduating in 2018 who are first-place winners in ProStart Culinary Arts and Culinary Management competitions in 41 states and the District of Columbia. The number of scholarships awarded varies by state. First-place award is a $3,000 scholarship, renewable for up to 4 years for a maximum of $12,000.

Future Business Leaders of America National Scholarship Program
Three $10,000 nationwide tuition scholarships will be awarded to high school seniors graduating in 2018 who are FBLA members; students with a first-year GPA of 3.0 may earn an additional $5,000 tuition scholarship.

DECA
Open to high school seniors graduating in 2018 who are DECA members. There are varying numbers of DECA scholarships available nationwide and in various categories.

DECA scholarship: up to $1,000
DECA state scholarship: up to $1,500
DECA international scholarship: up to $5,000

Phi Theta Kappa National Honor Society Scholarship
The Art Institutes system is proud to offer a $1,000 Tuition Scholarship* to all eligible Phi Theta Kappa members. Phi Theta Kappa members who graduate with an associate’s degree from a community college and have been accepted into a bachelor’s degree program at any Art Institutes school are eligible to receive the scholarship. The $1000 Tuition scholarship will be awarded upon acceptance and enrollment into a bachelor’s degree program and applied to the first quarter.

Phi Theta Kappa members must show documented membership and provide a college transcript for the associates degree earned. Indication of membership should be noted on the application for admission.
Imagine America Foundation Scholarships
The Imagine America Foundation provides scholarships for education with a focus on career schools. They offer scholarships for high school seniors, military personnel and adult learners. For details visit: www.imagine-america.org/index.asp

For a list of scholarships available to students attending an Art Institutes school, contact the Admissions Office. Scholarships cover tuition only. They do not cover books, supplies, or miscellaneous fees. In order to remain eligible, Art Institutes scholarship students must maintain certain grade point averages and satisfactory academic progress, depending on the scholarship.

GRADPLAN Extended Payments
The Art Institute of Philadelphia’s GRADPLAN Extended Payment Plan is designed to help eligible students and their families who are not able to meet their educational costs completely with other financial assistance. In the event there remains a balance of costs following the financial aid process, the GRADPLAN Extended Payment Plan allows students/eligible families to spread a portion of the balance of costs over a period of months after graduation or withdrawing from classes so they may meet their financial obligations to The Art Institute of Philadelphia more comfortably.

In order to be eligible for GRADPLAN, students must first apply for and accept all other forms of financial aid for which they may be eligible and meet other College criteria. Full details on GRADPLAN will be provided by the student’s Financial Aid Officer at The Art Institute of Philadelphia. Interest is charged on outstanding balances whether the student is in college or out of college. Until the balance is paid, the interest is 1% per month of the outstanding balance. Interest is charged at the end of each month and added to the overall balance.

Student Responsibilities When Receiving Financial Assistance
It is important that students receiving financial assistance remember their responsibilities under these programs:

1. Students must complete an “entrance interview” after applying for federal student loans.
2. Students must inform the Financial Aid Office of address changes, schedule changes, program changes, or any other changes that might affect their eligibility for financial assistance. Address change forms are available in the Registrar’s Office, third floor.
3. Students must complete a Free Application for Federal Student Aid (FAFSA) on a yearly basis to renew their eligibility. The federal financial assistance year starts July 1 and ends June 30.
4. To continue receiving financial assistance, students must maintain satisfactory academic progress. The Art Institute of Philadelphia’s policy for determining satisfactory academic progress is published in a later section of this catalog.
5. Students who have received federal student loans must complete an “exit interview” to receive information on repayment, deferment, etc., at the time they withdraw, graduate, or drop below half-time status.
6. Students must pay back their student loans. Defaulting on student loans carries serious consequences.
7. Ask for help. The Financial Aid Office is here to work for students. Students must keep track of their loans.

For more information concerning financial assistance, contact the Financial Aid Office.

Financial Services Office
The role of the Financial Services Office is to assist students in meeting their financial obligations as arranged with one of the college’s Financial Aid Officers. Based on the student’s financial plan, the
Financial Services Office sends monthly billing statements to each student/parent for tuition and fees. Payments are due on the 15th of each month.

The Art Institute of Philadelphia staff members are sensitive to unforeseen circumstances affecting each student’s ability to meet the financial commitments of his or her education. Students who have or anticipate a financial problem should call the Accounts Receivable Coordinator or the Financial Services Supervisor. Currently enrolled students expecting a refund should report to the Financial Services Office to complete a Refund Request form and receive the Refund Schedule and Procedures.

**Tuition and Fees**

<table>
<thead>
<tr>
<th>Program of Study</th>
<th>Credit Hours</th>
<th>Program Length (Quarters)</th>
<th>Instruction Weeks</th>
<th>Tuition per Credit Hour</th>
<th>Lab Fee</th>
<th>Digital Textbook</th>
<th>Starting Kit Fee</th>
<th>Approx. Tuition Per Program</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Associate of Science (AS)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Culinary Arts</td>
<td>90</td>
<td>6</td>
<td>66</td>
<td>$495</td>
<td>$2,000</td>
<td>$1,500</td>
<td>$832</td>
<td>$48,882</td>
</tr>
<tr>
<td>Digital Filmmaking &amp; Video Production</td>
<td>93</td>
<td>6</td>
<td>66</td>
<td>$495</td>
<td>$0</td>
<td>$1,550</td>
<td>$403</td>
<td>$47,988</td>
</tr>
<tr>
<td>Fashion Design</td>
<td>90</td>
<td>6</td>
<td>66</td>
<td>$495</td>
<td>$0</td>
<td>$1,500</td>
<td>$528</td>
<td>$46,578</td>
</tr>
<tr>
<td>Fashion Marketing</td>
<td>90</td>
<td>6</td>
<td>66</td>
<td>$495</td>
<td>$0</td>
<td>$1,500</td>
<td>$372</td>
<td>$46,222</td>
</tr>
<tr>
<td>Graphic Design</td>
<td>93</td>
<td>6</td>
<td>66</td>
<td>$495</td>
<td>$0</td>
<td>$1,550</td>
<td>$372</td>
<td>$47,957</td>
</tr>
<tr>
<td>Interior Design</td>
<td>93</td>
<td>6</td>
<td>66</td>
<td>$495</td>
<td>$0</td>
<td>$1,550</td>
<td>$372</td>
<td>$47,957</td>
</tr>
<tr>
<td>Photography</td>
<td>93</td>
<td>6</td>
<td>66</td>
<td>$495</td>
<td>$0</td>
<td>$1,550</td>
<td>$176</td>
<td>$47,761</td>
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<tr>
<td>Web Design &amp; Interactive Media</td>
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<td>6</td>
<td>66</td>
<td>$495</td>
<td>$0</td>
<td>$1,550</td>
<td>$372</td>
<td>$47,957</td>
</tr>
<tr>
<td><strong>Bachelor of Science (BS)</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Audio Production</td>
<td>180</td>
<td>12</td>
<td>132</td>
<td>$495</td>
<td>$0</td>
<td>$3,000</td>
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<td>$92,979</td>
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<td>132</td>
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<td>$4,000</td>
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<td>$832</td>
<td>$96,932</td>
</tr>
<tr>
<td>Digital Filmmaking &amp; Video Production</td>
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<td>132</td>
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<td>$3,000</td>
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<tr>
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<td>$0</td>
<td>$3,000</td>
<td>$372</td>
<td>$92,472</td>
</tr>
<tr>
<td>Game Art &amp; Design</td>
<td>180</td>
<td>12</td>
<td>132</td>
<td>$495</td>
<td>$0</td>
<td>$3,000</td>
<td>$372</td>
<td>$92,472</td>
</tr>
<tr>
<td>Graphic Design</td>
<td>180</td>
<td>12</td>
<td>132</td>
<td>$495</td>
<td>$0</td>
<td>$3,000</td>
<td>$372</td>
<td>$92,472</td>
</tr>
<tr>
<td>Interior Design</td>
<td>180</td>
<td>12</td>
<td>132</td>
<td>$495</td>
<td>$0</td>
<td>$3,000</td>
<td>$372</td>
<td>$92,472</td>
</tr>
<tr>
<td>Media Arts &amp; Animation</td>
<td>180</td>
<td>12</td>
<td>132</td>
<td>$495</td>
<td>$0</td>
<td>$3,000</td>
<td>$372</td>
<td>$92,472</td>
</tr>
<tr>
<td>Photography</td>
<td>180</td>
<td>12</td>
<td>132</td>
<td>$495</td>
<td>$0</td>
<td>$3,000</td>
<td>$596</td>
<td>$92,696</td>
</tr>
</tbody>
</table>

The table above is calculated at full load, which is an average of 15 credit hours per quarter. The calculation would be based on 12 credit hours per quarter if a student were to take the minimum allowable credits required to still be considered a full time student.

Please visit our Student Consumer Information page to find the average time to completion for continuously enrolled students for each credential level offered. This data is available at the average credit load, full-time or at full load. Changing programs, beginning programs at the mid-term start date, taking remedial courses, taking time off from coursework, registering for fewer hours or unsuccessful attempts at course completion will increase the total length of the program and overall cost of education from what is disclosed. Transfer credits awarded toward your program will likely decrease the overall length and cost of education.

\(^1\) Lab fees above represent the total for the program and are charged per course or quarter. Lab fees are treated as tuition for refund purposes.
Not all courses include a Digital Textbook. Courses that include a Digital Textbook will be noted in the registration material and the Digital Textbook will be charged in addition to tuition unless the student chooses to opt out. Students who do not opt out will not need to purchase textbooks for courses using a Digital Textbook. The purchase of the Digital Textbook is not refundable. Students who do opt out will be responsible for purchasing the required textbook. If a course does not use a Digital Textbook, the student is responsible for purchasing the required textbook. The Digital Textbook charge is $50 per course for most courses; however, some courses may have more than one Digital Textbook and carry a Digital Textbook charge of $75 per course.

The starting kit is optional and consists of basic equipment and materials needed for beginning each program. A list of the components of the starting kit is provided to each enrolled student. These materials may be purchased at the school or at most supply stores. Kit prices include tax and are subject to change.

Approximate tuition and fees is based on the current credit hour rate. Total cost will increase with each per credit hour tuition increase.

Provision for Books and Supplies
Students who are Title IV eligible and are expected to receive excess Title IV funding will receive a stipend for the lesser amount of either their presumed excess Title IV funding or their book and supply budget to provide students the ability to purchase books (for courses that do not use Digital Textbooks) and supplies by the seventh (7th) day of the course start date within the payment period.

As described below, by the seventh (7th) day of each course start date within the payment period, The Art Institute will provide a method for students to obtain their books and supplies required for their courses.

- For newly enrolled students, a starting kit provided by The Art Institute consisting of basic equipment and materials needed for beginning each program and charged to the student account.
- For courses using a Digital Textbook and/or digital resources, a Digital Textbook provided by The Art Institute to be automatically redeemed with The Art Institute’s contracted third-party vendor and charged to the student account.

Title IV funding, if the student is eligible, will be used to pay for these charges. Any books and supplies charged in excess of Title IV and other financial aid funding on the student account are the responsibility of the student. A detailed listing of charges is disclosed on The Art Institute’s Enrollment Agreement and in the Catalog, or a supplemental disclosure.

If the student opts out of The Art Institute’s method, the student account will not be charged and the student is responsible for purchasing the required books and supplies for her/his courses. For courses using a Digital Textbook, the charge will be reversed on the student account after the Add/Drop Period.

Starting kit and Digital Textbook (for courses using Digital Textbooks) charge information is disclosed on The Art Institute’s Enrollment Agreement and in the Catalog, or a supplemental disclosure.

If the student opts out of The Art Institute’s method, s/he will receive any Title IV credit balance, if one is created for the payment period in question, no later than fourteen (14) calendar days after the first day of
class or fourteen (14) calendar days of the date the Title IV credit balance appears on the student account. If a Title IV credit balance is not created and, therefore, the student is not due to receive one, s/he is responsible for purchasing the required books and supplies for her or his courses.

The student may request a modification at any time for a subsequent payment period, regarding her or his choice to use The Art Institute’s method to obtain books and supplies, but not retroactively, by contacting the Financial Services Department.

**Refund Policy**

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

As allowed under Federal, state, and accreditation agency rules, the refund policy may be changed. Students will be notified approximately sixty (60) calendar days in advance of any changes. Students dropping all courses in a term are considered withdrawn for refund purposes. All students will be subject to the institutional refund policy. In addition, students who receive Federal student aid are also subject to the Return of Title IV Funds Policy.

**Initial Period of Enrollment and Cancellation Refund Policy for First-Time Undergraduate Students Enrolled On-Ground**

For purposes of this Initial Period of Enrollment Policy, a first-time undergraduate student is defined as a student who is not currently enrolled, is not a prior graduate from an undergraduate program, and does not have a prior enrollment in a withdrawn or dismissal status.

For students in graduate programs and undergraduate students who have previously attended, please see the Refund Policy Prior to Class Start section of the enrollment agreement and catalog.

The school provides all new applicants seeking a first-time enrollment in any on-ground undergraduate program of study, including hybrid programs, an Initial Period of Enrollment. The Initial Period of Enrollment allows first-time undergraduate students the ability to begin classes as a non-regular student, without any financial penalty, to determine if our school and educational program are right for the student. Students who enroll may cancel their enrollment prior to the start of the term or within seven (7) calendar days following the first day of the student’s first scheduled class, whichever is later (referred to as the “Initial Period”).

The chart below illustrates the days in the Initial Period for a non-regular student:

<table>
<thead>
<tr>
<th>Class Days</th>
<th>Initial Period Days</th>
<th>Number of Calendar Days in Initial Period</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 28th = 1st Scheduled Class</td>
<td>1st Day of Initial Period</td>
<td>1</td>
</tr>
<tr>
<td>April 29th</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>April 30th</td>
<td>3</td>
<td>3</td>
</tr>
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<td>May 1st</td>
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<td>May 2nd</td>
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<td>May 3rd</td>
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<tr>
<td>May 4th</td>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>May 5th</td>
<td>7th = Last Day of Initial Period</td>
<td>8</td>
</tr>
<tr>
<td>May 6th</td>
<td>Initial period over – student is eligible to be reviewed for full admission</td>
<td>9</td>
</tr>
</tbody>
</table>
A first-time undergraduate student who notifies the school of the intent to withdraw in person or in writing, or simply stops attending and does not attend classes past the seventh (7th) calendar day following the student’s first day of the term or first scheduled class, whichever is later, will be considered a cancellation. The school will refund any monies paid on the student’s behalf and will remove any charges from the student’s account. All refunds will be made within thirty (30) calendar days of the date of the cancellation.

During a first-time student’s Initial Period of Enrollment in an undergraduate program, the student is considered a non-regular student for federal student aid purposes and is not eligible to receive federal, state or any other types of aid during this period.

Please note, a first-time undergraduate student who is receiving military educational benefits may incur a debt with the benefit provider for educational benefits paid if the student cancels within the seventh (7th) calendar day following the student’s first scheduled class or does not meet the requirements for admission to the school.

Students who complete the Initial Period of Enrollment will be reviewed for full admission into the school as a regular student on the ninth (9th) respective calendar day (the day after the first calendar day plus seven (7) calendar days). Students are required to meet all school admission requirements and any additional programmatic admission requirements that apply to the student’s program of study. Students completing the Initial Period of Enrollment who continue in the educational program will be subject to all student policies back to the first day of the student’s first term or first scheduled class day, whichever is later, including the withdrawal, refund and Return to Title IV policy should the student cease attending at a later date.

In order to qualify for aid, students must be a regular student and meet all federal, state, or other types of aid eligibility requirements.

Cancellation Refund Policy Student Examples for On-Ground Students:

**Example 1:**

1. Student’s first scheduled class is January 5th.
2. Student ceases to attend and his or her last date of attendance is January 9th (the 4th day).
3. Student would no longer be enrolled and would not be eligible for any Title IV, state aid and other aid program funding nor would the student be charged tuition or fees for any portion of his or her Initial Period or for the term.
4. Students receiving military educational benefits may incur a debt with the benefit provider for educational benefits paid.

**Example 2:**

1. Student’s first scheduled class is January 5th.
2. Student remains enrolled and attends class through January 14 (the 9th day), then ceases enrollment and attendance.
3. Student would be charged for the full class amount and his or her refund, if any, would be calculated based on withdrawal on day ten (10) of the class.
4. Student would be eligible for Title IV, veteran’s benefits, state aid, and other aid programs, if all other conditions are met for admission and aid eligibility, since he or she became a regular student after January 11th (the 7th day).
Students receiving military educational benefits may incur a debt with the benefit provider for educational benefits paid.

Starting kits purchased from The Art Institute will only be subject to the refund provisions, found above, if returned to the school in condition for resale within twenty-one (21) calendar days from the first scheduled class.

**Refund Policy Prior to Class Start**

Applicants may cancel their enrollment in person or in writing before the beginning of classes. An applicant not requesting cancellation before the scheduled starting date will be considered a student.

1. All monies paid by applicants will be refunded if they are not accepted for admission.

2. The applicant may cancel the contract and receive a full refund of all monies paid if cancellation is requested by the applicant prior to the beginning of class or within five (5) business days after the Enrollment Agreement is signed, whichever is later, and making an initial payment.

3. If the student has not visited the school prior to enrollment, all tuition and fee monies paid by applicants will be refunded if requested within three (3) business days after their first tour of the college 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 quarter, whichever is sooner.

4. Refunds will be made within thirty (30) calendar days after the applicant's/student's request or within thirty (30) calendar days after his/her first scheduled class day, whichever is sooner.

**Refund Policy after Class Start**

In the event of withdrawal by the student or termination by the school 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 school shall determine the date of withdrawal. This determination date will be considered the notification date for refunding purposes. Refunds due shall be paid within thirty (30) calendar days of the notification date, unless the student is withdrawing at the end of the quarter.

3. Refunds for a student notifying the school prior to the end of a quarter that he/she will be withdrawing at the end of that quarter will be paid within thirty (30) calendar days of the last day of that quarter.

4. For a student who attended a previous quarter of study and did not indicate that he/she was not returning, refunds will be made within thirty (30) calendar days of the first scheduled day of class 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. A student who must withdraw due to documentable mitigating circumstances, such as extreme illness or personal emergency, that make it impractical for the student to complete the quarter, may file an appeal requesting an adjustment to his/her account balance for the term in which the student withdrew. A written appeal must be submitted to the Dean of Academic Affairs or the Appeals Committee for review. The written appeal must be supported with appropriate documentation of the mitigating circumstance(s). If the student’s appeal is approved, the student may be eligible to receive a financial credit, to be determined by the school, to the student account balance at the time of return.

