

**design**

**inspire**

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**Ai** The Art Institute  
of California™ - Sunnyvale

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**catalog 07-08**



# TABLE OF CONTENTS

<i>MISSION, VALUES, VISION</i> .....	2
<i>MESSAGE FROM THE PRESIDENT</i> .....	3
<i>INTRODUCTION</i> .....	4
<i>CITY AND SCHOOL</i> .....	5
<i>ADMINISTRATION</i> .....	6
<i>ACADEMIC CALENDAR</i> .....	6
<i>PROGRAMS OF STUDY</i> .....	7
<i>CULINARY ARTS</i> .....	8
<i>CULINARY MANAGEMENT</i> .....	10
<i>DIGITAL FILMMAKING &amp; VIDEO PRODUCTION</i> .....	12
<i>FASHION MARKETING &amp; MANAGEMENT</i> .....	14
<i>GRAPHIC DESIGN</i> .....	16

<i>INTERIOR DESIGN</i> .....	20
<i>WEB DESIGN &amp; INTERACTIVE MEDIA</i> .....	22
<i>LIBERAL STUDIES</i> .....	26
<i>COURSE DESCRIPTIONS</i> .....	28
<i>POLICIES AND PROCEDURES</i> .....	53
<i>ADMISSIONS POLICIES AND REQUIREMENTS</i> .....	53
<i>ACADEMIC POLICIES</i> .....	54
<i>ACADEMIC GRADING SYSTEM</i> .....	55
<i>SATISFACTORY ACADEMIC PROGRESS POLICY (SAPP)</i> ..	56
<i>STUDENT LIFE</i> .....	58
<i>APPEAL PROCEDURES</i> .....	59
<i>SCHOLARSHIPS</i> .....	62

## MISSION, VALUES, VISION

### **Mission**

The mission of The Art Institute of California – Sunnyvale is to provide postsecondary education in the creative and applied art fields in a dynamic and challenging learning environment that is sensitive to student, industry, and community needs. The programs offered by The Art Institute of California – Sunnyvale promote a culture of responsibility and prepare students for entry-level positions in their chosen fields of study through market-driven curricula.

### **Values**

We believe in delivering quality education expressed by practical outcomes which allow our students to develop marketable skills that match employer needs.

We believe that the ethical delivery of education is represented by a curriculum built on industry needs, experienced faculty, and an appropriate facility.

We believe that each individual should have the opportunity to pursue the education of their choice based on the qualifications that they possess.

We believe that providing timely, reliable customer service is key to our business success.

We believe that administrative and education teams working together to share ideas and activities creates efficiency and consistency and demonstrates a passion for education.

We believe in working together as a team toward a common goal.

We believe in setting goals that challenge the staff and faculty while providing quantifiable accountability.

We believe that training and development are essential to the growth of our organization.

We believe that there should be a balance between work and home life for all staff members, and that this fosters growth and satisfaction in the workplace.

### **Vision**

The Art Institute of California - Sunnyvale seeks to be the leader in learner-centered, market-focused education. We are committed to continuous improvement and growth through a culture that values individual responsibility, teamwork, and professional development.



## PRESIDENT'S MESSAGE

### **Dear Student,**

It is my pleasure to welcome you to The Art Institute of California – Sunnyvale, a member of The Art Institutes community. More than ever, now is an exciting time to pursue an education in the creative and applied arts.

With over 35 educational institutions in North America, The Art Institutes system of schools has been providing postsecondary education programs in design, media arts, and fashion, and culinary arts for more than 85 years. At The Art Institute of California – Sunnyvale, you will find like-minded students, artists who think like you and are excited by the energy you bring. Many of our students come right out of high school, while some have tried different college programs and others are embarking on a career change. What draws these individuals to The Art Institute of California – Sunnyvale is a passion for their art – as well as the desire to channel that passion into a career.

Here, you will join a community that is committed to providing you with a nurturing, stimulating environment where you are free to explore your imagination and creativity. We are proud of our professional faculty who are drawn from the industries in which they teach. They know what skills are needed to be competitive in the market and bring that knowledge to the classroom. This makes for a powerful opportunity to learn from professional artists in a hands-on environment while building your personal network and making lasting friendships.

We keep close watch on emerging trends and technology, so you will find computer labs with industry-relevant hardware and software, resource centers and libraries with program-specific materials, and many other professional tools to aid you in the pursuit of your education.

On behalf of the faculty and staff of The Art Institute of California – Sunnyvale, we are excited by your potential and enthusiasm for your art. We are committed to helping you chart the right course and help you embark on an exciting journey of learning and exploration. Along the way, may your goals and passion for art drive your motivation. By choosing what you love to do – by following your passion – you can't go wrong.

Sincerely,

**Daniel Cardenas**  
*President*



## INTRODUCTION

### **Catalog Preparation**

This catalog was prepared by The Art Institute of California – Sunnyvale, hereinafter “The Art Institute,” 1120 Kifer Road, Sunnyvale, CA 94086. The information contained herein was published in January 2008. It applies to the academic year 2007-2008. Curricula, fees, expenses, and other matters described herein and any accompanying addendum are subject to change without notice at the discretion of The Art Institute. See current addendum: write to the above address, or phone 866-583-7961 for additional information.

The Art Institute of California – Sunnyvale  
1120 Kifer Road  
Sunnyvale, CA 94086  
Phone: 866-583-7961

### **Accreditation & Licensure**

The Art Institute of California – Sunnyvale is a branch of the California Design College. Both institutions are accredited by the Accrediting Council for Independent Colleges and Schools to award Associate’s and Bachelor’s degrees. The Accrediting Council for Independent Colleges and Schools is listed as a nationally recognized accrediting agency by the United States Department of Education and is recognized by the Council for Higher Education Accreditation. ACICS can be reached at 750 First Street NE, Suite 980, Washington, DC 20002-4241 Telephone: 202-336-6780.

The Art Institute of California – Sunnyvale complies with all state statutes, rules and regulations pertaining to private postsecondary institutions in California under a voluntary agreement with the Department of Consumer Affairs, 1625 North Market Boulevard, Suite S-308, Sacramento, CA 95834. Telephone: 916-574-8200.

### **The Art Institutes**

The Art Institute of California – Sunnyvale, Inc. is a wholly-owned subsidiary of The Art Institutes International LLC, which through two intermediary limited liability companies is a subsidiary of Education Management Corporation, 210 Sixth Avenue, Pittsburgh, PA 15222.

The Art Institutes operate in Arlington, VA (as The Art Institute of Washington, a branch of The Art Institute of Atlanta, GA); Atlanta, GA; Boston, MA; Charleston, SC (as The Art Institute of Charleston, a branch of The Art Institute of Atlanta, GA); Charlotte, NC; Chicago, IL; Cincinnati, OH (as The Art Institute of Ohio - Cincinnati, 8845 Governors Hill Drive, Suite 100, Cincinnati, OH 45249-3317, OH Reg # 04-01-1698B); Dallas, TX; Decatur, GA; Denver, CO; Detroit, MI; Fort Lauderdale, FL; Houston, TX; Indianapolis, IN (as The Art Institute of Indianapolis, licensed by the Indiana Commission on Proprietary Education, 302 W. Washington St., Rm E201, Indianapolis, IN 46204. AC-0080); Jacksonville, FL (as The Art Institute of Jacksonville, a branch of Miami International University of Art & Design); Las Vegas, NV; Los Angeles (Orange County), CA; Los Angeles (Santa Monica), CA; Los Angeles (Wilshire Boulevard), CA; Miami, FL; Minneapolis, MN; Nashville, TN (as The Art Institute of Tennessee - Nashville, a branch of The Art Institute of Atlanta, GA); New York, NY; Philadelphia, PA; Phoenix, AZ; Pittsburgh, PA; Portland, OR; Sacramento, CA; Salt Lake City, UT; San Bernardino, CA; San Diego, CA; San Francisco, CA; Schaumburg, IL; Seattle, WA; Sunnyvale, CA (as The Art Institute of California – Sunnyvale, a branch of California Design College); Tampa, FL (The Art Institute of Tampa is a branch of Miami International University of Art & Design); Tucson, AZ; Vancouver, BC; and York, PA.