7. A separate lease agreement and refund policy exist for students who lease housing accommodations arranged by the school. The school reserves the right to apply any student payment, or any refund due to a student, to any student financial account that is in arrears.

8. Each academic quarter is eleven (11) weeks in duration except summer which is ten (10) weeks. The calculation of refunds is based upon the last day of attendance within the quarter. Any portion of a week’s attendance is considered a full week of attendance for refund purposes.

9. Session II academic terms are approximately five and one-half (5 ½) weeks in duration. The calculation of refunds is based upon the last day of attendance within the term. Any portion of a week’s attendance is considered a full week 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 (2) days from the start of Session II classes. If you add or drop one or more classes, your financial aid eligibility may change. Please see your Financial Aid Officer before you add or drop a class.

10. In the event the school cancels or changes a course or program of study in such a way that a student who had started the program or course is unable to complete it, the school will refund all monies paid by the student for the course or program within thirty (30) calendar days.

11. If a student has not attended sixty (60) percent of the academic term, the school shall not retain or be entitled to payment for a percentage of any tuition and fees or other educational costs for a session that was scheduled to be taken during the relevant academic term but was not attended because the student withdrew from school prior to the commencement of the session. For example, if a student is enrolled for multiple sessions within the term but withdraws completely from school prior to the start of a subsequent session within the academic term, the adjustment of charges based on the student’s last date of attendance will be applied to the applicable period of attended session(s) using the session(s) charges and the start date of the first attended session through the end date of the last attended session within the academic term. Charges for the unattended session(s) after the student’s last date of attendance within the academic term will be reversed for the Institutional Refund Policy, or State Refund Policy, where applicable. The reversal of applicable charges will be completed after the Return of Title IV Policy. For the Return of Title IV, the evaluation period and term charges include the entire period in which the student registered.

12. If a student has attended sixty (60) percent of the academic term, the evaluation period and academic term charges include the entire period in which the student registered. The Institutional Refund Policy, or State Refund Policy, where applicable, shall be applied based on the student’s last date of attendance in the academic term using the academic term charges, aid disbursed during the academic term, and the start date of the first session through the end date of the last session within the academic
term. For the Return of Title IV, the evaluation period and academic term charges include the entire period in which the student registered.

Adjustment of Charges

In accordance with school policy, if a student withdraws from the school, the school will earn tuition and fees as follows, based on the week in which the student withdraws.

Quarter Start or Single Course:
- Week One: 25%
- Week Two: 50%
- Week Three: 75%
- After Week Three: 100%

Mid-Quarter Start or Single Course:
- Week One: 25%
- Week Two: 50%
- After Week Two: 100%

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 the day after Session I classes and run five and one-half (5 ½) weeks. The ending date of the second session may not coincide with the ending date of the on-ground classes.

Official and Unofficial Withdrawal

To officially withdraw, the student will need to notify the Office of the Registrar in person or in writing. 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 shall apply in the event that a student withdraws, is suspended, or is terminated from school.

The Art Institutes are dedicated to serving and assisting our students. A student who encounters issues that require him/her to discontinue attendance in his/her course(s) within or following a quarter, but intends to continue taking courses in a subsequent quarter, may request to reenter and register for the appropriate term. The student must complete a Withdrawal Form obtained by contacting his/her Academic Counselor or the Office of the Registrar. Students who provide a return start date may be scheduled into new or retake courses. Students may also request a re-entry appointment with Financial Aid during the official withdrawal process. The date of determination would be the date the student provides notice. All students will be subject to the necessary refund policies as outlined.

A student who withdraws from a program before the end of week nine (9) of an eleven (11) week term (before the end of week four (4) of a five and one-half (5 ½) week term) will be
assigned a “W” code for each course within that quarter. Every course for which a student receives an “F”, a “UF”, 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 school of withdrawal or of the date of withdrawal.
2. The school 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 thirty (30) calendar days of the date of determination.

Kits, Components of the Kits, Books, or Supplies 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.

All refunds and return of funds will be made within thirty (30) calendar days of the date the student notifies the school of the withdrawal.

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 sixty (60) percent point of the term or session if the student is only attending a session. If the student has completed more than sixty (60) percent of the term, the student earns one hundred (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 (5) 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, Federal Supplemental Educational Opportunity Grant. 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.

Financial Aid Refund Distribution Policy

All students receiving financial aid who withdraw from the program may have to return any refund amount to the appropriate Student Financial Aid Program in accordance with the refund distribution schedule which follows:

1. Federal Unsubsidized Direct Loan
2. Federal Subsidized Direct Loan
3. Federal Perkins Loan
4. Federal PLUS
5. Federal Pell Grant
6. Federal Supplemental Educational Opportunity Grant
7. Other federal, state, private, or institutional aid programs, if required by the program
8. Students

**Academic Affairs**

The Academic Affairs department is the heart of The Art Institute of Philadelphia. Department administrators and faculty have been carefully recruited so that students will have the opportunity to receive an education from industry professionals. Programs at The Art Institute of Philadelphia are designed to prepare students to seek entry-level employment and to provide the opportunity for students to gain employable skills and professional attitudes that prepare them for the working world. The Art Institute of Philadelphia faculty and administrators are available if students need assistance or support.

**Academic Affairs Team**

Reporting to the Dean of Academic Affairs are the Academic Chairs, Program Coordinators, Faculty, Registrar, Librarian, and Academic Achievement Center.

Academic Chairs have direct management responsibility for specific programs of study.

**Services provided:** As a team, the Dean of Academic Affairs, Academic Chairs, Program Coordinators, Faculty, Registrar, Librarian and Academic Achievement are responsible for:

- A curriculum that is periodically reviewed and updated to keep it current with employers’ needs
- Academic and portfolio standards to promote excellence in the classroom
- Art exhibitions, field-related student organizations, and show productions
- Continued development of library and program resource materials, videos, and slides
- Selection of training equipment, materials, and supplies
- Academic advising
- Registrar services

**Academic Placement**

To ensure proper placement in English and mathematics courses, a student entering The Art Institute of Philadelphia is required to take the Accuplacer test to determine skill level in writing, reading, and elementary algebra. Exceptions to the Accuplacer test are granted to those incoming students with transferable college credits in mathematics and/or English. Students who have earned scores of 500 or higher in the verbal portion of the SAT test and/or 450 or above in the mathematics portion are exempt. Students who have earned scores of 21 or higher in the English portion of the ACT test and/or 18 or higher in the mathematics portion are also exempt. Students will be assigned to skills enhancement courses or to college-level English and mathematics based on their Accuplacer test scores, SAT scores, and/or ACT scores.

**Academic Advising and Scheduling**

Academic advising will be provided by Academic Chairs, Program Coordinators and Academic Advisors. Students register each quarter based on prerequisites and are encouraged to maintain a full-time schedule.
Programs and Courses
Programs and courses are periodically revised to keep pace with changing industry needs, standards, equipment, supplies, and resource materials. The Art Institute of Philadelphia reserves the right to change course titles, content, or sequencing of courses any time it deems such action necessary to enhance the educational program.

Skills Enhancement Courses
Students found to be deficient in English or math skills through the Accuplacer test are required to enroll in Skills Enhancement courses offered by The Art Institute of Philadelphia. Such courses are three credits and are charged at the normal per-credit charge for course work. These charges qualify for financial aid. However, Skills Enhancement courses are not applied to the credits required for graduation.

Students enrolled in Skills Enhancement classes may be required to take from three to nine credits in addition to their normal program of study requirements. Students must successfully complete each skills class with a C grade (2.0) or better. A student earning a C- in a Skills Enhancement class has not successfully completed the course. Students are permitted three attempts to successfully complete a Skills Enhancement course. Note that a withdraw from a skills class is considered an attempt. A student who has unsuccessfully attempted a Skills Enhancement class three times will be dismissed from the college.

Portfolio Foundations
Students in diploma and degree programs must successfully complete the portfolio foundations course relevant to their program with a satisfactory grade (SA). A student who does not receive a SA grade has not successfully completed the course. Students are permitted three attempts to successfully complete this course. Note that a withdraw is considered an attempt. A student who has unsuccessfully attempted Portfolio Foundations three times will be dismissed from the college.

Online Courses
In special circumstances and/or to aid in student persistence, students may have the opportunity to take selected classes online.

To receive credit for each online course students successfully complete, The Art Institute of Philadelphia has signed a consortium agreement with The Art Institute of Pittsburgh - Online Division, stating that each online course offered during registration is equivalent to the same course offered on-ground through The Art Institute of Philadelphia. The designated Online Advocate has a list of approved courses.

Within the 11-week academic quarter that defines the on-ground offerings at The Art Institute of Philadelphia, The Art Institute of Pittsburgh - Online Division offers two online course sessions. The first online session begins on the first day of a quarter and ends five and a half weeks later. The Art Institute of Philadelphia only allows students to register for first session online courses, and registration must be done through the designated Online Advocate at The Art Institute of Philadelphia.

Upon seeing the designated Online Advocate, students must obtain their Academic Chair’s approval, have completed at least their first and second quarters with a cumulative GPA of 3.0 or higher, as well as have completed English Composition I (GE10110) and English Composition II (GE10210) with a C or better in order to be eligible for an online class (or classes). Students are permitted to take online courses that are required as indicated in their degree audit and are unable to take online courses that they have failed or withdrawn from, either on-ground or online. Students new to online may only take one online course and up to two in subsequent quarters. Online courses are taken to supplement on-ground courses, students may never take online courses only.
The following minimum technology requirements must be met in order to take courses via The Art Institute of Pittsburgh - Online Division:

- **Computer:** As a general guideline students should not have computer specifications less than a Pentium III CPU, Windows 2000 or XP, and 512 MB RAM or MAC G4 or G5 processor, MAC OS X, and 512 MB RAM. Actual hardware requirements are dependent on the software titles and versions required for class. The requirements for running the software vary and are subject to change. Hardware requirements for the software can be found through JourneyEd at this website: [www.aistudentstore.com](http://www.aistudentstore.com). Note: Please check the system requirements for the software as specific Microsoft service packs may be required for Windows 2000 or XP. These service packs are available as free downloads on Microsoft’s website: [www.microsoft.com](http://www.microsoft.com).

- **Internet Connection:** 56K or faster Internet connection is required for online courses. Broadband is strongly encouraged.

- **Browser:** Courses offered online are best viewed using Microsoft Internet Explorer v5.5/6.0 (PC), Safari 2.0 (MAC), or Firefox. Online courses are charged at the same tuition rate students currently pay for on-ground courses.

Online courses will follow the same refund policy as defined by The Art Institute of Philadelphia. If textbooks required for an online course are not available through The Art Institute of Philadelphia Supply Store, students can purchase those books by visiting [www.aistudentstore.com](http://www.aistudentstore.com).

**Internships for Academic Credit**

Internship courses at The Art Institute of Philadelphia are designed to augment classroom training by exposing students to practical work situations while maintaining an educational focus. Internships introduce students to the work world in a controlled, supervised environment. Many students qualify academically and professionally to work for academic credits as interns with cooperating employers. Internships provide students an excellent opportunity to gain practical experience in their fields. The goals of the internship courses are to:

- Gain applied practical experience
- Develop familiarity with professional work environments
- Make professional contacts
- Provide employers with qualified candidates

Final internship grades are based on reports from sponsoring employers on students’ performance, attendance, related projects, and written assignments.

*NOTE FOR INTERNATIONAL STUDENTS:*

Students on nonimmigrant visas cannot take a paid internship without prior approval of the US Department of Homeland Security. For more information, please check with the International Student Advisor.

**Estimated Homework**

The Art Institute of Philadelphia is aware that many students have jobs, and some class time is set aside to complete projects. However, additional time outside of class is often necessary. The amount of time estimated to complete projects or assignments is 20-30 hours per week for the average degree student.

**Meeting Assignment and Project Deadlines**

To help students learn and practice professional behavior, The Art Institute of Philadelphia attempts to simulate actual work situations in classwork. In the working world, there are few acceptable excuses for
missing project deadlines, therefore, assigned projects have scheduled deadlines that students are expected to meet.

**Students Needing Academic Assistance**
Students needing assistance in their coursework should speak with their instructor, Academic Advisor and/or Academic Chair. Peer tutoring can be scheduled through the Academic Achievement Center at no additional charge.

**Exhibition of Student Work**
Student artwork is very important to The Art Institute of Philadelphia. It is of great benefit in teaching other students and in demonstrating the nature and value of the programs. Admissions representatives use student work to show prospective students and counselors what our students have achieved. Student artwork is also a basic part of publications and exhibitions illustrating the programs at The Art Institute of Philadelphia. The college reserves the right to make use of the artwork of its students, with student permission, for such purposes.

**Field Trips**
Field trips provide various program and course-related activities over and above class work. On local field trips, students are required to provide their own transportation (car, carpool, or public transportation). Students who have a car and drive fellow students on field trips are responsible for having adequate insurance coverage. The Art Institute of Philadelphia is not responsible in the event of accidents involving students’ cars.

Field trips outside the local area (in general, more than fifty miles) typically involve prearranged public or private transportation and, in some instances, overnight accommodations.

**Quarter Credit Hour Definition**
A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

1. One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
2. At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, practica, studio work, and other academic work leading to the award of credit hours.

**Drop/Add Period**
The last day for students to drop a course without tuition penalty or add a course will be the end of day six of each quarter.

Students dropping courses during the drop/add period will not be charged tuition for courses dropped. Students dropping courses after the drop/add period will be charged the full tuition cost of courses dropped.

Students must be matriculated and attend by the second class meeting of every course. Any student who does not attend his/her class by the second week may not continue with the class.
Grade Reporting
Midterm grades and final grades are made available to students by the Registrar’s Office electronically via the student portal at http://MyAiCampus.com. (Each student chooses a unique username and password to view grades and other student-specific information using MyAiCampus.com). Midterm evaluations assess classroom participation and attitudes, cooperation with instructors in the completion of projects, the meeting of project deadlines, interaction with other students, attendance, and skills development. Midterm evaluations help students understand their strengths and weaknesses within each course. For more information on grade reporting, see Reports to Parents and Guardians of Dependent Students and the Family Educational Rights and Privacy Act Policy (FERPA).

Reports to Parents or Guardians of Dependent Students
Parents or guardians of students are an integral part of the enrollment process and subsequent education. They have an understandable concern and vested interest regarding the student’s progress and potential for success. The Art Institute of Philadelphia wishes to maintain a professional relationship with each student to facilitate his/her professional development and maturation. Therefore, standard student grade or evaluation reports are issued only to the student (or mailed to the student’s local address) unless the student requests that reports be sent to parents or guardians quarterly.

The Art Institute of Philadelphia reserves the right to contact or send student progress information to parents or guardians of a dependent student (as determined by the most recent tax filing status) when administrative action is involved (probation, suspension, or termination) and/or when the student does not positively respond to counseling efforts deemed by faculty and/or staff members to be in the student’s best interest.

Graduation Requirements
To qualify for graduation and receive a degree or diploma, all students must:
• Receive passing grades for all required coursework
• Accumulate total credit requirements for a program through coursework, transfer credit, or proficiency assessment. Specific credit requirements are outlined earlier in this catalog.
• Take their last quarter of study before graduation in residence at The Art Institute of Philadelphia.
• Transfer no more than 75% of the total required credits for graduation from another institution.
• Achieve a minimum CGPA of 2.0.
• Satisfy all financial obligations to The Art Institute of Philadelphia.

Portfolios
The development of student portfolios is a continuing process beginning early in the programs. Periodic reviews of portfolios are conducted in specific programs by faculty committees.

All financial obligations to The Art Institute of Philadelphia must be satisfied before a student is allowed to participate in the portfolio show and graduation.

Registrar’s Office
The Registrar’s Office is the academic records department.

The Registrar and staff:
• Issue quarterly mid-term and final grades
• Release academic transcripts
• Process transfers to affiliated Art Institutes schools
• Direct quarterly registration
• Advise veterans regarding their educational benefits
• Process student loan deferment requests
• Process status changes, including:
  - Address and name changes and corrections
  - Leaves of absence and withdrawals

NOTE: Course drops and adds, course changes, and adjustments are handled by Academic Chairs or Assistant Academic Chairs.

**Family Educational Rights and Privacy Act (FERPA) **

The Family Educational Rights and Privacy Act of 1974, as amended ("FERPA") sets out requirements designed to afford students certain rights with respect to their education records. In addition, it puts limits on what information The Art Institute of Philadelphia may disclose to third parties without receiving prior written consent from the student.

**I. Procedure to Inspect Education Records**

Students have the right under FERPA to inspect and review their education records. A student who wishes to inspect and review his/her records should submit a written request to Office of the Registrar. The request should identify as precisely as possible the records the student wishes to inspect. If the requested records are subject to inspection and review by the student, arrangements for access will be made within a reasonable period of time but in no case more than 45 days after the request was made, and the student will be notified of the time and place where the records may be inspected. The school may require the presence of a school official during the inspection and review of a student's records.

Certain limitations exist on a student's right to inspect and review their own education records. Those limitations include, for example, the following: (i) financial information submitted by parents; (ii) confidential letters and recommendations placed in their files prior to January 1, 1975; (iii) confidential letters and recommendations placed in their files after January 1, 1975 to which the student has waived his or her right to inspect and review and that are related to the student's admission, application for employment or job placement, or receipt of honors. In addition, the term "education record" does not include certain types of records such as, by way of example, records of instructional, supervisory, administrative, and certain educational personnel that are in the sole possession of the maker thereof, and are not accessible or revealed to any other individual except a substitute.

When a record contains personally identifiable information about more than one student, the student may inspect and review only the information that relates to him/her personally.

**II. Disclosure of Educational Records**

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

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

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

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

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

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

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

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

7. To comply with a judicial order or lawfully issued subpoena.

8. To appropriate parties in health or safety emergencies.

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

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

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

   1. Both the accuser and the accused must be informed of the outcome of any institutional disciplinary proceeding brought alleging a sex offense. Compliance with this paragraph does not constitute a violation of the Family Educational Rights and Privacy Act (20 U.S.C. 1232g). For the purpose of this paragraph, the outcome of a disciplinary proceeding means only the institution's final determination with respect to the alleged sex offense and any sanction that is imposed against the accused.