The Art Institute of California – Sunnyvale operates under the guidance of The Art Institutes Board of Directors comprised of John R. McKernan, Jr., Edward H. West, and John Mazzoni. The Board is located at 210 Sixth Avenue, 33rd Floor, Pittsburgh, PA 15222.

Sunnyvale, located in Santa Clara County, is one of several cities that make up the world’s premiere technology corridor, Silicon Valley. The region, now full of businesses known for their pioneering products, has long been a home for pioneers. In the late 1800s, the region provided wheat to other settlements along the West Coast. Wheat gave way to citrus orchards around the turn of the century. Then, after the San Francisco Earthquake and fire of 1906, many businesses relocated into the Sunnyvale area, including canneries, steel mills and engine manufacturing companies. In 1930, the U.S. military opened the West Coast dirigible base in Sunnyvale (the giant hangars, once home to the airship Macon, are still there), and in 1939, the National Advisory Committee for Aeronautics (forerunner to NASA) began research at Ames Laboratory. In 1956, Lockheed moved to Sunnyvale and in 1969, AMD, one of the largest computer chip makers in the world, was founded here. The list of technology firsts goes on and on.

Although the local population is only 150,000, the population in the region is over 2 million. The city is bordered by the San Francisco Bay to the north, Mountain View to the west, Santa Clara and San Jose to the east and Cupertino to the south. It lies along the historic El Camino Real and Highway 101.

Sunnyvale is ranked as one of the safest cities in the United States by the Morgan Quitno Safest City Award program. For local transportation, the city is served by both Caltrain commuter rail and the Santa Clara Valley Transportation Authority with both light rail and buses.

### **The Art Institute of California – Sunnyvale**

The Art Institute of California – Sunnyvale is an institution for career preparation in the art, design, media, and culinary-related fields. The Art Institute of California – Sunnyvale is a member of The Art Institutes system of schools. Each program is offered on a year-round basis, allowing students to continue to work uninterrupted toward their degrees. An impressive faculty of working professionals strives to strengthen students’ skills and to cultivate their

talents through well-designed curricula. Programs are carefully defined with contributions from the professional community. Curricula are reviewed regularly to ensure they meet the needs of a changing marketplace to prepare graduates to seek entry-level positions in their chosen fields. The Art Institute of California – Sunnyvale opened its location and began enrollment for classes in January 2008. The building’s interior is designed with the creative student in mind. Light, spacious classrooms, studios and labs, library, and a student-operated restaurant supervised by professional faculty offer a productive working atmosphere. The Art Institute Supply Store, an independent retail store, will, once opened, provide a source for students to purchase textbooks, computer disks, and other art-related supplies, and responds to input from faculty and students on which materials to stock for student projects. Students have easy access to public transportation and part-time job opportunities.

The Art Institute of California – Sunnyvale offers degree programs in the following areas: Culinary Arts (AS), Culinary Management (BS), Digital Filmmaking & Video Production (BS), Graphic Design (AS & BS), Web Design & Interactive Media (AS & BS), Interior Design (BS), and Fashion Marketing and Management (BS).

## CITY AND SCHOOL

### ALL ABOUT SUNNYVALE



## ADMINISTRATION

*President - Daniel Cardenas*

*Dean of Academic Affairs - Patty Lev*

*Senior Director of Admissions - Liane Soohoo*

## ACADEMIC CALENDAR - 2007/2008

### Winter Quarter 2008

New student orientation . . . . . January 3-5  
 First Day of Classes . . . . . January 7  
 Add/drop ends . . . . . January 14  
 Martin Luther King Jr. Holiday\* . . . . . January 21  
 Registration . . . . . February 11-14  
 Mid-Quarter start . . . . . February 14  
 President's Day Holiday\* . . . . . February 15  
 Winter Quarter ends . . . . . March 22  
 Vacation break\* . . . . . March 23-30

### Spring Quarter 2008

New student orientation . . . . . March 27-29  
 First Day of Classes . . . . . March 31  
 Add/drop ends . . . . . April 7  
 Registration . . . . . May 5-9  
 Mid-Quarter start . . . . . May 8  
 Memorial Day\* . . . . . May 26  
 Spring Quarter ends . . . . . June 14  
 Vacation break\* . . . . . June 15-July 6

This schedule is subject to change.  
 \* No classes

## PROGRAMS OF STUDY

The Art Institute of California – Sunnyvale offers various programs of study to its students.

Bachelor's degree programs provide undergraduate education with an emphasis on an academic discipline and include 56 credits of Liberal Studies (General Education) courses and a total of 192 credits.

Associate of Science degree programs are undergraduate academic programs that include 28 credits of Liberal Studies (General Education) courses and a total of 112 credits.

### Course Prefix Letter Code and Numbering System

#### Course Prefix Letter Codes:

<b>DF</b> = Digital Filmmaking	<b>ID</b> = Interior Design
<b>FD</b> = Fashion Design	<b>IS</b> = Independent Study
<b>FM</b> = Fashion Marketing & Management	<b>MA</b> = Media Arts & Animation
<b>FS</b> = Foundation Studies	<b>MM</b> = Web Design & Interactive Media
<b>CUL</b> = Culinary	<b>CM</b> = Culinary Management
<b>GD</b> = Graphic Design	<b>HU</b> = Humanities
<b>MS</b> = Mathematics & Sciences	<b>SB</b> = Social & Behavioral Sciences

### Course Numbering

Programmatic courses with 1000- or 2000-level course numbers are considered lower level and are typically taken in the first two years of academic study. Courses with 3000- or 4000-level course numbers are considered upper level and typically taken in the third and fourth academic years of study.

Liberal Studies courses with 100- or 200-level course numbers are considered lower level and are typically taken in the first two years of academic study. Courses with 300- or 400-level course numbers are considered upper level and typically taken in the third and fourth academic years of study.

Foundation Studies courses with 100- or 200-level course numbers are considered lower level and are typically taken in the first two years of academic study. Courses with 300- or 400-level course numbers are considered upper level and typically taken in the third and fourth academic years of study.

Transitional Studies courses are coded as MS090 or HU090 and are only taken by students in need of transitional studies courses prior to taking 100-level mathematics and/or English courses.



# CULINARY ARTS

## ASSOCIATE OF SCIENCE

### Program Description

Today, America's interest in culinary arts is growing as never before. Few occupations can offer the creativity, excitement, and growth found in the culinary arts. Restaurants, hotels, clubs, resorts, convention centers, retirement homes, hospitals, major corporations, and entertainment facilities all offer career opportunities for the culinary professional.

With national increases in dining out, the foodservice industry is growing and prospering at a rapid rate. Consumer expectations will rise accordingly, and the industry must be prepared to respond to increasing demands for service, quality, nutrition, and diversity of product and flavor.

The curriculum emphasizes progressive techniques and trends. Students receive practical training in modern kitchens. The Culinary Arts Associate's Degree program consists of providing courses covering basic skills and advanced techniques, including international cuisine, à la carte, sauces, American regional cuisine, charcuterie, classical cuisine, baking, pastry, and culinary skills. Instruction in kitchen management, purchasing, and cost control, menu design, and dining room operation provides students with a solid business background. Students gain hands-on experience operating the school restaurant, working in the kitchen, and the front of the house. Students can gain experience in settings such as entertainment establishments, resorts, hotels, clubs, restaurants, hospitals, and other healthcare institutions, convention centers, and even on cruise ships.