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

13. Directory information (see Section IV below).

14. Student Recruiting Information as requested by the U.S. Military. Student recruiting information includes ONLY: name, address, telephone listing, age or date of birth, class level, academic major, place of birth, degrees received and most recent educational institution attended. It does not include and The Art Institute of Philadelphia will not provide: social security numbers, race, ethnicity, nationality, GPA, grades, low performing student lists, religious affiliation, students with loans in default, veteran's status, students no longer enrolled. Students who opt out of the directory also opt out of student recruiting information.
III. Record of Requests for Disclosure

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

IV. Directory Information

The Art Institute of Philadelphia designates the following information as directory information. (Directory information is personally identifiable information which may be disclosed without the student's consent):

1. Student's name
2. Address: Local, email and website
3. Telephone number (local)
4. Date and place of birth
5. Program of study
6. Participation in officially recognized activities
7. Dates of attendance
8. Degrees and certificates awarded
9. Most recent previously attended school
10. Photograph of the student, if available
11. Enrollment status (i.e., enrolled, continuing, future enrolled student, reentry, leave of absence, etc.)
12. Student honors and awards received.
13. The height and weight of athletic team members

Notice of these categories and of the right of an individual in attendance at The Art Institute of Philadelphia to request that his/her directory information be kept confidential will be given to the student annually. Students may request nondisclosure of student directory information by specifying nondisclosure, in writing, to the Office of the Registrar, The Art Institute of Philadelphia, 1622 Chestnut Street, Philadelphia, PA 19103, 215-567-7080. Failure to request nondisclosure of directory information will result in routine disclosure of one or more of the above designated categories of personally identifiable directory information.

V. Correction of Educational Records

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

1. A student must ask the Registrar to amend a record. As part of the request, the student should identify the part of the record they want to have changed and specify why they believe it to be inaccurate, misleading, or in violation of his/her privacy rights.
2. The Art Institute of Philadelphia may either amend the record or decide not to amend the record. If it decides not to amend the record, it will notify the student of its decision and advise the student of the right to a hearing to challenge the information believed to be inaccurate, misleading, or in violation of the student's privacy rights.

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

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

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

6. If, as a result of the hearing, The Art Institute of Philadelphia decides that the information in the education record is not inaccurate, misleading, or otherwise in violation of the privacy rights of the student, it shall inform the student of the right to place a statement in the record commenting on the contested information in the record or stating why he or she disagrees with the decision of the school.

7. If a statement is placed in the education records of a student under paragraph 6 above, The Art Institute of Philadelphia will: (a) maintain the statement with the contested part of the record for as long as the record is maintained; and (b) disclose the statement whenever it discloses the portion of the record to which the statement relates.

VI. Student Right to File Complaint

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

Family Policy Compliance Office
United States Department of Education
400 Maryland Avenue, S.W.
Washington, DC 20202-4605

Academic Integrity Policy

The Art Institute of Philadelphia recognizes that any form or degree of academic dishonesty challenges the principles of truth and honesty which are among the cornerstones of The Art Institute of Philadelphia. Consequently, The Art Institute of Philadelphia treats academic dishonesty as a serious violation of academic trust. All students found to have engaged in such behavior will be penalized. Acts of academic dishonesty include but are not limited to the following:

1. The illegitimate use of materials in any form during a quiz or examination.
2. Copying answers from the quiz and/or examination of another student.
3. Plagiarizing or falsifying materials or information used in the completion of any assignment.
4. Obtaining or otherwise improperly securing an examination paper prior to the time and date for the administration of the examination.
5. It is presumed that material submitted by a student for an assignment is original to that assignment and therefore submitting the same work for more than one course without the consent of the instructors of each course in which the work is submitted is considered dishonest.
6. Intentionally interfering with any student’s scholastic work, for example, by damaging or stealing their intellectual property, computer files, project, etc.
7. Stealing and submission of another student’s work as your own.
8. Aiding or abetting any of the above.

The Art Institute of Philadelphia will impose the following sanctions when a student is found to have committed any of the above infractions:
1st offense = failure of class *
2nd offense = suspension for two (2) quarters
3rd offense = expulsion

* EXCEPTION: Any students found cheating/plagiarizing on their final senior portfolio will be expelled from the college and will not receive their degree.

A faculty member who believes a student has committed academic dishonesty will contact the Dean of Students and will also file an incident report with the Dean of Students. The Dean of Students will contact the student and will meet with the student and the faculty member prior to the next scheduled class session. If it is determined that the student did indeed commit academic dishonesty, the Dean of Students will inform the student of the penalty. Records of academic dishonesty will be held by the Dean of Students.

**Minimum Academic Achievement Standards for Student Receiving Department of Defense Tuition Assistance:**
In addition to The Art Institute’s Standards of Satisfactory Academic Progress Policy, in order for a Service member student to continue to receive Tuition Assistance (TA) military education benefits for TA-funded courses, the following minimum academic standards must be achieved.

The Department of Defense requires reimbursement from the Service member if a successful course completion is not obtained. For the purpose of reimbursement, a successful course completion is defined as a grade of “C” or higher for undergraduate courses, a “B” or higher for graduate courses and a “Pass” for “Pass/Fail” grades. Reimbursement will also be required from the Service member if he or she fails to make up a grade of “I” for incomplete within the time limits stipulated by the educational institution or 6 months after the completion of the class, whichever comes first.

Students using TA must maintain a cumulative grade point average (GPA) of 2.0 or higher after completing 15 semester hours/23 quarter hours, or equivalent, in undergraduate studies, or a GPA of 3.0 or higher after completing 6 semester hours/9 quarter hours, or equivalent, in graduate studies, on a 4.0 grading scale. If the GPA for TA funded courses falls below these minimum GPA limits, TA will not be authorized and Service members will use alternative funding (such as financial aid or personal funds) to enroll in courses to raise the cumulative GPA to 2.0 for undergraduate studies or 3.0 for graduate studies.
The Secretary of the Military Department will establish recoupment processes with the Service member directly for unsuccessful completion of courses.

**Military and Veteran Institutional Scholarship Opportunities**

The Art Institutes are proud to offer institutional scholarship opportunities to qualifying military and veteran students. Eligibility is based upon current or former military affiliation or relationship to a current military service member. Documentation will be required to prove eligibility. School personnel will be able to advise you regarding available scholarships, eligibility requirements and required documentation.

**Military Personnel**

The Art Institutes are pleased to offer a military tuition scholarship of 10% to eligible Active Duty, Active and Drilling members of the Reserve and National Guard and service member spouses as well as dependent children who are receiving military or veteran education benefits.

In addition to the 10% tuition scholarship, the online location’s military tuition scholarship will also offset the cost of the online lab fee for eligible Active Duty, Active and Drilling members of the Reserve and National Guard and service member spouses.

**Veterans**

For all programs at the online location, The Art Institutes offer eligible veterans as well as their dependents (spouses and children) who are receiving veteran education benefits the military tuition scholarship of 10%.

**UNDERGRADUATE SATISFACTORY ACADEMIC PROGRESS POLICY**

A student must demonstrate Satisfactory Academic Progress by successfully completing courses attempted. Completing courses with C or better grades indicates academic progress. Receiving D or lower grades and/or withdrawing from classes may put students at risk. Poor academic performance may lead to Academic/Financial Warning and/or Academic/Financial Aid Dismissal. It is very important that students attend all registered courses and complete them successfully. Should a compelling reason arise that requires a student to cease attendance, it is the student’s responsibility to immediately contact the Dean of Academic Affairs or Registrar’s Office.

The following criteria are used to determine whether or not a student is making Satisfactory Academic Progress. A student must be able to:

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

Students who fail to meet the minimum standards of any of the above criteria will be notified by letter by the Dean of Academic Affairs or Campus Registrar within four (4) business days of determination. Administrative actions will be taken when a student fails to meet the minimum standards of any of the above criteria. If the resulting action results in Academic/Financial Aid Dismissal, a student may appeal the Academic/Financial Aid Dismissal. If the appeal is denied, the student will remain dismissed and can no longer attend or receive Title IV aid at the Institute.

The Satisfactory Academic Progress Policy contains the following information:
• Criteria for Honors Designations
• Milestones and Evaluation Points for Satisfactory Academic Progress
• Academic/Financial Aid Warning
• Procedure for Appealing Academic/Financial Aid Dismissal
• Procedure to Apply for Re-Entry after Academic/Financial Aid Dismissal
• Academic/Financial Aid Probation and an Academic Plan
• Explanations of Related Issues

Failure to complete courses successfully for any reason may negatively affect a student’s Satisfactory Academic Progress (SAP) and are considered to be punitive grades. Failing courses, being suspended or terminated from courses, or withdrawing from courses could result in the loss of financial aid and/or veterans education benefits and academic dismissal. In order for a student to graduate, the minimum requirements are a CGPA of 2.0, 66.67% ICR, and completion of the program without attempting more than 150% of the credits in the program. Refer to the Metrics of SAP section below for additional information regarding the calculation of CGPA, ICR and MTF.

While the terms Academic/Financial Aid Warning, Academic/Financial Aid Dismissal, and Academic/Financial Aid Probation are used, the status applies to all students whether receiving aid or not.

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

Criteria for Honors Designations

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

Quarter Honors Designations (at the completion of a quarter)

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

<table>
<thead>
<tr>
<th>Quarter GPA</th>
<th>Honors Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.0</td>
<td>President’s Honor List</td>
</tr>
<tr>
<td>3.7-3.99</td>
<td>Dean’s Honor List</td>
</tr>
<tr>
<td>3.5-3.69</td>
<td>Honor Roll</td>
</tr>
</tbody>
</table>

Honors Designation at Graduation

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

Milestones and Evaluation Points for Satisfactory Academic Progress

Compliance with Standards of Academic Progress is reviewed every quarter for all Certificate and Diploma programs.
Certificate and Diploma Programs:

1. At the end of the first quarter, students must attain a minimum CGPA of 1.00 and an ICR of 33.33%. Anything below these milestones will result in Academic/Financial Aid Warning for one quarter. Students who are only participating in Transitional Studies courses are considered to be maintaining Satisfactory Academic Progress (SAP).

2. At the end of the second quarter, students must attain a minimum CGPA of 1.50 and an ICR of 50.00%. Anything below these milestones will result in Academic/Financial Aid Warning for one quarter unless the student was on Academic/Financial Aid Warning in his or her previous quarter. If the student was on Academic/Financial Aid Warning in the previous quarter, failure to meet these standards will result in **Academic/Financial Aid Dismissal**. Students who are only participating in Transitional studies courses are considered to be maintaining SAP.

3. At the end of the third quarter, and every quarter thereafter, students must attain a minimum CGPA of 2.00 and an ICR of 66.67%. Anything below these milestones will result in Academic/Financial Aid Warning for one quarter unless the student was on Academic/Financial Aid Warning in his or her previous quarter. If the student was on Academic/Financial Aid Warning in the previous quarter, failure to meet these standards will result in **Academic/Financial Aid Dismissal**.

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

5. **Reentries**: To ensure an evaluation is completed for all students in the last 12 months, an evaluation will be completed upon reentry processing using the criteria for the next applicable evaluation point (See Certificate/Diploma Evaluation Point Milestones (CGPA/ICR) requirements) noted in this policy. For example, if a student enrolled in October 2015 and completed the fall quarter, dropped in the winter 2016 quarter and returned in the spring 2017 quarter of the following year, the student would have an evaluation prior to the start of the spring 2017 quarter against the next applicable evaluation point for the student. Students reviewed upon reentry will be advised based on their SAP status at the time of reentry and provided with a projection of what they will need to accomplish in order to be in compliance with SAP requirements at the next official evaluation point (See Certificate/Diploma Evaluation Point Milestones (CGPA/ICR) requirements). **Reentries whose evaluation does not indicate the ability to meet the next evaluation point during reentry processing will not be allowed to reenter into the program of enrollment.**

6. Students should note that if they are on Academic/Financial Aid Warning, it will be very difficult to meet the minimum requirements of the next evaluation point. Students should consult with their **academic advisor** concerning their exact requirements.
7. Transitional Studies courses are based on the result of the academic assessment tool. Like any course, students must successfully complete such courses in order to progress in the program. Transitional Studies course credits do not count towards the total number of credits for graduation nor do they count in the CGPA. Additionally, the courses do not count in determining the maximum time frame allowable to earn the certificate or diploma or in the incremental completion rate as attempted credits and, if successful, earned credits.

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

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

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

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

<table>
<thead>
<tr>
<th>CERTIFICATE/DIPLOMA</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Evaluation Point</strong></td>
</tr>
<tr>
<td>End of First Quarter</td>
</tr>
<tr>
<td></td>
</tr>
<tr>
<td>End of Second Quarter</td>
</tr>
<tr>
<td>End of Third Quarter and every quarter thereafter</td>
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<tr>
<td>At Any Time</td>
</tr>
</tbody>
</table>

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

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

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

1. At the end of the first academic year (an academic year is three (3) quarters in which courses are attempted in each quarter); students must achieve a minimum CGPA of 1.00 and an ICR of 33.33%. Anything below these milestones will result in Academic/Financial Aid Dismissal.

2. At the end of the second academic year, students must attain a minimum CGPA of 2.00 and an ICR of 66.67%. Anything below these milestones will result in Academic/Financial Aid Dismissal.

3. Starting the quarter after the sixth attempted quarter, and every quarter thereafter, students are evaluated at the end of each quarter and must attain a minimum CGPA of 2.00 and an ICR of 66.67%. Failure to meet these standards will result in Academic/Financial Aid Warning unless the student was on Financial Aid Warning the previous quarter. If the student was on Academic/Financial Aid Warning in the previous quarter, failure to meet these standards will result in Academic/Financial Aid Dismissal.

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

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

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

7. The grades, grade point average, cumulative data for all courses a student attempted at the Institution, as well as courses successfully transferred in from prior postsecondary education, are available on the student portal for review. There is also an indication if a student is on
8. For Degree programs, compliance with SAP is reviewed every academic year during a student’s first two years and then quarterly thereafter. A student who starts or re-enters at a MID session will have that session count as an entire quarter for SAP purposes.

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

10. **Reentries:** To ensure an evaluation is completed for all students in the last 12 months, an evaluation will be completed upon reentry processing using the criteria for the next applicable evaluation point (See Degree Programs Evaluation Point Milestones (CGPA/ICR) requirements) noted in this policy. For example, if a student enrolled in October 2015 and completed the fall quarter, dropped in the Winter 2016 quarter and returned in the spring 2017 quarter of the following year, the student would have an evaluation prior to the start of the spring 2017 quarter against the next applicable evaluation point for the student. Students reviewed upon reentry will be advised based on their SAP status at the time of reentry and provided with a projection of what they will need to accomplish in order to be in compliance with SAP requirements at the next official evaluation point (See Degree Programs Evaluation Point Milestones (CGPA/ICR) and requirements). **Reentries whose evaluation does not indicate the ability to meet the next evaluation point during reentry processing will not be allowed to reenter into the program of enrollment.**

### DEGREE PROGRAMS

<table>
<thead>
<tr>
<th>Evaluation Point</th>
<th>Both Milestones (CGPA and ICR) Must be Met</th>
<th>Required Action</th>
</tr>
</thead>
<tbody>
<tr>
<td>End of First Academic Year</td>
<td>&lt; 1.00 and/or 33.33%</td>
<td>Academic/Financial Aid Dismissal</td>
</tr>
<tr>
<td>End of Second Academic Year</td>
<td>&lt; 2.00 and/or 66.67%</td>
<td>Academic/Financial Aid Dismissal</td>
</tr>
<tr>
<td>End of Seventh Quarter and Thereafter</td>
<td>&lt; 2.0 and/or 66.67%</td>
<td>Academic/Financial Aid Warning (if 1st time)/Academic/Financial Aid Dismissal (if on Academic/Financial Aid Warning)</td>
</tr>
<tr>
<td>At Any Time</td>
<td>150% MTF</td>
<td>Academic/Financial Aid Dismissal</td>
</tr>
</tbody>
</table>

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

Unless otherwise noted, Academic/Financial Aid Dismissals may be appealed. Please see the Appeal Process below.
A student enrolled in Transitional Studies courses must be able to pass the same Transitional Studies course after three attempts or that student will be placed on Academic/Financial Aid Dismissal.

If the review of a student’s Satisfactory Academic Progress performed at any time indicates that it is mathematically impossible to meet the minimum requirements of the Standards of Satisfactory Academic Progress policy at the next mandatory check point, the student will result in Academic/Financial Aid Dismissal from the Institution.

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

**Procedure for Appealing Academic/Financial Aid Dismissal**

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

The Dean of Academic Affairs or an Appeals Committee will review the student’s appeal and will determine within 14 business days of the date of the receipt of the appeal whether the circumstances and academic status warrant consideration for re-admission. The student may be asked to appear in person during the review process when deemed necessary by the Dean of Academic Affairs or the Appeals Committee. Upon the Appeals Committee decision, the student will be notified by the Dean of Academic Affairs both verbally and in writing. The Appeals Committee decision will be final. Following is a comprehensive list of events that indicate there may be a mitigating circumstance which has negatively impacted academic progress:

- Death of an immediate family member
- Student illness requiring hospitalization (this includes mental health issues)
- Illness of an immediate family member where the student is the primary caretaker
- Illness of an immediate family member where the family member is the primary financial support
- Abusive relationships
- Divorce proceedings
- Previously undocumented disability
- Natural disaster
- Family emergency
- Financial hardship such as foreclosure or eviction
- Documentation from a Professional Counselor
- A doctor documented illness of the student for a significant period of time
- Military deployment
• Military Permanent Change of Station (PCS)
• Special Circumstances

Students should understand that by having a mitigating circumstance it does not automatically mean the appeal will be approved. The Appeal Committee will review that the student sufficiently providing documentation of the mitigating circumstance (as outlined above) and that the student has resolved the mitigating circumstance.

A student who is successful in his or her appeal is able to apply for re-entry and if otherwise eligible, receive financial aid for one quarter; however, the student will be placed on Academic/Financial Aid Probation at the start of the academic quarter. A student on Academic/Financial Aid Probation may receive financial aid (if otherwise eligible) for one quarter. If the appeal is denied, aid cannot be paid and the student is dismissed.

Students who have an appeal denied can reapply however the passage of time by itself does not impact the Appeal Committee’s decision.