### Program Objectives

1. Students will be able to demonstrate the ability to professionally prepare standardized recipes using a variety of cooking techniques as well as the appropriate equipment and cooking skills.
2. Students will also be able to describe and perform tasks related to common business practices within the culinary industry including, inventory, menu planning, cost control, and food purchasing.

3. Additionally, students will be able to describe the principles of food and beverage management as well as the functions essential to the operation of the dining room in a restaurant through developing an appropriate business for a specific market.
4. Finally, students will define and articulate the values of the culinary profession, including the standards for presenting themselves to employers in a professional manner, personal commitments to respect co-workers, employers, equipment, well-defined career goals, and the value of life-long professional development.
5. Graduates will be prepared to seek entry-level positions such as line cook, (sauce, grill, broiler, or fry cook), pantry cook (garde manger), or assistant dining room manager.

### Eligibility for Graduation

To graduate, a student must complete 100% of credits in his/her program of study. No more than 75% of the total required credits for graduation may be transferred from another institution. Transfer credits are not used to determine grade point average.

To qualify for graduation, a student must:

1. Receive a passing grade or credit for all required course work;
2. Earn the minimum required credits for the program;
3. Achieve a minimum CGPA of not less than 2.0;
4. Meet portfolio or other requirements as outlined by the student's program;
5. Satisfy all financial obligations to The Art Institute of California - Sunnyvale.



## CULINARY ARTS - ASSOCIATE OF SCIENCE

### Courses

### Quarter Credit Hours

CUL1105	Concepts & Theories of Culinary Techniques . . . . .	.3
CUL1106	Introduction to Culinary Skills . . . . .	.6
CUL1107	Sanitation & Safety . . . . .	.3
CUL1115	Regional Cuisine . . . . .	.3
CUL1116	American Regional Cuisine. . . . .	.6
CUL1117	Purchasing & Product Identification . . . . .	.3
CUL1124	Management, Supervision, & Career Development . . . . .	.3
CUL1125	Introduction to Baking Science & Theory . . . . .	.3
CUL1126	Introduction to Pastry Techniques & Artistry . . . . .	.6
CUL1145	Management by Menu . . . . .	.3
CUL1146	Garde Manger . . . . .	.6
CUL2205	Planning & Cost Control . . . . .	.3
CUL2211	Classical Cuisine . . . . .	.3
CUL2212	International Cuisine . . . . .	.3
CUL2214	Asian Cuisine. . . . .	.3
CUL2226	Current Cuisine. . . . .	.6
CUL2227	Food & Beverage Operations Management. . . . .	.3
CUL2301	À La Carte . . . . .	.6
CUL2302	Externship . . . . .	.3
CUL2303	Capstone . . . . .	.3
	* Elective . . . . .	.3
FS104	Computer Applications . . . . .	.3
HU110	College English ◊ . . . . .	.4
HU111	Effective Speaking ◊ . . . . .	.4
HU130	Visual Language & Culture ◊ . . . . .	.4
MS135	Nutrition Science ◊ . . . . .	.4
	Humanities, Mathematics & Sciences or Social & Behavioral Sciences Requirement ◊ . . . . .	.4
	Social & Behavioral Sciences Requirement ◊ . . . . .	.4
	Social & Behavioral Sciences Requirement ◊ . . . . .	.4

**TOTAL QUARTER CREDITS . . . . . 112**

◊LIBERAL STUDIES: Courses designated with a diamond are Liberal Studies courses.

\* ELECTIVES: 1st elective may be chosen from lower division (1000- or 2000-level courses) or from upper division courses (3000- or 4000-level courses). Elective may not be chosen from Liberal Studies classes. Prerequisites must be met.

NOTE: All courses are 11 weeks in length. The Culinary Arts Associate of Science degree program is seven quarters in length. Completion of the program in seven quarters is dependent upon whether the student successfully attempts 15-16 quarter credits per quarter.



# CULINARY MANAGEMENT BACHELOR OF SCIENCE

## Program Description

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

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

## Program Objectives

1. Graduates will be able to identify and list challenges to effective organizational management.
2. Graduates will be able to describe and articulate wine culture and perform food and wine pairing.

3. Graduates will be able to develop a business plan that is agile and appropriate for the business and the market, which includes appropriate integration of the key financial statements and how the financial statements interrelate.
4. Additionally, graduates will define and articulate the professional values of the culinary profession, including the standards for presenting themselves to employers in a professional manner, personal commitments to respect co-workers, employers, and equipment, well-defined career goals, and the value of life-long professional development.
5. Students will also be able to demonstrate professional leadership skills, including the ability to define professional ethics, supervision skills, and a plan for professional growth within the culinary field.
6. Graduates will be prepared to seek entry-level positions as kitchen manager, assistant purchasing director, assistant restaurant manager, restaurant manager, food production managers, airline-catering managers, assistant catering manager, and assistant food and beverage director.

## Eligibility for Graduation

To graduate, a student must complete 100% of credits in his/her program of study. No more than 75% of the total required credits for graduation may be transferred from another institution. Transfer credits are not used to determine grade point average.

To qualify for graduation, a student must:

1. Receive a passing grade or credit for all required course work;
2. Earn the minimum required credits for the program;
3. Achieve a minimum CGPA of not less than 2.0;
4. Meet portfolio or other requirements as outlined by the student's program;
5. Satisfy all financial obligations to The Art Institute of California - Sunnyvale.



## CULINARY MANAGEMENT - BACHELOR OF SCIENCE

### Courses

### Quarter Credit Hours

CM3301	Purchasing . . . . .	3
CM3302	History & Evolution of Food . . . . .	3
CM3303	Event Management . . . . .	3
CM3304	Quick Service Restaurant Operations . . . . .	3
CM3311	Business Communications . . . . .	3
CM3312	Hospitality Technology . . . . .	3
CM3313	Hospitality Law . . . . .	3
CM3314	Foodservice for Institutions . . . . .	3
CM3316	Legal Issues & Ethics for Culinarians . . . . .	3
CM3322	Human Resource Management . . . . .	3
CM3323	Food Journalism . . . . .	3
CM4401	Facilities Design . . . . .	3
CM4402	Managerial Accounting . . . . .	3
CM4403	Marketing Applications . . . . .	3
CM4411	Customer Service . . . . .	3
CM4412	Senior Project Capstone . . . . .	4
CM4413	Foodservice Management Applications . . . . .	3
CUL1107	Sanitation & Safety . . . . .	3
CUL1105	Concepts & Theories of Culinary Techniques . . . . .	3
CUL1106	Introduction to Culinary Skills . . . . .	6
CUL1115	Regional Cuisine . . . . .	3
CUL1116	American Regional Cuisine. . . . .	6
CUL1117	Purchasing & Product Identification . . . . .	3
CUL1124	Management, Supervision & Career Development . . . . .	3
CUL1125	Introduction to Baking Science & Theory . . . . .	3
CUL1126	Introduction to Pastry Techniques & Artistry . . . . .	6
CUL1145	Management by Menu . . . . .	3
CUL1146	Garde Manger . . . . .	6
CUL2205	Planning & Cost Control . . . . .	3
CUL2211	Classical Cuisine . . . . .	3
CUL2212	International Cuisine . . . . .	3
CUL2214	Asian Cuisine. . . . .	3
CUL2226	Current Cuisine. . . . .	6

### Courses

### Quarter Credit Hours

CUL2227	Food & Beverage Operations Management . . . . .	3
CUL2301	À La Carte . . . . .	6
CUL2302	Externship . . . . .	3
CUL2303	Capstone . . . . .	3
	* Elective . . . . .	3
FS104	Computer Applications. . . . .	3
HU110	College English ◊. . . . .	4
HU111	Effective Speaking ◊ . . . . .	4
HU130	Visual Language & Culture ◊ . . . . .	4
MS135	Nutrition Science ◊. . . . .	4
	Liberal Studies Requirement ◊. . . . .	4
	Mathematics Requirement ◊. . . . .	4
	Mathematics & Sciences Requirement ◊. . . . .	4
	Social & Behavioral Sciences Requirement ◊. . . . .	4
	Social & Behavioral Sciences Requirement ◊. . . . .	4
	Social & Behavioral Sciences Requirement ◊. . . . .	4
	Humanities Art Requirement ◊. . . . .	4
	Humanities Requirement ◊. . . . .	4
	Humanities Writing Requirement ◊. . . . .	4
	Liberal Studies Requirement ◊. . . . .	4