The Dean of Academic Affairs is responsible for determining the appropriateness of the mitigating circumstance in regards to severity, timing and duration of the mitigating circumstance, and for determining whether the student’s situation has changed that would allow the student to demonstrate satisfactory academic progress at the end of the Academic/Financial Aid Probation or the end of the period of the Academic Plan. Any consideration of the conditions outside of the list provided should be discussed with the Art Institute Vice President of Academic Affairs. Student life issues and making the transition to college are not considered mitigating circumstances under this policy.

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

If a student’s appeal is successful, the student will be placed on Academic/Financial Aid Probation for one quarter (or two if eligible) following re-admittance. The student will be eligible for financial aid during the Academic/Financial Aid Probation period. Academic Advisors, Registrars, and/or Academic Department Chairs/Program Directors must develop, document and maintain as part of the appeals process a concrete Academic Plan for how a student will complete his remaining coursework and meet the minimum requirements of Satisfactory Academic Progress by end of either the Academic/Financial Aid Probation period or by the end of the quarter included in the Academic Plan. The Academic Plan must detail specific time frames and student success measures and cannot be greater than one (1) quarter for certificate or diploma programs but for degree programs may be up to two (2) quarters if necessary for the student to meet the minimum requirements of Satisfactory Academic Progress. The Academic Plan must be reviewed with the student so that designated Academic Plan is being met and
the student will remain on track to achieve the success measures within the approved timeframe. For students in degree programs that may have an Academic Plan for more than one quarter, the student must meet the academic targets of the Academic Plan at the end the first quarter when the student is on Academic/Financial Aid Probation and by the end of the Academic Plan, the student must meet the minimum requirements of Satisfactory Academic Progress. If the student meets the academic goals and requirements under the Academic Plan for the first quarter while on Academic/Financial Aid Probation, he or she may complete the second quarter under the Academic Plan and be eligible to receive financial aid. Failure to meet the established goals included in the Academic Plan will result in Academic/Financial Aid Dismissal.

Registrars will ensure that Academic Advisors or Academic Department Directors have notified students in writing that they are in Academic Warning/Financial Aid Warning, Academic Probation/Financial Aid Probation, or Academic/Financial Aid Dismissal with a student signed Satisfactory Academic Progress Prediction Calculation Form.

Any student who ceased attendance or withdrew from the institution will be evaluated against the minimum standards of the Satisfactory Academic Progress for grades and credits attempted as of the time of withdrawal in his or her last quarter of attendance. Any student who did not meet the minimum standards of Satisfactory Academic Progress at the SAP evaluation point must go through the same appeal process should the student want to be readmitted. The appeal procedure described in the preceding section applies.

Upon the Appeals Committee decision, the student is notified by the Dean of Academic Affairs both verbally and in writing. The Appeals Committee decision will be final.

Any student who is on Academic/Financial Aid Dismissal can no longer attend school nor get Title IV at the Institution.

Academic/Financial Aid Dismissal Appeals not Allowed

A student who attempts but does not pass the same Transitional Studies course three times is Dismissed and there is not a right to appeal the dismissal.

Additional Appeal Procedures:

While an appeal can be made for Maximum Time Frame, the Institution and the Art Institute Vice President of Academic Affairs must review the appeal.

If a student who has successfully appealed an Academic/Financial Aid Dismissal is later again dismissed, the student can file one additional appeal as long as the appeal is based on different mitigating circumstances from any previous appeal, the new mitigating circumstance occurred after the previous successful appeal, the student is showing significant Satisfactory Academic Progress and mathematically the student can meet the next SAP evaluation points requirements.
In addition to the Institution’s Review of the Appeal, it must also be reviewed by the Art Institute Vice President of Academic Affairs.

**Explanations of Related Issues**

**Calculation of CGPA**

A student’s cumulative grade point average is calculated by a) Multiplying credits for each course by grade points associated with the grade earned; b) Totaling the grade points earned for all the courses, and c) Dividing total grade points earned by the total number of quality credits. The Institute uses a 4.0 scale in assigning grade points. Note: that if there is a change of programs, only courses applicable to the new program will be considered in the CGPA.

**Transitional Studies Courses**

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

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

**Repeated Courses and Grades**

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

**Remediation of Academic Deficiencies**

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

**Transfer Credits from another Postsecondary Institution**

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

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

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

**Transfers from another Art Institute**

A student must be maintaining Satisfactory Academic Progress in order to be allowed the opportunity of transferring from one program to another or from one school or campus to another. A student who is on Academic/Financial Aid Dismissal and wishes to transfer to another affiliated Art Institute must appeal his/her Academic/Financial Aid Dismissal at the originating school and receive reinstatement prior to the transfer. An affiliated Art Institute is any campus that shares the same leading six-digit OPE-ID number with the originating school. Campuses that share the same leading six-digit OPE-ID number are the same institution.

Please note that course credits and applicability of those credits at each Art Institute for a program can vary from location to location. Please carefully discuss any possible transfer with the Art Institute you wish to attend.

**Grading System**

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

Academic Grading System

The grading system incorporates letter grades, equivalent numeric values and letter codes as follows:

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

*F does compute in GPA and CGPA and does count as credit attempted.

Other Grade Codes worth Zero Quality Points:

- **CR = Credit through examination**
  Credits Earned/TR grade. This does not affect CGPA. They do impact ICR and MTF.

- **I = Incomplete**
  Affects ICR/MTF/CGPA (Computes as an F)
  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 in the term in which the grade is granted to replace the IPA. IPA does not affect CGPA/ICR/MTF.

- **IPA = Incomplete Pass**
  This identifier is used when a student is actively registered and attending a course. This does not affect the CGPA/ICR/MTF.

- **IP = In Progress**
  Affects ICR/MTF/CGPA (Computes as an F)

- **S = Suspension**
  Affects ICR/MTF/CGPA (Computes as an F)

- **NC = No Credit**
  This grade is reserved for zero-credit courses only. Non-credit courses are not computed in the CGPA/ICR/MTF.

- **NP = Not passing/Fail**
  Does not affect ICR/GPA
  This grade designation is utilized to indicate that a student did not acceptably complete a non-credited course.

- **P or PR = Proficiency Credit by Exam or Portfolio**
  This does not affect CGPA. They do impact ICR and MTF.

- **PA = Pass**
  This grade designation is utilized to indicate that a student acceptably completed a non-credited course. Does not affect ICR/MTF/CGPA.
SP or SA = Satisfactory/Pass
This grade designation is utilized to indicate that a student acceptably completed a non-credited course. Does not affect ICR/MTF/CGPA.

T = Termination from course
Affects ICR/MTF/CGPA (Computes as an F)

TR = External Transfer Credit
Grade designation utilize for transfer credits. This does not affect CGPA. They do impact ICR and MTF.

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

F= Earned F
Students who met the course requirements by completing the final assignment in the course. Final assignment includes a final exam, final project, final paper, portfolio presentation, or capstone project. If a student completed all assignments including the final assignment of the course, but did not pass the course, the F grade will be considered earned. The course’s instructor will award this grade when appropriate. Does compute in GPA and CGPA and does count as credit attempted.

UF = Unearned F
Students who failed the course AND did not complete the final assignments in the course. Final assignments include, but are not limited to a final exam, final project, final paper, portfolio presentation, capstone project or any other assignment due in the last week of the course. If a student completed some or all of the other requirements in the course but did not complete the final assignment of the course and failed the course, the F grade will be considered unearned. An unearned F grade will be reflected as a “UF” grade on the transcript. The course’s instructor will award this grade when appropriate. Does compute in GPA and CGPA and does count as credit attempted.

W = Withdrawal
When a student withdraws from the total program of study by the end of the ninth week of the quarter or from individual classes after drop/add but before the end of the ninth week of the quarter. The “W” is not used in the calculation of the GPA or CGPA but is considered attempted credits but not earned credits.

WF = Withdrawal Fail
When a student withdraws from individual classes or a total academic program of study after the ninth week of classes. The “WF” is calculated as an “F” in the GPA and CGPA. The “WF” also counts as attempted credits and not earned credits.

WV = Waiver
Commonly used when waiving a Transitional courses and does not affect ICR/MTF/CGPA

WX = Course was registered for but never attended
Self-explanatory and does not affect ICR/MTF/CGPA

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

Repeating Courses

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

Changed Grade

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

Appealing a Final Course Grade:

A student who is concerned with a final grade in a course should initially speak with the course
instructor in order to understand how the grade was derived based on the course grading criteria. If,
after meeting with the instructor, the student is not satisfied with the explanation of the final grade and
does not feel that the grade is justified or appropriate, the student should meet with the Program Chair
or Program Coordinator to discuss the situation. If a resolution is not met at this level, the student may
file an official grade appeal by submitting an Appeal Grade Change form, which includes a written
account explaining their perspective as to why the grade is not appropriate based on the course grading
criteria and the steps taken to remedy the situation. In addition, the student should include his or her
name, phone number, and ID number. This written account should be provided to the Dean of Academic
Affairs before the end of Week One of the quarter immediately following the finalized grade being
appealed.

The Dean of Academic Affairs will convene a committee of qualified academic staff or faculty to review
the appeal and reach a final decision. The student may be required to meet with the committee and to
provide requested assignments and/or projects from the course. All decisions made by the appeal
committee are final and will be communicated to the student within one business day and prior to the
end of the schedule adjustment period.
Calculations

The Art Institute measures and records academic performance by computing the Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA) for each student, using the letter grades, four-point scale and credit-hour values. GPA is the average of grade points a student earns during one quarter. CGPA is the cumulative average of all grade points a student has earned over all quarters at The Art Institute. Transitional study courses do not count in this calculation. Here is an example of how GPA and CGPA are computed: Imagine that a student is taking a total of two courses during one quarter. One course has a four credit hours value and the student earns an A. The second course has a three credit hour value and the student earns a B. Remember, each letter grade carries a grade point value. Grade point values are multiplied by credit hours.

In this example:

A = 4 grade points x 4 credit hours = 16 grade points earned
B = 3 grade points x 3 credit hours = 9 grade points earned

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

16 grade points + 9 grade points = 25 total grade points
25 grade points earned divided by 7 total hours earned = student’s GPA for the quarter, 3.571 which is rounded to 3.57. Rounding occurs after the 4 digit of a CGPA is calculated and if the fourth digit is 5 or over, it is rounded up. If the fourth digit is 4 or lower it is rounded down.

A student’s CGPA is computed in the same way by dividing the student’s total grade points earned from all quarters/semester at The Art Institute by the student’s total credit hours earned from all quarters at The Art Institute.

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

\[
\frac{\text{(EARNED CREDITS at the institution + TRANSFER CREDITS Accepted)}}{\text{(ATTEMPTED CREDITS at the institution + TRANSFER CREDITS Accepted)}}
\]

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

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

STUDENT STATUS CHANGES AND SAP

Transfer Students

Transfer credits from other post-secondary institutions are calculated in the maximum time frame allowable credits and incremental completed rate requirements. Therefore, the maximum number of attempted credits for a student with transfer credit is still one and one-half times the number of credits required to complete a program for graduation.

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

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

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

Changes in Program

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

Courses taken in one program that is applicable to the second program will be transferred with the applicable grade. If the student has taken a course more than once, only the grades transferred to that new program will apply to the second program. All grades earned in the original program that apply to the new program will count towards the SAP CGPA (SGPA). For ICR and 150% purposes only, those courses transferred will apply to the second program will be considered.
In the formulas below, the “CHANGE OF MAJOR” adjustment factor would be those credits from the previous major that we will NOT count in the student’s current major.

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

\[
\frac{(\text{EARNED CREDITS in the New Program} + \text{TRANSFER CREDIT ACCEPTED}) \text{ minus CHANGE OF MAJOR ADJUSTMENT FACTOR FOR EARNED CREDITS}}{(\text{ATTEMPTED CREDITS in the New Program} + \text{TRANSFER CREDITS Accepted}) \text{ minus CHANGE OF MAJOR ADJUSTMENT FACTOR FOR EARNED CREDITS}}
\]

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

The 150% MTF is determined as follows:

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

**Second Degree**

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

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

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

Repeating Courses.

1. Students who must retake a **passed course** may only do so in accordance with the following DCEH Retaking Coursework Policy guidelines.

   o Retake coursework: If otherwise eligible, students may retake coursework for one of the following reasons:
     - **Failed the course:** Students who have failed the course and earned no credit hours.
     - **Withdrawn course:** Students who withdraw from a course will receive either a Withdrawal without penalty (W), Withdrawal with penalty (WF), or Unearned F (UF), Failing grade (F). Please refer the grading section of the Satisfactory Academic Progress policy for information when a W, WF, UF, F grade will be granted.
     - **Stale course:** By State or Accreditation requirements a student must pass a course within a specific window of time. For example, the course must be passed within the last 5 years and the course was taken 7 years ago so it must be repeated.
     - **Meet Progress or Professional Requirements:** Students who have successfully completed the course and earned credit hours but are required to improve their grade point average (G.P.A.). For standard term-based programs, DCEH's policy, as required by Department of Education regulation, will allow financial aid to cover a single repetition of a previously successfully passed course if the course is required as part of an academic plan to appeal a Satisfactory Academic Progress (SAP) termination or to help students who need a specific grade or G.P.A. to practice upon graduation or progress in the program, per the academic catalog or course requirements published and provided to students. For example, the student passed the course but the grade received is not sufficient for progression. The student receives a C but, in order to graduate, a B or better is required.

RETAKING COURSEWORK POLICY

Note: Requirements below refer to enrollment for Title IV eligibility purposes. NSLDS Enrollment Reporting/Clearinghouse enrollment status is based on all enrolled courses regardless if it is funded by Title IV aid and/or VA benefits. VA recipients will need to follow the VA requirements. VA will only cover repeated courses if the student failed or does not meet the minimum grade requirement as established by the institution.

Standard Term-based Programs

Students enrolled in standard term-based programs will receive Title IV funds for unlimited retakes of failed courses and withdrawn courses with no credits earned as long as the student is meeting the satisfactory academic progress (SAP) standards. Although there is no limit on how many times students can repeat failed or withdrawn courses for FSA purposes, some DCEH’s Educational Systems have
limitations on how many times students can retake failed courses before they are dismissed from the institution. Please refer to the school's SAP Policy.

For standard term-based programs, DCEH's policy will allow financial aid to cover a single repetition of a previously successfully passed course subject to certain conditions. Students who earned credit(s) may receive Title IV funds and count the course in enrollment status for one retake of any previously passed course only if they meet one of the following conditions:

Specific State or Accreditation regulations require a student to retake a course which was previously successfully passed, as defined under State Course.

Required as part of an academic plan if a student has successfully appealed a Satisfactory Academic Progress (SAP) termination, as defined under Progress or Professional Requirements. For students who need a specific grade or G.P.A. to practice upon graduation or progress in a program, as defined under Progress or Professional Requirements.

The student must have completed the course for it to be considered a repetition under this policy. Because only one repetition of a previously passed course may be included in the student's enrollment status for purposes of Title IV aid, if the student failed the repeated course, the student is not eligible for an additional retake because the student is considered to have completed the course.

Non-term Based Programs
Student's coursework is divided into payment periods based on the credit hours and weeks of instructional time in the program or the academic year, whichever is less. A student must successfully complete the credit hours and instructional weeks in a payment period, or withdrawal, in order to advance to the next payment period and academic year. Students who fail or withdraw from a course will not earn credits for the payment period and academic year. Students who successfully completed a course (earned credits) and wish to repeat the course to earn a better grade or G.P.A., the course attempted and earned credits will not be included in the payment period and academic year credits requirement. Students may only use FSA funds to cover such repeated courses to the extent excess funds are available in the academic year.

Make-Up Work Policy
Students who fail to meet assigned deadlines or miss scheduled examinations due to emergencies must document the situation and present documentation to their Academic Department Director. The Academic Department Director will inform the student as to departmental make-up procedures. In some cases, while students are making up deficient grades/codes, it is in their interest to repeat below average grades in order to improve their CGPA. When scheduling permits, all make-up classes should be taken during the student’s subsequent quarter of study. Make-up classes must be completed before the student enters his/her final quarter of study.

Notice to Parent(s) or Guardian(s)
If parent(s) or guardian(s) of a student wish to be advised that the student is being placed on academic probation or termination, there must be a written waiver/release present in the student’s file.

Class Size
The Art Institute of Philadelphia’s average class size is 20 students, with class sizes ranging from fewer than 10 students for project or portfolio classes to a maximum of 24 for lab-type classes and a maximum of 45 for lecture-type classes.
Class Schedule
All courses will be scheduled either during the day session or during the evening, Monday through Saturday. Culinary classes may also be offered on Sunday. Students may be required to combine day and evening sessions in order to complete their course of study. The average length of instruction is 20 hours per week for a student taking a full load (15 credits) except for Culinary programs. Culinary students will attend an average of 30 hours per week (six hours per day). A student must take a minimum of 12 credits a quarter in order to be considered a full-time student. The Art Institute of Philadelphia reserves the right to modify the college calendar, curriculum, and class schedules as it deems necessary. When class size and curriculum permit, classes may be combined to contribute to the level of interaction among students. Therefore, certain class schedules may vary.

Attendance Policy
COURSE ATTENDANCE (GROUND)

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

Students will not be penalized for pregnancy or related conditions, including recovery from childbirth. Students who are absent due to pregnancy or related conditions may receive an exception to the attendance policy and/or be permitted to make up missed work for as long as the student’s absence is medically necessary. To avoid being administratively withdrawn, students must contact their academic advisor or registrar about the need for a pregnancy-related exception. As with other students seeking exceptions for medical-related reasons, students seeking a pregnancy-related exception to the attendance policy must provide a doctor’s note indicating that the absences were medically necessary. Failure to provide evidence of medical necessity for any absence may result in the student being administratively withdrawn from school, and the student may not be allowed to make up any missed assignments. Please note that a pregnancy exception to the attendance policy is only applicable to the current course and cannot be carried over into any subsequent courses.

A student who is absent for three cumulative weeks (three classes for those that meet once a week or six classes for those that meet twice a week) in an 11-week term * will be withdrawn from the course and will receive a Withdrawal (W) grade during weeks 1 through 9 of an 11 week term and a Withdrawal/Fail (W/F) grade after week 9 of an 11 week term for that course (after week 4 of a 5.5 week Mid quarter ground term**) unless the student submits an appeal to remain in class that is accepted by the instructor and department director/dean. A student is allowed only one appeal per class. In other words, if a student submits an appeal and it is approved, the next absence will initiate a non-appealable withdrawal from the course. The Attendance Appeal Request Form may be found in the registrar office.
Appeal Process – Withdrawn from Course (Ground)
Students who are administratively withdrawn from a single course for violating the attendance policy may submit a one-time appeal per course per term to the Dean of Academic Affairs for reinstatement into their course(s) in the active term. Students who appeal must do so in writing prior to the next class meeting for each course being requested for reinstatement. The instructor must determine that the student still has the potential of successfully completing the course(s) to earn a successful appeal. A copy of this appeal must be put into the student’s file.

Consecutive days absence grading policy (ground)
Students who are not marked present in any of their scheduled classes for fourteen (14) consecutive calendar days before the end of the ninth week of the 11 week term (week 4 of a 5.5 week Mid quarter ground term), will be withdrawn from the Institute and will receive W’s (withdrawals, with no grade penalty), or if the withdrawal occurs after the end of the ninth week of an 11 week term (after week 4 of a 5.5 week Mid quarter ground term) students will be withdrawn from the Institute and will receive WF’s (Failures due to late withdrawal). Calendar days include days that the student does not have any scheduled class. All calendar days that the school is not in session (e.g., school closings and holidays) do not count in the fourteen (14) calendar days as well during the active term. Students who have been withdrawn due to violation of the consecutive absence policy, but are still in good academic standing, if otherwise eligible, will be able to return the following term through the normal readmissions process. Students who have been withdrawn and the withdrawal results in a violation of the satisfactory academic progress policy (SAPP) must follow the procedure for appealing the academic dismissal.

Appeal Process – Consecutive Days Absent (Ground)
Students who are administratively withdrawn from school for violating the consecutive days absence attendance policy may submit an appeal to the Dean of Academic Affairs for reinstatement into their course(s) in the active term based on mitigating circumstances. Students, who appeal, must do so in writing and must include documentation of mitigating circumstances.

Mitigating circumstances may include one of the following reasons: on the day of the recorded absence. The following is a comprehensive list of events that may indicate a mitigating circumstance:

Death of an immediate family member

1. Student illness requiring hospitalization (this includes mental health issues)
2. Illness of an immediate family member where the student is the primary caretaker
3. Illness of an immediate family member where the family member is the primary financial support
4. Abusive relationships
5. Divorce proceedings
6. Previously undocumented disability
7. Natural disaster
8. Family emergency
9. Financial hardship such as foreclosure or eviction
10. Documentation from a Professional Counselor
11. A doctor documented illness of the student for a significant period of time
12. Military deployment
13. Military Permanent Change of Station (PCS)
14. Special Circumstances
New students at on-ground campuses who attend the first week of a course and fail to attend the second week of classes will be cancelled for the term start.

Continuing students at on-ground campuses who do not attend any of their classes through close of business Wednesday of the second week of classes may be withdrawn from the Institute. They must contact the campus registrar to indicate their intent to return. Additionally, the cumulative week policy (above) will still apply to any classes not attended in week 1 and beyond.

Students who receive Veteran Affairs (VA) educational benefits must understand VA benefits, including tuition and fees, the monthly housing allowance, book stipend, and Yellow Ribbon benefits are based in whole or in part on the number of credit hours certified. The school is required to monitor and report enrollment status to the VA. Accordingly, any violation of the school attendance policy will result in the adjustment or termination of VA benefits. Adjustments in enrollment will likely affect payment of VA benefits, and reductions in enrollment may result in a debt to the VA for any education benefits already received. The school will report enrollment as follows:

- VA Students who officially withdraw, the actual last date of attendance (LDA) must be determined and reported.
- VA students who are administratively withdrawn or stops attending without officially withdrawing, the actual last date of attendance (LDA) must be determined and reported.
- VA students who complete the term with all non-punitive “F” and/or non-punitive grades, the school will determine and report the actual last date of attendance for each course.

*Reports will be available in SIS for this information; please see Course Attendance Process.*

**Students in Mid quarter ground courses that meet for 5.5 weeks who miss two cumulative weeks will be withdrawn from the course and will receive a Withdrawal (W) grade before week 4 or Withdrawal/Fail (W/F) grade after week 4.

**There may be additional conditions placed on veterans for pursuing their education. VA students should see their VA Student Certification Officer (VASCO).**

**Attendance Verification**
Students may verify their attendance at any time during the term by speaking with their instructor. In addition, they may go to the campus academic advisors. Students who need information regarding their attendance will need to request it in person. Any discrepancies should be discussed with the individual instructors.

**Qualifying Military Service, Disasters, National Emergencies**
To assist individuals who are performing qualifying military service and individuals who are affected by disaster, war or other military operation or national emergency, an attendance exception may be granted. A student is declared as military deployed upon receipt of official activation orders documentation by the school. Similarly, appropriate documentation for students residing in an area declared as a disaster area must be submitted to the school. The school’s registrar office will record the student’s actual last date of attendance and then provide an attendance exception. If the documentation shows that the student knew
she/he was going to be deployed prior to the term or course start date and still decided to start, the school will not provide this military attendance exception. For these reasons, it is required that the school personnel request deployment paperwork/orders to verify deployment status or to document evidence of a disaster area declaration prior to applying the attendance exception. The school must record the student’s actual last date of attendance regardless of the exception granted.

**Online Attendance Policy And Substantive Participation Criteria (Plus & Aipod)**

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

1. For attendance purposes, an academically-related posting can include, but may not be limited to, posting a drop box submission, posting to a threaded discussion forum, and taking a test/quiz. If a third-party system such as MyLabs is required, usage of that system may also count for student attendance if also recorded within an approved learning management system. For attendance purposes, simply logging into an online class does not count toward attendance. It does not include orientation, reading the courses or programs syllabus or activity prior to the start date of the course.

2. Examples of acceptable evidence of academic attendance and attendance at an academically-related activity in a distance education program include:
   a. Student submission of an academic assignment
   b. Student submission of an exam
   c. Documented student participation in an interactive tutorial or computer assisted instruction.
   d. A posting by the student showing the students participation in an online study group that is assigned by the institution.
   e. Posting by the student in a discussion forum showing the students participation in an online discussion about academic matters, and
   f. An email from the student or other documentation showing that the student initiated contact with a faculty member to ask a faculty member about the subject studied in the course.

Online students are required to meet the first week’s attendance in order to be confirmed as an active student. Failure to do this could negatively impact a student’s financial aid.

During the last half week of a 5.5 week class, students taking online classes must submit at least one academically-related posting in the classroom on at least one day. For online classes that end on a Wednesday, the half week is defined as beginning on Monday at 12:00 a.m. Mountain Standard Time (MST) to 11:59 p.m. MST the following Wednesday. For online classes that end on a Saturday, the half
week is defined as beginning on Thursday at 12:00 a.m. Mountain Standard Time (MST) to 11:59 p.m. MST the following Saturday.

Students who fail to meet the attendance requirements for a week will be given an absence for that attendance week. AiPOD students who fail to meet the attendance requirements for two consecutive attendance weeks (cumulative for PLUS students) during a course will be administratively withdrawn from the course. If the student is administratively withdrawn from all current courses, the student will be withdrawn from the institution.

If the student is administratively withdrawn due to attendance on or before the last day of week 4 in a 5.5 week course (week 9 in an 11 week course), the student will receive a W grade for the course. If the student is administratively withdrawn due to attendance after the last day of week 4 in a 5.5 week course (week 9 in an 11 week course), the student will receive a grade of WF for the course. The last date of attendance will be the last day where the student met the attendance requirements.

In the specific case where a student has a current course grade of F but did not complete the final assignment of the course and failed the course, the final course grade of F will be considered an unearned F as it pertains to Title IV financial aid purposes.

**Late Start Policy**
The Art Institute does not allow new students to start late. A late start is defined as someone who would enter on or after the first day of the scheduled start, including the drop/add or schedule adjustment period.

In order to start at the next scheduled start, a student must be:

1. Completed and submitted an application by 5 p.m. one week before the start day (Monday – Main Start, Friday – Mid-Session Start)
2. Accepted, as defined in the ADCOM policy, planned at a 4 or 5 financial status, registered, by the Wednesday preceding the start date. (Main Start) and Monday for a mid-session start.
3. Must meet attendance and confirmation policies for the first week of class.

All placement tests must also be completed if the student is to be entered into a class that requires it; for instance, English or online. If a student is transferring credits in lieu of a placement test, transcripts (either official or unofficial) must be in the admission packet in order to place a student into the appropriate classes.

**Orientation**
Every incoming undergraduate student, both new and re-entering, who has not earned 24 prior credits at the post-secondary level must complete the institution’s web-based orientation, consisting of 23 modules, before beginning classes. Students also are strongly encouraged to attend the campus on-ground orientation program, designed to introduce them to their learning community, campus facilities, resources, and personnel provided to support them throughout their educational journey.

Students need only complete the new orientation requirements one time, regardless of whether they defer start dates or withdraw and return. Students transferring from one campus to another, without a break in enrollment, are not required to complete orientation. Students not continuously enrolled, prior to
transferring, will be treated as new students and must complete the new orientation requirements, unless they have 24 earned credits or have already completed orientation requirements at their prior campus.

**Employment Assistance**
The Art Institute of Philadelphia does not guarantee employment or any particular level of compensation following graduation. The Art Institute of Philadelphia does, however, offer assistance in finding entry-level employment to all eligible graduates at no additional charge. Graduates who confine employment considerations to the metropolitan area served by The Art Institute of Philadelphia may limit the particular employment opportunities available to them.

**STUDENT SERVICES AND RESOURCES**

**GENERAL INFORMATION**
The mission of the Student Services Department is to supplement The Art Institute’s educational processes and to support its stated purpose by providing assistance and services to the student body in the areas of advocacy, disability, student development, counseling, international advising, housing, Student Employment and Career Services. The department actively encourages the involvement of students, faculty, and staff in activities that stimulate cultural awareness, creativity, social interaction, and professional development. To fulfill its mission, the Student Services Department has established the following objectives:

1. Provide college-sponsored housing that is convenient and suitable to the students’ needs and conducive to their educational goals.
2. Provide student support services.
3. Provide resources and assist international students with their transition into this country.
4. Provide Student Engagement and networking activities to complement your academic experience
5. Serve as the advising point of contact for military and veteran students.

**Career Services**
As you near the completion of your program of study, you will have the opportunity to meet individually with a career services advisor to review career goals, job-search strategies, interview techniques, and résumé development.

The Student Services Department coordinates the quarterly Portfolio Show and career focused activities. These events bring together prospective employers and soon-to-be graduates. Graduate employment information is available on the College website.

**Alumni Services**
The Student Services Department offers a variety of online services and resources to Art Institute graduates. The self-directed alumni website ([www.alumni.artinstitutes.edu](http://www.alumni.artinstitutes.edu)) is available to graduates and to students in their last quarter.

The website exists to support the creative endeavors of our graduates and to provide a forum for networking with fellow classmates. Art Institutes graduates can connect from anywhere around the world. Alumni can share their challenges and victories, access services to elevate their career, showcase
artwork, and demonstrate their impact in their personal and professional communities. Information about career services, campus events, Art Institute news is also available.

The website is exclusive to Art Institute graduates and there are no costs, fees or dues to access these services. The Art Institutes values our talented alumni community and we strive to build and maintain the alumni relationship through e-communications, virtual events, and campus activities. Alumni are invited to share their personal and professional updates with The Art Institutes community!

For more information, visit www.alumni.artinstitutes.edu or email AiAlumniSupport@aii.edu

**Student Services**

The Art Institute of Philadelphia provides many services to help students complete their educational program and reach their career objectives. The Student Services Office also serves as an advising point of contact for military and veteran students as well as eligible family members. Every student is encouraged to take advantage of all support services. The Student Services Office is located on the third floor of the 1622 Chestnut Street building.

**Counseling Services**

Counseling services for The Art Institute of Philadelphia, also known as the Student Assistance Program, are provided through The Wellness Corporation. The Student Assistance Program is a pre-paid benefit that provides caring, respectful and confidential short-term counseling.

Licensed counselors staff the Student Assistance Program and provide services to students seeking help with relationship difficulties, school problems, alcohol or drug use, domestic violence, emotion problems such as depression and anxiety, or any concern that keeps them from being healthy.

Call 1-800-326-6142 to schedule an appointment Monday through Thursday, 8:30 AM to 6:00 PM and Friday, 8:30 AM to 5:00 PM. The Student Assistance Program is also available for emergencies 24 hours a day including weekends and holidays.

**International Student Advising**

Students come from many countries to attend The Art Institute of Philadelphia. The International Student Advisor is the key contact for all international students who hold visas. This office provides a variety of support services and enrichment activities including:

- Assistance and guidance regarding immigration procedures and policies
- Issuing and signing the appropriate immigration documents
- Coordinating English tutoring
- Organizing events and activities to assist international students in meeting other students and transitioning into the City of Philadelphia

**Residence Life**

The Art Institute of Philadelphia offers students convenient, affordable college-sponsored housing. In addition to being competitively priced, college-sponsored housing offers students numerous other advantages:
• Costs may be included in financial plan
• Opportunity to meet other Art Institute of Philadelphia students
• Educational and social programming opportunities
• Professional and student staffing
• Convenient location close to Art Institute of Philadelphia classrooms

The Art Institute of Philadelphia’s Residence Life program offers students the opportunity to be in community with other artists and to enjoy a living-learning environment. For more information call us at 215-545-2621 or 1-800-573-9441.

The Student Services Office also provides information on transportation, student clubs, the Student Government Association, college crime statistics, student photo IDs, student health, and personal property insurance.

**Student Portal at MyAiCampus.com**
At The Art Institute of Philadelphia, every student is provided with space for a personal website on The Art Institute of Philadelphia’s student web server located at [http://MyAiCampus.com](http://MyAiCampus.com). With a username and password, students can check their grades and find other important academic information. Online Registration is now available for students currently enrolled in classes.

**Web Publishing Tools/Website Space**
Every student and faculty member is allotted 100MB of space on The Art Institute of Philadelphia’s student web server for use in creating personal websites. Students and faculty members are able to design and publish their own websites without banner advertisements or other requirements commonly imposed by other free web publishing sites. Students and faculty members who have published personal websites on The Art Institute of Philadelphia’s student web server will have links to their sites listed in the MyAiCampus.com student and faculty directories.

**Student Email**
MyAiCampus.com provides students with an email inbox that can be universally accessed from any computer that is connected to the Internet. Students with existing email accounts can ask to have mail forwarded from their MyAiCampus.com email account to those other accounts by changing the email preferences in their MyAiCampus.com email inbox.

**Grades/Transcripts**
Grades and transcripts are available to students who access MyAiCampus.com immediately after being posted by The Art Institute of Philadelphia. There is a $10 fee for each official transcript provided.

Beginning May 2, 2018, The Art Institute of Philadelphia will begin charging a $7 fee for all transcript requests.

**Administrative Holds**
With their username and password to MyAiCampus.com, students can view any administrative holds placed on their accounts.
Directory
The MyAiCampus.com Directory displays the name, program of study, and website address of all current students and faculty members of The Art Institute of Philadelphia.

Online Registration
Registration for courses for the upcoming quarter takes place midway through a given quarter using The Art Institute of Philadelphia’s online registration process. Courses are available on a first-come, first-served basis, so it is important that each student register during the designated registration period. Students must register and complete all outstanding paperwork with the business offices by the end of registration.

Make A Payment Online
An online payment feature is available on MyAiCampus.com. After entering their username and password, students can follow the instructions for making a credit card payment towards their bill using the college’s secure server.

NOTICE CONCERNING ACCESS TO MYAICAMPUS.COM UPON GRADUATION OR WITHDRAWAL FROM THE ART INSTITUTE OF PHILADELPHIA
Please note that MyAiCampus.com accounts (including email and web space) to access the student portal are intended for use by students pursuing their education at The Art Institute of Philadelphia. Students who graduate or withdraw from the college will need to make arrangements to transfer important emails or files stored on the web space to a location where they will have continued access.

MyAiCampus.com accounts (including emails and web space files) for students who withdraw from The Art Institute of Philadelphia are subject to deletion at any time after 90 days from the student’s last date of attendance. Students who graduate from The Art Institute of Philadelphia have access to their MyAiCampus.com accounts for 180 days after graduation, after which the accounts and all files are subject to deletion at any time.

Student Conduct Policy
Section I – Guiding Principles
The College recognizes its students as responsible and dedicated men and women who are preparing for career employment. An integral part of their career and professional development is the expectation that they conduct themselves during the education process in the same manner as will be expected in all employment situations. As members of the College community, students have responsibilities and duties commensurate with their rights and privileges. In this policy, the College provides guidance to students regarding those standards of student conduct and behavior that it considers essential to its educational mission. This policy also provides guidance regarding the types of conduct that infringe upon the fulfillment of the Institute’s mission.
Section II - Scope

This Student Conduct Policy applies to all students and student organizations at the College.

Section III - Reach

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

Section IV - Responsibilities of Dual Membership

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

Section V - Disciplinary Offenses

The offenses listed below are given as examples only. The College may sanction other conduct not specifically included on this list.

Scholastic Dishonesty

- Plagiarism
- Cheating on assignments or examinations
- Engaging in unauthorized collaboration on academic work
- Taking, acquiring or using test materials without faculty permission
- Submitting false or incomplete records of academic achievement
- Altering, forging or misusing a college academic record
- Fabricating or falsifying data, research procedures, or data analysis
- Deceiving the College and/or its officials
Misuse or abuse of school assigned email address and log-in information Sharing your username or password for any school assigned system with any student or non-student individual

- Logging-in to a school assigned system with the intention to display classroom environment to other student or non-student individuals
- Allowing an individual access to post information in the online environment on your behalf or with the intention of impersonation.
  - Note: On ground students cannot share or give access to other students or non-student individuals to access the student portal (unless designated for training purposes at the direction of a campus official)

Illegal or Unauthorized Possession or Use of Weapons

- Possession or use of firearms, explosives, fireworks, ammunition, dangerous chemicals, or other weapons, likenesses of weapons, on college property, Campus Sponsored Housing or at college sponsored functions, except where possession is required by law.

Sexual Assault or Nonconsensual Contact

- Any form of unwanted sexual attention or unwanted sexual contact. (See the Sexual Misconduct and Relationship Violence Policy for more detail. For all cases covered by the Sexual Misconduct and Relationship Violence Policy, the investigation and disciplinary procedures outlined in that policy shall govern.)

Threatening, Violent or Aggressive Conduct

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

Theft, Property Damage and Vandalism

- Theft, attempted theft, vandalism/damage, or defacing of college property, college controlled property or the property of another student, faculty, staff member or guest.
- Extortion.
• Setting fires, tampering with fire safety and/or fire fighting equipment.

Disruptive or Disorderly Conduct

• Disruptive Behavior, such as, Interference with the normal operations of the College (i.e., disruption of teaching and administrative functions, disciplinary procedures, pedestrian or vehicular traffic or other college activities)

Disruptive Classroom Conduct, such as:

• Engaging in behavior that substantially or repeatedly interrupts either the instructor’s ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities, or

• Written or verbal acts or uses of technology, which have the effect of disrupting the online classroom learning environment.

• Use of cell phones and pagers during scheduled classroom times.

Disorderly Conduct, such as:

• Disorderly, lewd, indecent, or obscene conduct.

• This would include but is not limited to any type of clothing, gang colors, gang symbols or materials worn or brought onto the premises by any student or guest deemed to be lewd, indecent or obscene as determined by college officials;

• Breach of peace on college property or at any college-sponsored or supervised program; or

• Any in-school, online classroom, or off-campus act considered inappropriate or as an example of misconduct that adversely affects the interests of the College and/or its reputation.

Illegal or Unauthorized Possession or Use of Drugs or Alcohol

• Use, sale, possession or distribution of illegal or controlled substances, drug or drug paraphernalia on college property or at any function sponsored or supervised by the College.

• Being under the influence of illegal or controlled substances on college property, or at any college function.

• Use, sale, possession or distribution of alcoholic beverages on college property or at any function sponsored or supervised by the College.
• Being under the influence of alcohol on college property or at any college function is also prohibited.

Verbal Assault, Defamation and Harassment, Verbal Abuse of a Student or College Employee.

• Harassment by any means of any individual, including coercion and personal abuse. Harassment includes but is not limited to, written or verbal acts or uses of technology, which have the effect of harassing or intimidating a person.

• Harassment based on sex, race, color, national origin, religion, sexual orientation, age, disability or any other criteria protected by state, federal or local law.

Hazing

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

Falsification

• Willfully providing college officials with false, misleading or incomplete information.

• Forgery, falsification, alteration or misuse of college documents, records or identification with the intent to injure, defraud, or misinform.

Abuse of the College’s Disciplinary System, including but not limited to:

• Failure to obey the summons of a disciplinary body or college official.

• Falsification, distortion, or misrepresentation of information before a disciplinary body or college official.

• Disruption or interference with the orderly conduct of a disciplinary proceeding.

• Attempting to influence the impartiality of a member of a disciplinary body prior to and/or during the course of the disciplinary proceeding.

• Verbal or physical harassment and/or intimidation of a member of a disciplinary body prior to, during, and/ or after the disciplinary proceeding.

• Failure to comply with the sanction(s) imposed under the student conduct policy.
• Influencing or attempting to influence another person to commit an abuse of the disciplinary system.

Unauthorized Use or Misuse of College Facilities

• Unauthorized entry into, unauthorized use of, or misuse of college property, including computers and data and voice communication networks.

Violation of Federal or State Laws

• Violation of federal, state or local laws and college rules and regulations on college property or at college-sanctioned or college-sponsored functions. In addition, students must disclose any criminal conviction received while a student to the Director of Student Services within 5 days of the conviction.

Insubordination

• Persistent or gross acts of willful disobedience or defiance toward college personnel.

• Failure to comply with direction of college officials, faculty, staff or security officers who are acting in the performance of their duties.

• Failure to exit during fire drill.

• Failure to identify oneself when on college property or at a college-sponsored or supervised functions, upon request of college official acting in the performance of his/her duties.

Violations of College Rules

• Violations by guest of a student on college property. Students are responsible for the actions of their guests.

• Violation of school safety regulations, including but not limited to setting fires, tampering with fire safety and/or firefighting equipment, failure to exit during fire drill, turning in false fire alarms and bomb threats.

• Smoking in classrooms or other college buildings or areas unless designated as a smoking area.

• Any violation of the student housing license agreement, rules and regulations and/or the College-sponsored housing student handbook.

• Any violation of the institution’s policies on the responsible use of technology including but not limited to:
  • The theft or abuse of computer, email, Internet or Intranet resources
• Unauthorized entry into a file, to use, read, or change the contents, or for any other purpose

• Unauthorized transfer of a file

• Unauthorized downloading of copyrighted materials in violation of law

• Unauthorized use of another individual’s identification and/or password

• Use of computing facilities to interfere with the work of another student, faculty member, or school official

• Use of computing facilities to send obscene or abusive messages

• Use of computing facilities to interfere with normal operation of the school’s computing system

• Failure to satisfy school financial obligations.

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

Section VI - Sanctions

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

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

1. Warning: A notice in writing that a student has failed to meet some aspect of the school’s standards and expectations.

2. Probation: Probation is used for repeated violations or a specific violation of a serious nature as a first course of action. The Chief Conduct Officer or his/her delegate defines the terms of probation.

3. Discretionary Sanctions: The student will be required to complete an educational service, attend counseling, or have restricted privileges.

4. Removal from Sponsored housing: The student will be immediately dismissed from Campus Sponsored Housing. The student will be required to vacate the premises according to the terms of the sanction.
5. Suspension: Separation of the student from the campus for a pre-determined period of time. The
student may be able to return to campus once specified conditions for readmission are met. The student
may not attend classes, visit campus-sponsored housing, use school facilities, participate in or attend
college activities, or be employed by the school during his/her suspension.

6. Expulsion: The student will be expelled from the College immediately. The student will not be
permitted to continue his or her studies at the College and may not return to the College or to Campus
Sponsored Housing or activities at any time or for any reason.

7. Restitution: Compensation for loss or damage to property leased, owned or controlled by the school.
This may take the form of monetary or material replacement.

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

Section VII – Disciplinary Procedures

Complaint

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

1. The complaint shall be prepared in writing or in an incident report and directed to the Chief Conduct
Officer or his/her delegate.

2. The written complaint or incident report should include the nature of the offense, date, approximate
time and location of incident. The name of the victim, offender and any witness/s may be included.

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

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

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

Search of Student’s Property

Students have no expectation of privacy in their personal property while on campus. The College
reserves the right to search the contents of students’ personal property or belongings at any time and
for any reason, including when there is reasonable suspicion on the part of the Institute staff that a risk
to the health, safety or welfare of students, and/or the school community exists and including searches pursuant to an investigation of potential wrong doing. This includes but is not limited to vehicles brought onto property leased, owned or controlled by the school, backpacks, portfolios and clothing. This policy also applies to student property in Campus Sponsored Housing, student e-mail and/or computers.

Notification and Determination of Violations that Warrant Disciplinary Meeting

1. The Chief Conduct Officer or a delegate may choose to conduct a disciplinary meeting. Potential attendees include a student or students, the Chief Conduct Officer or his/her delegate and others who may have relevant information. The Student should receive advance notice of the allegations and the reason for the meeting.

2. After the meeting the Chief Conduct Officer or his/her delegate will determine whether it is more likely than not that a violation occurred, may render and communicate the decision to the student in writing, which shall describe the violation and the sanctions imposed, if any, and the student's right to appeal. If the Chief Conduct Officer determines that there was no violation, that decision may be documented in writing to the student as well.

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

Notification and Determination of Violations that Warrant Disciplinary Hearing or Panel

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

1. The Hearing Officer may immediately (before a hearing takes place) remove the student from the campus community pursuant to an Interim Suspension until the Disciplinary Panel is convened. (see interim suspension)

2. The Student should receive advance notice of the allegations and the reason for the meeting. A student may forgo attendance at the hearing and a determination of the sanction will be made by the Disciplinary Panel.

3. Hearings normally shall be conducted in private. The Disciplinary Hearing is an academic hearing, not a legal hearing. Therefore, legal counsel is not allowed at the hearing.

4. The student may be accompanied by one person (family member, friend, etc.) to provide support. The committee may prohibit from attending or remove any person who disrupts the proceedings of the committee.
5. In Hearings involving more than one student, the Hearing Officer, in his or her discretion, may permit the hearing concerning each student to be conducted separately.

6. The Disciplinary Panel may hear from any person who may have relevant information and the Panel may review any documents presented to them. a) Pertinent records, documents and written statements may be considered by the Hearing Officer at his/her discretion. b) The Disciplinary Panel may ask questions and may seek information not provided to it.

7. The Disciplinary Panel may determine whether it is more likely than not that a violation occurred. The Panel should communicate to the Hearing Officer its decision and its recommended sanction, if any.

8. After the Hearing, the Hearing Officer will issue a written decision to the accused student which identifies the accusations and the panel’s conclusions, any sanctions, and the student’s right of appeal.

9. In general, the accused should have access to the documentation reviewed by the panel, however identifying names and information may be removed from the documentation when necessary to protect other student’s privacy rights.

Disciplinary Panel

A Disciplinary Panel may consist of members of the College Executive Committee, Campus Staff, Faculty or Student Body. When students are permitted on the Panel, the accused student should sign a form granting permission to release his/her educational records to a student serving on the Panel. Failure to sign the permission constitutes an agreement to have no student on the Panel.

Administrative Interim Suspension

Students may be administratively suspended on an Interim basis when:

1. Serious allegations are being investigated;

2. Serious allegations are pending before a disciplinary panel;

3. In advance of a disciplinary panel hearing; or

4. When a student potentially poses a threat of harm to himself, to others, or to property of the Institute or a member of the Institute community.

During the Interim Suspension, students are denied access to Campus Sponsored Housing and/or to the school (including classes, labs, Library) and/or all other school activities or privileges for which the student might otherwise be eligible, as the Chief Conduct Officer or his/her designee may determine to be appropriate.
This Interim Suspension period should last no longer than three business days, and the Chief Conduct Officer or his/her delegate may make reasonable provisions to provide for accommodations of a student in Campus Sponsored Housing.

The Interim Suspension is not to be considered disciplinary, but it is a tool to separate potential adversaries until a reasoned decision can be made.

Section VIII – Appeal Procedures

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

- During an appeal, the student should continue to obey the terms of the decision, i.e., a student who has been suspended from school may not be on school property, a student dismissed from Campus Sponsored Housing must leave in accordance with the directions indicated in the decision.

- The student must write a letter of appeal in the student’s own words, addressed to the President of the College or his/her delegate. This letter must clearly state the extenuating circumstances or the grounds for believing the decision was arbitrary or biased or that it was without adherence to the College’s policies and procedures, and provide any supporting documentation. It must be delivered to the President or his/her delegate within seven calendar days following the student’s receipt of the decision.

- Students should provide documentation to support the allegations of the appeal.

- The President or his/her delegate may appoint an ad hoc committee to review appeals and make a recommendation regarding disposition of the appeal within 30 days of the date of receipt of the appeal. This committee will be comprised of faculty or staff members not involved in making the initial disciplinary decision.

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

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

- The Appeal Committee is an academic hearing, not a legal hearing. Therefore, legal counsel is not allowed at the meeting.
• Audio recording of the academic hearing is not permitted. Minutes of the meeting are confidential.

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

**Intellectual Property Policy**

1. **Purpose or Scope**

The unauthorized distribution of copyrighted material, including unauthorized peer-to-peer file sharing, may subject students and individuals to civil and criminal liabilities. Almost all of the music, movies, television shows, software, games and images found on the Internet are protected by federal copyright law. The owner of the copyright in these works has the right to control their distribution, modification, reproduction, public display and public performance. It is therefore generally illegal to use file sharing networks to download and share copyrighted works without the copyright owner’s permission unless “fair use” or another exemption under copyright law applies.

Fair use under the federal Copyright Act allows the use without permission of copyrighted material for the purpose of criticism, comment, news reporting or teaching under certain limited circumstances. There is no blanket exception from liability for students or employees of educational university, however, and whether the use of copyrighted material without permission falls with “fair use” or one of the other exceptions in the Act depends on a very detailed, case-by-case analysis of various factors. Students should be aware that sharing music, videos, software and other copyrighted materials is very likely not to be considered a “fair use” and therefore may be a violation of the law. A violation of The Art Institute of Philadelphia’s policy for use of its information technology system can result in termination of network access for the student and/or other disciplinary action including removal of the student from The Art Institute of Philadelphia.

**Summary of Civil and Criminal Penalties for Violation of Federal Copyright Laws**

Copyright infringement is the act of exercising, without permission or legal authority, one or more of the exclusive rights granted to the copyright owner under section 106 of the Copyright Act (Title 17 of the United States Code). These rights include the right to reproduce or distribute a copyrighted work. In the file-sharing context, downloading or uploading substantial parts of a copyrighted work without authority constitutes an infringement. Penalties for copyright infringement include civil and criminal penalties. In general, anyone found liable for civil copyright infringement may be ordered to pay either actual damages or “statutory” damages affixed at not less than $750 and not more than $30,000 per work infringed. For “willful” infringement, a court may award up to $150,000 per work infringed. A court can, in its discretion, also assess costs and attorneys’ fees. For details, see Title 17, United States Code,
Sections 504, 505. Willful copyright infringement can also result in criminal penalties, including imprisonment of up to five years and fines of up to $250,000 per offense. For more information, please see the website of the U.S. Copyright Office at www.copyright.gov.

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

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

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

II. Definitions (if applicable)

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

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

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

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

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

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

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

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

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

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

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

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

L. Work Made for Hire - A “Work Made for Hire” is defined as a Work (as defined in paragraph K) prepared by an employee within the scope of his or her employment. Consistent with the Copyright Act of 1976, as amended, a Work Made for Hire under this Policy also includes a work specially ordered or commissioned for use as a contribution to a collective work, as a part of a motion picture or other audiovisual work, as a translation, as a supplementary work, as a compilation, as an instructional text, as a test, as answer material for a test, or as an atlas, if the parties expressly agree in a written instrument signed by them that the work shall be considered a work made for hire. Examples of works made for hire include software programs created within the scope of an employee’s duties by a staff programmer, a newspaper article written by a staff journalist for the newspaper that employs him/her, and a musical arrangement or ditty written for a music company by a salaried arranger on its staff.

III. Policy Provisions

A. Faculty, Staff and Student Works
      Subject to the exceptions noted in this Policy, as a general rule, The Art Institute of Philadelphia does not claim ownership of Intellectual Property developed through Independent Academic Effort or Creative Activity and that is intended to disseminate the results of academic research and scholarship, and/or to exhibit forms of artistic expression on the part of faculty, staff, and Students.

   2. Exceptions to the General Rule. Exceptions to the general rule set forth in III.A.1 above include Intellectual Property developed by faculty, staff, Students and Institutional Employees under any of the following circumstances:
      a) The Intellectual Property is developed as a Sponsored Work.
      b) The Intellectual Property is developed as a Commissioned Work.
      c) The Intellectual Property is developed using Substantial Institutional Resources.
      d) The Intellectual Property is developed by the creator within the scope of his or her employment with The Art Institute of Philadelphia and constitutes a Work Made for Hire.
      e) The Intellectual Property is developed by a creator who is assigned, directed or funded by The Art Institute of Philadelphia to create the Intellectual Property.
      f) The Intellectual Property is developed under a grant, program or agreement which provides The Art Institute of Philadelphia with ownership rights, in whole or in part, to the Intellectual Property.
Under the circumstances described in Section III.A.2(a) through (f) above, the Intellectual Property shall be owned by The Art Institute of Philadelphia (or by The Art Institute of Philadelphia and any other party as specified in any written grant, program or agreement).

The creator of any Intellectual Property that is or might be owned by The Art Institute of Philadelphia under this Policy is required to make reasonable prompt written disclosure of the Work to an officer designated by The Art Institute of Philadelphia’s President, and to execute any document deemed necessary by The Art Institute of Philadelphia to perfect legal rights in The Art Institute of Philadelphia and enable The Art Institute of Philadelphia to file applications for registration when desired.

3. Ownership Rights in Specific Types of Works.

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

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

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

c) If any Intellectual Property to be owned by The Art Institute of Philadelphia under Section III.A.2 (a) through (f) above is developed jointly with a non-Institution party, the parties respective ownership and usage rights in the resulting Intellectual Property shall be set forth in a written agreement.

d) Where Intellectual Property is to be developed using Substantial Institutional Resources, authorized representatives of The Art Institute of Philadelphia will develop a written agreement with the user of those resources, which must be executed by the parties prior to use of the resources, to identify the nature and terms of the use, including possible reimbursements or other systems of compensation back to The Art Institute of Philadelphia.

e) Unless a Work is developed under the circumstances set forth in Section III.A.2 (a) through (f), or a written agreement provides otherwise, all Intellectual Property created by faculty during sabbatical are owned by the faculty.

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

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

h) Students hired to carry out specific tasks that contribute to Intellectual Property of The Art Institute of Philadelphia retain no rights of ownership in whole or in part to that Intellectual Property or to the Student’s contribution to that work.

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

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

B. Independent Contractor Works.

As a general rule, The Art Institute of Philadelphia will own Intellectual Property created by an independent contractor if a written agreement signed by the parties so provides, or The Art Institute of Philadelphia has specially ordered or commissioned the work and such work is designated as a Work Made for Hire in a signed written agreement between the parties. If The Art Institute of Philadelphia does not own the Intellectual Property created by an independent contractor, it shall have a right or license to use any Work produced by the independent contractor in the course of performance of the contract, in accordance with the parties’ agreement.

IV. Institution’s Usage Rights

To the extent that faculty, staff or Institutional Employees retain ownership of Work and Intellectual Property according to this Policy, The Art Institute of Philadelphia shall have a permanent, non-exclusive, worldwide, royalty free right and license to make educational use of such Work and Intellectual Property, including the right to use, reproduce, distribute, display, perform and modify (i.e. create derivative works) such Work and Intellectual Property in all forms and media now known or hereafter existing in connection with its curriculum, courses of instruction and educational programs, and any related accreditation or promotion of The Art Institute of Philadelphia. Where practicable, The Art Institute of Philadelphia will use best efforts to cite the creator of the Work if The Art Institute of Philadelphia exercises such usage rights.

V. Institution’s Marks

Intellectual Property comprised of or associated with The Art Institute of Philadelphia’s Trademarks and Service Marks, including but not limited to its name, logos, slogans, insignia, and other symbols of identity (collectively the “Marks”) belongs exclusively to The Art Institute
of Philadelphia and/or its affiliates. This Policy is designed to protect the reputation of The Art Institute of Philadelphia and its affiliates, and to prevent the illegal or unapproved use of The Art Institute of Philadelphia’s Marks.

No Institution Mark may be used without the prior, written authorization of the appropriate authorities of The Art Institute of Philadelphia. However, faculty, staff, and Students may identify their status or professional affiliation with The Art Institute of Philadelphia as appropriate, but any use of The Art Institute of Philadelphia’s Marks in this regard must avoid any confusing, misleading or false impression of affiliation with, or sponsorship or endorsement by, The Art Institute of Philadelphia. No products or services may be marked, offered, sold, promoted or distributed with or under The Art Institute of Philadelphia’s Marks without The Art Institute of Philadelphia’s prior written permission and compliance with the licensing policies of The Art Institute of Philadelphia. All requests for use of Institution Marks must be submitted in writing to an officer designated by the President. The designated Institution officer retains information concerning what marks, names, logos, symbols, insignias, and related words, phrases, and images currently comprise The Art Institute of Philadelphia’s Marks.

VI. **Substantial Use of Institution Resources**

Although “Substantial Institutional Resources” is defined (see Section II. Terminology), it is acknowledged that such resources and their use may change over time, with changes in technology, physical infrastructure of The Art Institute of Philadelphia, modes of employment, etc. Therefore, this Policy allows the Academic Policy Advisory Committee to review the definition of “substantial use” from time to time and implement any changes or clarification to the definitions which The Art Institute of Philadelphia deems necessary in order to establish an appropriate standard.

VII. **Review Scheme**

Questions concerning this Intellectual Property Policy should be addressed to the Dean of Academic Affairs.

VIII. **Reservation of Rights**

The Art Institute of Philadelphia reserves the right at any time in its sole discretion to modify and/or make changes to the Policy as advisable or appropriate. The Art Institute of Philadelphia agrees, however, that it will endeavor to notify the entire Institution community through both print and electronic means of its intention to make modifications and/or changes to the Policy at least 30 working days prior to their enactment.

IX. **Effective Date**

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

X. **Governing Law**

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

**No Harassment Policy**

The Art Institute of Philadelphia is committed to providing workplaces and learning environments that are free from harassment on the basis of any protected classification including, but not limited to race, sex, gender, color, religion, sexual orientation, gender identity or expression, age, national origin, disability, medical condition, marital status, veteran status, genetic marker or on any other basis protected by law. Such conduct is unprofessional, unproductive, illegal, and generally considered bad for business. Consequently, all conduct of this nature is expressly prohibited, regardless of whether it violates any law.

(Please note that sexual harassment is more thoroughly addressed in the Sexual Misconduct & Relationship Violence Policy.)

**Sexual Misconduct & Relationship Violence Policy; Procedures for Handling Sexual Misconduct and Relationship Violence Complaints**

The Art Institute of Philadelphia values civility, dignity, diversity, education, honesty, and safety and is firmly committed to maintaining a campus environment free from all forms of sex discrimination, sexual harassment, and sexual assault. Sexual Misconduct and Relationship Violence, defined more specifically below, are inconsistent with these values, violate institutional policy, and will not be tolerated at The Art Institute of Philadelphia and are expressly prohibited. Similarly, retaliation for having brought forward a concern or allegation or for participating in an investigation of a report of Sexual Misconduct or Relationship Violence is also expressly prohibited and is grounds for disciplinary action.

This Policy provides information regarding how an individual – whether a student, faculty member, or staff member – can make a report of Sexual Misconduct or Relationship Violence impacting a student and how The Art Institute of Philadelphia will proceed once it is made aware of any such report.

For faculty and staff members who believe they are the victim of sexual misconduct, please follow our No Harassment policy in the Employee Handbook.

I. **Preliminary Issues & Important Definitions**

This Policy prohibits “Sexual Misconduct” and “Relationship Violence,” broad categories encompassing the conduct defined below. Sexual Misconduct and Relationship Violence can be committed by anyone, including third parties, and can occur between people of the same sex or different sexes and regardless of one’s biological sex or transgendered sex. This policy applies to Sexual Misconduct and Relationship Violence that is committed against a student when that Sexual Misconduct or Relationship Violence occurs: (i) on campus; (ii) off-campus if in connection with a School-sponsored program or activity or in
student housing; or (iii) off-campus, including at internship/externship/practicum sites, if allegedly perpetrated by a fellow student, faculty member, staff member, or third party when the victim/reporting student reasonably believes that the off-campus conduct has created a hostile educational environment.

A. What is “Sexual Misconduct”?

Sexual Misconduct includes:

- **Sexual Assault**: Having or attempting to have sexual intercourse, cunnilingus, or fellatio without Consent (as defined below). Sexual intercourse is defined as anal or vaginal penetration by a penis, tongue, finger, or inanimate object.

- **Non-Consensual Sexual Contact**: Any intentional sexual touching with any body part or object by any person upon any person without Consent.

- **Sexual Exploitation**: An act attempted or committed through the abuse or exploitation of another person’s sexuality. Examples include, but are not limited to, prostituting another student; inducing a student into sexual intercourse, sexual contact, or other sexual activity by implicit or explicit threat of exposure of personal information or academic consequences; non-consensual video or audio-taping of sexual activity; allowing others to observe a personal consensual sexual act without the knowledge or Consent of all involved parties; and knowingly transmitting or exposing another person to a sexually transmitted infection without the person’s knowledge.

- **Indecent Exposure**: The exposure of the private or intimate parts of the body in a lewd manner in public or in private premises when the accused may be readily observed.

- **Sexual Harassment**: Unwelcome sexual advances, requests for sexual favors, and other physical or verbal conduct of a sexual nature when it meets any of the following: (a) Submission to such conduct is made either explicitly or implicitly a term or condition of an individual’s academic status; or (b) Submission to or rejection of such conduct by an individual is used as the basis for academic decisions affecting such individual; or (c) Such conduct has the purpose or effect of unreasonably interfering with an individual’s work or academic performance or creating an intimidating, hostile, or offensive environment for working, learning, or living on campus.

B. What is “Relationship Violence”?

Relationship Violence includes:

- **Domestic Violence**: Violence, including but not limited to sexual or physical abuse or the threat of such abuse, committed by a current or former spouse or intimate partner or any other person from whom the student is protected under federal or applicable state law.

- **Dating Violence**: Violence, including but not limited to sexual or physical abuse or the threat of such abuse, committed by a person who is or has been in a social relationship of a romantic or intimate nature with the alleged victim. The existence of such a relationship is generally determined based on a consideration of the length and type of relationship and the frequency of interaction.
Stalking: A course of conduct directed at a specific person that would cause a reasonable person to fear for their own safety or the safety of others or suffer substantial emotional distress. A course of conduct means two or more acts in which a person directly, indirectly or through third parties, by any action, method, device or means, follows, monitors, observes, surveils, threatens, or communicates to or about a person or interferes with a person’s property.

The following also constitute violations of this Policy:

- Complicity: Assisting, facilitating, or encouraging the commission of a violation of this Policy.
- Retaliation: Acts or attempted acts for the purpose of interfering with any report, investigation, or proceeding under this Policy, or as retribution or revenge against anyone who has reported Sexual Misconduct or Relationship Violence or who has participated (or is expected to participate) in any manner in an investigation, or proceeding under this Policy. Prohibited retaliatory acts include, but are not limited to, intimidation, threats, coercion, or discrimination. To be clear, retaliation against a Complainant for reporting an incident or against any witness who participates in an investigation is strictly prohibited.

C. Who are “Complainants” and “Respondents”?

The Art Institute of Philadelphia is not a court of law. We also do not engage in victim-blaming or rushes to judgment. Therefore, without judgment, we refer to anyone who reports that s/he has experienced Sexual Misconduct as a “Complainant” and to anyone who reportedly has engaged in Sexual Misconduct as a “Respondent.”

D. Defining Consent

In many cases of Sexual Misconduct, the central issue is consent or the ability to give consent. Consent is a voluntary agreement to engage in sexual activity. Consent to engage in sexual activity must exist from beginning to end of each instance of sexual activity. Past Consent does not imply future Consent, and Consent to engage in one form of sexual activity does not imply Consent to engage in a different form of sexual activity. Consent is demonstrated through mutually understandable words and/or actions that clearly indicate a willingness to engage in a specific sexual activity. Consent must be knowing and voluntary. To give Consent, a person must be awake, of legal age, and have the capacity to reasonably understand the nature of her/his actions. Individuals who are physically or mentally incapacitated cannot give Consent.

Silence, without actions evidencing permission, does not demonstrate Consent. Where force, threats, or coercion is alleged, the absence of resistance does not demonstrate Consent. Force, threats, or coercion invalidates Consent. The responsibility of obtaining Consent rests with the person initiating sexual activity. Use of alcohol or drugs does not diminish one’s responsibility to obtain Consent or negate one’s intent.

Consent to engage in sexual activity may be withdrawn by either person at any time. Once withdrawal of Consent has been clearly expressed, the sexual activity must cease.
Incapacitation is the inability, temporarily or permanently, to give Consent, because the individual is mentally and/or physically helpless due to drug or alcohol consumption, either voluntarily or involuntarily, due to an intellectual or other disability that prevents the student from having the capacity to give Consent, or the individual is unconscious, asleep or otherwise unaware that the sexual activity is occurring. In addition, an individual is incapacitated if he or she demonstrates that they are unaware of where they are, how they got there, or why or how they became engaged in a sexual interaction. Where alcohol is involved, incapacitation is a state beyond drunkenness or intoxication. Some indicators that an individual is incapacitated may include, but are not limited to, vomiting, unresponsiveness, inability to communicate coherently, inability to dress/undress without assistance, inability to walk without assistance, slurred speech, loss of coordination, lack of awareness of circumstances or surroundings, or inability to perform other physical or cognitive tasks without assistance.

E. Title IX Coordinator & Deputy Coordinators

The Title IX Coordinator for The Art Institutes schools is: Diane Rouda, Associate Vice President of Student Regulatory Affairs. The Title IX Coordinator is responsible for, among other things, coordinating the campus’s efforts to comply with and carry out the campus’s responsibilities under Title IX of the Education Amendments of 1972, including compliance with this policy. The Title IX Coordinator will help to coordinate any investigations under this Policy.

In addition, the School has other individuals who serve as Deputy Title IX Coordinators to help oversee investigations and determination proceedings under this Policy.

II. Reporting & Confidentiality

We encourage victims of Sexual Misconduct & Relationship Violence to talk to somebody about what happened – so they can get the support they need, and so the School can respond appropriately.

Different employees on campus have different abilities to maintain confidentiality:

- CONFIDENTIAL REPORTING: Some individuals are required to maintain near complete confidentiality. These include professional counselors such as those provided by Talk One2One counselling services. These individuals can provide resources and generally talk to a victim without revealing any personally identifying information about an incident to the School. A victim can seek assistance and support from these individuals without triggering a School investigation.

- NON-CONFIDENTIAL REPORTING. Other than professional counsellors defined above, most other employees and contractors are required to report all the details of an incident to the Title IX coordinator. A report to these employees (called “responsible employees”) constitutes a report to the School and generally obligates the School to investigate the incident and take appropriate steps to address the situation. The following campus employees (or categories of employees) are examples of responsible employees: the Title IX Coordinator, all Deputy Title IX Coordinators, President, Director of Student Services, other Student Services staff, Housing staff, Academic Advisors, the Security Team (including contract security personnel), all full-time and adjunct Faculty, Human Resources, and Employee Relations.
The School will seek to protect the privacy and confidentiality of the individuals involved in any report of alleged Sexual Misconduct or Relationship Violence to the extent possible and allowed by law. The Title IX Coordinator will evaluate any request for confidentiality in the context of the School’s responsibility to provide a safe and nondiscriminatory environment to all members of its community.

The School will complete any publicly available record-keeping, including Clery Act reporting and disclosure, without the inclusion of identifying information about the alleged victim. It will also maintain as confidential any interim measures or remedies provided to the alleged victim to the extent that maintaining confidentiality will not impair its ability to provide the interim measures or remedies.

In addition to internal reporting, the School strongly encourages anyone who believes they have experienced a sexual assault (or any other crime) to make a report to local law enforcement. Collection and preservation of evidence relating to the reported sexual assault is essential for law enforcement investigations, so prompt reporting of the incident to law enforcement is especially critical. Designated staff will, upon request, assist an individual in making a report to law enforcement as necessary and appropriate.

Although we strongly encourage complainants to report to local law enforcement, such a report is not a prerequisite to the School’s review and investigation of any complaint covered by this Policy. The School will honor a Complainant’s request not to report the matter to local law enforcement UNLESS we have a reasonable basis to believe that the safety and security of the campus community is at risk. In this event, the School will endeavor to notify a Complainant or Reporter of the institution’s intent to report the matter to law enforcement in advance of any such report.

The School does not limit the time frame for reporting under this Policy, although a delay in reporting may impact the School’s ability to take certain actions.

Other Code of Conduct Violations: The School encourages students who have been the victim of Sexual Misconduct or Relationship Violence to come forward. Students should not be discouraged from reporting such incidents because they fear discipline for their own violations of the Student Code of Conduct, such as use of alcohol in School housing. Therefore, the School has discretion not to pursue other violations of the Student Code of Conduct that occurred in the context of the reported incident of Sexual Misconduct or Relationship Violence.

III. Response Procedure

Students are encouraged to report any incident of Sexual Misconduct or Relationship Violence to the Title IX Coordinator, Deputy Title IX Coordinator, the Director of Student Services, or the Campus President. If a report is made verbally, the School will request a written statement by the student.

Upon receipt of a report, the School will generally proceed as described below.

A. Investigation Commencement

The School will provide a timely and thorough investigation. Barring exigent circumstances, cases of Sexual Misconduct and Relationship Violence will generally be resolved within a 60 day period once the
incident has been reported. An extension of time may be necessary if witnesses are unavailable or uncooperative or due to other extenuating circumstances beyond the control of the investigator.

B. Initial Response

Once the School is put on notice of possible Sexual Misconduct and Relationship Violence, the Complainant will be offered appropriate confidential support, accommodations, and other resources and will be notified of applicable policies and procedures. Accommodations include the ability to move to different housing, to change work schedules, to alter academic schedules, to withdraw from/retake a class without penalty, and to access academic support. The Respondent also will be offered appropriate resources and notified of applicable policies and procedures.

C. Interim Intervention

Pending a final determination, the Title IX Coordinator and/or Student Services staff will take appropriate interim measures. The University will take steps to prevent the recurrence of harassment and to correct its discriminatory effects on the Complainant and others, if appropriate. These measures may include, but are not limited to, the imposition of a no-contact order and/or employment, transportation, residence, and academic modifications, and/or transfer or removal from an internship/externship/practicum site. Student Services staff may limit a student or organization’s access to certain School facilities or activities pending resolution of the matter. The School may impose an Interim Suspension on the Respondent pending the resolution of an alleged violation when the School determines, in its sole discretion, that it is necessary in order to protect the safety and well-being of members of the campus community.

D. Decision to Proceed to Investigation

If the Complainant is willing to participate in the review and investigation process, the School will proceed as described below in Section III (E).

If the Complainant requests a confidential investigation, the School will seek to protect the privacy and confidentiality of the Complainant to the extent possible and allowed by law. The Title IX Coordinator will evaluate any request for confidentiality in the context of the School’s responsibility to provide a safe and nondiscriminatory environment to all members of its community.

If a confidential investigation is requested and agreed to, the School will investigate without revealing the name of the Complainant in any interview or email and will not ask questions that inadvertently or reasonably could reveal the identity of the Complainant.

If the Complainant asks that the report of sexual misconduct not be pursued, the School will consider the interests of the Complainant, the campus community, law enforcement, and/or other appropriate interests under the circumstances. The School, in consultation with the Title IX Coordinator, will make a final decision on whether and to what extent it will conduct an investigation, and notify the Complainant promptly.

In the event that a campus-wide alert related to the incident is deemed necessary, the campus shall generally attempt to notify the Complainant of the alert and its content before it is circulated. If the
campus is unable to contact the Complainant in a timely fashion, or otherwise deems it necessary, the message may be sent without his/her review.

E. Investigation Procedure

Investigators do not function as advocates for either Complainants or Respondents. Investigators can, however, identify advocacy and support resources for either Complainants or Respondents.

The Respondent will receive written notice of the report and the nature of the alleged misconduct. He/She will be advised in writing of the investigation process and opportunity to provide any relevant evidence.

The Investigation will generally be conducted by the Director of Student Services for the campus (or any other individual appointed by the Title IX Coordinator) if the Respondent is a student or third party. If the Respondent is a faculty or staff member, Employee Relations will also participate in the investigation.

The investigator will separately interview both Complainant and Respondent. Both parties will be able to provide evidence and suggest other witnesses to be interviewed. The investigator will interview other relevant witnesses and review any other available relevant evidence. Both the Complainant and Respondent can have another individual present during their own respective interviews. If the Complainant or Respondent elects, they may have an attorney present during their own interview, but said attorney may not advocate during the interview.

F. Determinations

1. For cases where the Respondent is a student.

The investigator will present all evidence to the Title IX Coordinator (or his/her designated Deputy Title IX Coordinator). In all cases, the Title IX Coordinator or the designated Deputy Title IX Coordinator will be appropriately trained regarding handling and considering sexual misconduct and relationship violence cases.

The Title IX Coordinator will weigh the evidence presented and decide whether additional evidence is necessary for consideration. Ultimately, the Title IX Coordinator will make a determination of whether a violation of the Sexual Misconduct & Relationship Violence Policy or any other policy has occurred.

The School reserves the right to convene a Determination Panel to review the evidence and make the determination in appropriate circumstances.

2. For cases where the Respondent is a Faculty or Staff Member.

The investigator will present all evidence to the Ethics Committee of DCEH. The Ethics Committee will be appropriately trained regarding handling and adjudicating sexual misconduct and relationship violence cases. The Ethics Committee will weigh the evidence presented and make a determination whether a violation of the Sexual Misconduct & Relationship Violence Policy or any other policy has occurred.

3. For cases where the Respondent is a Third Party
The investigator will present all evidence to the Title IX Coordinator (or his/her designated Deputy Title IX Coordinator). In all cases, the Title IX Coordinator or the designated Deputy Title IX Coordinator will be appropriately trained regarding handling and considering sexual misconduct and relationship violence cases.

The Title IX Coordinator will weigh the evidence presented and decide whether additional evidence is necessary for consideration. Ultimately, the Title IX Coordinator will make a determination of whether a violation of the Sexual Misconduct & Relationship Violence Policy or any other policy has occurred.

If the Title IX Coordinator determines that this Policy has been violated by a third party at an associated off-campus location, such as an internship or practicum site, the Title IX Coordinator will review the terms of any contract or Affiliation Agreement and determine what appropriate action should be taken pursuant to the written agreement.

G. Standard of Proof

In all cases under the Sexual Misconduct policy, the Title IX Coordinator (or designee) or the Ethics Committee will determine if a violation of policy has occurred by the preponderance of evidence standard. Thus, they will determine whether it is more likely than not that a violation has occurred.

H. Potential Sanctions

If a violation of policy has been found, the Title IX Coordinator or the Ethics Committee will impose appropriate sanctions, including but not limited to coaching, training, probation, suspension, or expulsion in the case of students or coaching, training, written warning, demotion, or termination in the case of employees, and termination of any relationship/contract/Affiliation Agreement in the case of a third party.

I. Outcome Notifications

Both the Complainant and Respondent will be notified in writing of the outcome of the investigation and of the sanctions imposed, if any.

If the Respondent is a third party, the notice of outcome will include a finding of fact and a justification for the decision based on appropriate legal standards.

J. Appeals

If the Complainant or Respondent is a student, he or she may appeal the outcome determination by written appeal to the Campus President within 15 business days of notification of the outcome. An appeal may be made based only on one or more of the following reasons:

1. New and significant evidence appeared that could not have been discovered by a properly diligent charged student or complainant before or during the original investigation and that could have changed the outcome.

2. The Finding is Arbitrary and Capricious: Reading all evidence in the favor of the non-appealing party, the finding was not supported by reasonable grounds or adequate
consideration of the circumstances. In deciding appeals, the Campus President is allowed to make all logical inferences in benefit of the non-appealing party.

3. Disproportionate Sanctions: The sanctions were disproportionate to the findings.

The appeal shall consist of a written statement requesting review of the conduct decision or sanction and explaining in detail the basis for the appeal. The Campus President, or designated representative, will notify the non-appealing party of the request for an appeal. Within five business days of receipt of the notice, the non-appealing party may submit a written statement to be included in the case file. The appeal may proceed without the non-appealing party’s written statement if it is not submitted within the designated time limit.

The Campus President will endeavor to make a determination of the appeal within 15 business days of receipt. The President’s decision is final.

Student Grievance Procedure For Internal Complaints Of Discrimination And Harassment

Students who believe they have been subjected to discrimination or harassment (other than sexual harassment) in violation of the Non-Discrimination Policy should follow the procedure outlined below. (Please note that students who believe they have been subjected to sexual harassment should follow the reporting process in the Sexual Misconduct & Relationship Violence Policy.) This complaint procedure is intended to provide a fair, prompt and reliable determination about whether The Art Institute of Philadelphia Non-Discrimination Policy has been violated.

1. Complainants are encouraged to file a complaint as soon as possible after an alleged incident of discrimination has occurred. Any student who chooses to file a discrimination complaint should do so either with the Director of Student Services, 1622 Chestnut Street, Philadelphia, PA 19103-5198, (512) 691-1721 or with the Dean of Academic Affairs, 1622 Chestnut Street, Philadelphia, PA 19103-5198, (813) 393 – 5211. Online students should file complaints with studentcomplaints@aii.edu. The complaint should be presented in writing and it should describe the alleged incident(s) and any corrective action sought. The complaint should be signed by the complainant.

2. The Art Institute of Philadelphia will investigate the allegations. Both the accuser and the accused are entitled to have others present during a disciplinary proceeding. Both will be informed of the outcome of any campus disciplinary proceeding. For this purpose, the outcome of a disciplinary proceeding means only The Art Institute of Philadelphia’s final determination with respect to the alleged offense and any sanction that is imposed against the accused. Both the complainant and the accused will have the opportunity to meet and discuss the allegations with the investigator and may offer any witnesses in support of their position to the investigator during the course of the investigation. A student may be accompanied during investigation meetings and discussions by one person (family member, friend, etc.) who can act as an observer, provide emotional support, and/or assist the student in understanding and cooperating in the investigation. The observer may not be an attorney, unless otherwise required by local law. The investigator may prohibit from attending or remove any person who disrupts the investigation in the investigator’s sole discretion.

3. The student who made the complaint and the accused shall be informed promptly in writing when the investigation is completed, no later than 45 calendar days from the date the complaint was
filed. The student who made the complaint shall be informed if there were findings made that the policy was or was not violated and of actions taken to resolve the complaint, if any, that are directly related to him/her, such as an order that the accused not contact the student who made the complaint. In accordance with institutional policies protecting individuals’ privacy, the student who made the complaint may generally be notified that the matter has been referred for disciplinary action, but shall not be informed of the details of the recommended disciplinary action without the consent of the accused.

4. The decision of the Investigator may be appealed by petitioning the Campus Director’s Office of The Art Institute of Philadelphia. The written appeal must be made within 20 calendar days of receipt of the determination letter. The Campus Director, or his or her designee, will render a written decision on the appeal within 30 calendar days from receipt of the appeal. The President's decision shall be final.

5. The Art Institute of Philadelphia will not retaliate against persons bringing forward allegations of harassment or discrimination.

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

7. For more information about your rights under the federal laws prohibiting discrimination, please contact the Office for Civil Rights at the U.S. Department of Education.

**Campus Security**
The Art Institute publishes an annual security report that contains information concerning policies and programs relating to campus security, crimes and emergencies, the prevention of crimes and sexual offenses, drug and alcohol use, campus law enforcement and access to campus facilities. The annual security report also includes statistics concerning the occurrence of specified types of crimes on campus, at certain off-campus locations, and on the public property surrounding the campus. The annual security report is published each year by October 1 and contains statistics for the three most recent calendar years. The annual security report is provided to all current students and employees. A copy of the most recent annual security report may be obtained from the Student Services office during regular business hours. Copies of the Crime Report are available on The Art Institute’s website at [https://content.dcedh.org/assets/pdf/AI/Student-Consumer-Information/Crime-Reports/crime-report-philadelphia.pdf](https://content.dcedh.org/assets/pdf/AI/Student-Consumer-Information/Crime-Reports/crime-report-philadelphia.pdf).

The Art Institute reports to the campus community concerning the occurrence of any crime includable in the annual security report is reported to campus security or local police and that is considered to be a threat to students or employees.

**The Art Institute reminds all students that they are ultimately responsible for their own actions regarding their safety and welfare.**

**Smoking Policy**
The Art Institute of Philadelphia provides a smoke-free environment. All faculty and staff strictly enforce this restriction. Smoking is NOT permitted anywhere indoors. Students are responsible for any Art Institute of Philadelphia books or equipment they use or check out. Students are responsible for the costs of repair of damaged items and replacement of lost items.
Property Rights
The Art Institute of Philadelphia is not responsible for the loss or damage of any student’s personal property. We encourage students to take measures to safeguard their property. The Art Institute of Philadelphia encourages students to put their name and other identifying information on valuable items. Students should record equipment serial numbers and keep them in a safe place. Students should review their personal property and homeowners’ insurance and automobile insurance policies (or their family’s policies) to determine whether their valuable equipment and personal items are covered in the event of theft or loss. Students should not leave their valuables unattended in their car or in The Art Institute of Philadelphia’s facilities.

Illness or Injury
If any student is injured or becomes ill at The Art Institute of Philadelphia or any Art Institute of Philadelphia function, we will arrange, if necessary, to have the student taken to a physician or medical center. Students will, however, be responsible for any resulting expenses. Students should review their personal and family insurance policies to determine whether adequate coverage exists.

Guest Policy
For reasons of safety and to ensure an appropriate educational environment, children and student guests are not permitted in classrooms, studios, or the library. All Art Institute of Philadelphia educational facilities are for the use of Art Institute of Philadelphia students only.

Appropriate Attire
Students are expected to dress appropriately for their profession while at The Art Institute of Philadelphia. Students are expected to display good judgment; clothes should be comfortable and reasonable for the activities of education. Hats, sunglasses, short shorts, and any attire with words that are offensive to others are inappropriate. Headphones may not be worn in classrooms without the consent of the instructor and are not permitted in the library. Students must wear shoes and shirts at all times. Violations may result in a student being asked to leave The Art Institute of Philadelphia until he or she returns in appropriate attire.

Appeals Policies and Procedures

General Student Complaint Procedure
If you have a complaint or problem, you are encouraged to follow the Student Complaint Procedure.

You should discuss complaints with the individual(s) within the appropriate department. Initial discussion should be with the person most knowledgeable of the issues involved or with immediate decision-making responsibility.

If you feel that the complaint has not been fully addressed, a written account should be submitted to the Director of Student Services if related to non-academic issues or to the Dean of Academic Affairs for academic issues. The written account should indicate your name, phone number, and ID# and discuss the steps you have taken to remedy the situation.

The appropriate Art Institute of Philadelphia staff member or department will be notified of the complaint. A follow-up meeting with you and the Director of Student Services and/or the Dean of Academic Affairs will be held within ten school days of the date of the written complaint in an effort to resolve the issue.
If you are not satisfied with the results, you may file an appeal with the President's Office. The appeal should be in writing and contain your name and phone number. You should summarize the steps you have taken to remedy the situation and indicate why the results are not satisfactory. You will hear the results of the appeal within ten class days from the date the appeal is received.

If you follow this complaint procedure and still feel dissatisfied with the results you may send a written copy of the complaint to:

The Commonwealth of Pennsylvania  
Department of Education  
333 Market Street  
Harrisburg, PA 17126  
717-783-6788

or you may contact:

Middle States Commission on Higher Education  
3624 Market Street  
Philadelphia, PA 19104  
267-284-5000

Please refer to the school’s Jury Waiver Agreement to Binding, Individual Arbitration Policy for additional information regarding disputes or claims.

**Jury Waiver And Agreement To Binding, Individual Arbitration**

Student and The Art Institute of Philadelphia irrevocably waive our rights to a trial by jury and agree instead that any and all disputes, no matter how described, pleaded or styled, between me and The Art Institute of Philadelphia (including its parent and past and present affiliates, employees, agents, and lenders) or related to any aspect of my relationship with or any act or omission by The Art Institute of Philadelphia (“Claim”) shall be resolved by individual binding arbitration, conducted by the American Arbitration Association (“AAA”) under its Commercial Arbitration Rules and applicable Supplementary Procedures for Consumer-Related Disputes (“AAA Rules”) and in accordance with the terms of this Jury Waiver and Agreement to Binding, Individual Arbitration (“Arbitration Agreement”). Student can obtain a copy of the AAA Rules at [www.adr.org](http://www.adr.org) or by calling 1-800-778-7879. This Arbitration Agreement, however, does not modify Student’s right, if any, to file a grievance with any state educational licensing agency or accrediting body.

1. Student is strongly encouraged to first attempt to resolve the Claim by using the General Student Complaint Procedure outlined in the Catalog.
2. Neither party shall file or maintain any lawsuit in court against the other, and any suit filed in violation of this Arbitration Agreement shall be dismissed by the court in favor of arbitration conducted pursuant to this Arbitration Agreement. The parties agree that the moving party shall be entitled to an award of costs and fees of compelling arbitration.
3. The arbitration shall take place before a single, neutral arbitrator in the federal judicial district in which Student resides, unless the parties agree otherwise.
4. Student will be responsible for paying a portion of the AAA filing fee at the time his/her Claim is filed in an amount equal to $200 or the applicable filing fee of the court of general jurisdiction in the district/circuit near me, whichever fee is less. The parties shall bear the expense of their own attorneys, experts and witnesses, unless the applicable law provides, and the arbitrator determines, otherwise.

5. Student agrees not to combine or consolidate any Claims with those of other students, such as in a class or mass action, or to have any Claims be arbitrated or litigated jointly or consolidated with any other person’s claims. Further, the parties agree that the arbitrator shall have no authority to join or consolidate claims by more than one person. I understand that I may opt out of this single-case provision by delivering via certified mail return receipt a written statement to that effect to the Vice President and Senior Counsel of The Art Institute of Philadelphia /DCEH at 1400 Penn Avenue, Pittsburgh, PA 15222 within 30 days of my first execution of an Enrollment Agreement.

6. The Federal Arbitration Act (FAA), including all its substantive and procedural provisions, and related federal decisional law shall govern this Arbitration Agreement to the fullest extent possible. All determinations as to the scope, enforceability, validity and effect of this Arbitration Agreement shall be made by the arbitrator, and not by a court. However, any issue concerning the validity of paragraph 5 above must be decided by a court, and an arbitrator does not have authority to consider the validity of paragraph 5. If for any reason, paragraph 5 is found to be unenforceable, any putative class or mass action may only be heard in court on a non-jury basis and may not be arbitrated under this Agreement.

7. The arbitrator shall have the power to award any remedy that directly benefits the parties to this Arbitration Agreement (provided the remedy would be available from a court under the law where the Arbitration Agreement was executed) but not the power to award relief for the benefit of anyone not a party to this Arbitration Agreement.

8. Judgment on the award rendered by the arbitrator may be entered in any court having jurisdiction.

9. Notwithstanding any provision in the Catalog or Enrollment Agreement, this Arbitration Agreement shall not be modified except by written agreement signed by both parties. Any or all of the provisions set forth in this Arbitration Agreement may also be waived by the party against whom the Claim is asserted, but such waiver shall be in writing, physically signed (not merely electronically signed) by the party waiving, and specifically identify the provision or provisions being waived. Any such waiver shall not waive or affect any other portion of the Arbitration Agreement.

10. This Arbitration Agreement shall survive the termination of Student’s relationship with The Art Institute of Philadelphia.

11. If any part(s) of this Arbitration Agreement are found to be invalid or unenforceable, then such specific part(s) shall be of no force and effect and shall be severed, but the remainder of the Arbitration Agreement shall continue in full force and effect.

STUDENT UNDERSTANDS AND ACKNOWLEDGES THAT S/HE IS WAIVING HIS/HER RIGHT TO A JURY TRIAL, TO ENGAGE IN DISCOVERY (EXCEPT AS PROVIDED IN THE AAA RULES), AND TO LITIGATE THE DISPUTE OR CLAIM IN ANY COURT. FURTHER, STUDENT UNDERSTANDS AND ACKNOWLEDGES THAT S/HE WILL NOT HAVE THE RIGHT TO PARTICIPATE AS A REPRESENTATIVE OR MEMBER OF ANY CLASS ACTION AGAINST THE ART INSTITUTE OF PHILADELPHIA

The unauthorized distribution of copyrighted material, including unauthorized peer-to-peer file sharing, may subject students and individuals to civil and criminal liabilities. Almost all of the music, movies, television shows, software, games and images found on the Internet are protected by federal copyright law. The owner of the copyright in these works has the right to control their distribution, modification, reproduction, public display and public performance. It is generally illegal therefore to use file sharing networks to download and share copyrighted works without the copyright owner’s permission unless “fair use” or another exemption under copyright law applies.

Fair use under the federal Copyright Act allows the use without permission of copyrighted material for the purpose of criticism, comment, news reporting or teaching under certain limited circumstances. There is no blanket exception from liability for students or employees of educational institutions, however, and whether the use of copyrighted material without permission falls within “fair use” or one of the other exceptions in the Act depends on a very detailed, case-by-case analysis of various factors. Students should be aware that sharing music, videos, software and other copyrighted materials is very likely not to be considered a ‘fair use” and therefore may be a violation of the law.

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

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

2017-2018 Academic Calendar

<table>
<thead>
<tr>
<th>Quarter</th>
<th>Start</th>
<th>End</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring Quarter 2017 (11 weeks)</td>
<td>April 3, 2017</td>
<td>June 17, 2017</td>
</tr>
<tr>
<td>Spring Mid-Quarter 2017 (5.5 weeks)</td>
<td>May 11, 2017</td>
<td>June 17, 2017</td>
</tr>
<tr>
<td>Summer Quarter 2017 (11 weeks)</td>
<td>July 10, 2017</td>
<td>September 23, 2017</td>
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<tr>
<td>Summer Mid-Quarter 2017 (5.5 weeks)</td>
<td>August 17, 2017</td>
<td>September 23, 2017</td>
</tr>
<tr>
<td>Fall Quarter 2017 (11 weeks)</td>
<td>October 2, 2017</td>
<td>December 16, 2017</td>
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<tr>
<td>Fall Mid-Quarter 2017 (5.5 weeks)</td>
<td>November 9, 2017</td>
<td>December 16, 2017</td>
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<td>Winter Quarter 2018 (11 weeks)</td>
<td>January 8, 2018</td>
<td>March 24, 2018</td>
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<td>Winter Mid-Quarter 2018 (5.5 weeks)</td>
<td>February 15, 2018</td>
<td>March 24, 2018</td>
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<td>April 2, 2018</td>
<td>June 16, 2018</td>
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<td>November 8, 2018</td>
<td>December 15, 2018</td>
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**Class Schedule**

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<tr>
<th>Day Session</th>
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1622 Chestnut Street, Philadelphia, PA 19103-5198
<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
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</thead>
<tbody>
<tr>
<td>8:00 a.m. - 12:00pm</td>
<td>Class</td>
</tr>
<tr>
<td>12:00 p.m. - 1 p.m.</td>
<td>Lunch Break</td>
</tr>
<tr>
<td>1 p.m. - 5 p.m.</td>
<td>Class</td>
</tr>
<tr>
<td><strong>Evening Session +</strong></td>
<td></td>
</tr>
<tr>
<td>6:00 p.m. - 10:00 p.m.</td>
<td>Class</td>
</tr>
</tbody>
</table>

**Student Holidays and Vacations**

**The Art Institute of Philadelphia reserves the right to modify the school calendar, curricula, and class schedules as it deems necessary. When size and curricula permit, classes may be combined to contribute to the level of interaction among students. Therefore, certain class schedules may vary.**

+While some program courses are offered in the evening, The Art Institute of Philadelphia reserves the right to modify the class schedule. Some courses required for graduation may not be offered in the evening, requiring the student to take them during the day session.

**MAP**
For more information contact:

Admissions
The Art Institute of Philadelphia
1622 Chestnut Street
Philadelphia, PA 19103-5119
Toll Free: 1.800.275.2474
Local: 215.567.7080
Admissions Fax: 215.405.6399
www.artinstitutes.edu/philadelphia

Toll Free: 800.275.2474
Local: 215.567.7080
Fax: 215.405.6399

Visit our web site at: www.artinstitutes.edu/philadelphia