**TOTAL QUARTER CREDITS . . . . . 192**

◊ LIBERAL STUDIES: Courses designated with a diamond are Liberal Studies courses. Four of the fourteen Liberal Studies courses required for a Bachelor of Science degree in Culinary Management must be chosen from upper division (300-400 level) courses.  
 \* ELECTIVES: 1st elective may be chosen from lower division (1000- or 2000-level courses) or from upper division courses (3000- or 4000-level courses). Elective may not be chosen from Liberal Studies classes. Prerequisites must be met.  
 NOTE: All courses are 11 weeks in length. The Culinary Management Bachelor of Science degree program is twelve quarters in length. Completion of the program in twelve quarters is dependent upon whether the student successfully attempts 15-16 quarter credits per quarter.

# DIGITAL FILMMAKING & VIDEO PRODUCTION

## BACHELOR OF SCIENCE

### Program Description

The Digital Filmmaking & Video Production program prepares students for the next generation of digital production and delivery, who can meet the needs of corporate communication, television, e-business, and other media outlets for their existing markets. It enables students to create compelling, effective, and aesthetical content to be delivered on CD, DVD, videotape, broadband Internet, and/or other emerging means of technology, and prepares them for successful entry-level employment in the field. The curriculum for this program focuses upon three main categories of the production cycle: preproduction, production and post production. In preproduction courses students learn the elements of storytelling and scriptwriting, color theory, history of digital filmmaking and video production. Production courses include audio and video production; photography and cinematography; animation; color theory; directing and producing. The post-production skills are attained through coursework in editing, compositing, motion graphics and studio courses that simulate a production cycle.

Graduates from this program will attain a well-rounded network of skills for entry-level employment in the motion picture and video industries in a variety of delivery mechanisms, such as the Internet, DVDs, and television. Possible positions graduates of the bachelor's program can seek include cinematographer, lighting technician, screenwriter, production assistant, Web broadcaster, video editor, and effects designer.

### Program Objectives

1. Graduates from the program can conceptualize, plan, execute, and deliver a production utilizing digital filmmaking and video techniques, and demonstrating technical proficiency that meets industry standards.
2. Graduates can apply peer and professional critiques in the articulation and justification of aesthetic decisions in their own projects and in the evaluation of other media work.

3. Graduates can present and conduct themselves professionally and demonstrate an understanding of specific career paths, job responsibilities, and industry expectations.
4. Graduates can apply business and economic principles and practices in the media industry while maintaining legal and ethical standards.
5. Graduates apply effective media-related research, writing, and verbal communication skills to their work.
6. Students graduating from the Bachelor of Science in the Digital Filmmaking & Video Production program are prepared to seek entry-level positions such as production assistant, script reader, grip, gaffer, second assistant director, cinematographer, lighting technician, screenwriter, production assistant, Web broadcaster, video editor, and effects designer.

### Eligibility for Graduation:

To graduate, a student must complete 100% of credits in his/her program of study. No more than 75% of the total required credits for graduation may be transferred from another institution. Transfer credits are not used to determine grade point average.

To qualify for graduation, a student must:

1. Receive a passing grade or credit for all required course work;
2. Earn the minimum required credits for the program;
3. Achieve a minimum CGPA of not less than 2.0;
4. Meet portfolio or other requirements as outlined by the student's program;
5. Satisfy all financial obligations to The Art Institute of California - Sunnyvale.



## DIGITAL FILMMAKING & VIDEO PRODUCTION - BACHELOR OF SCIENCE

### Courses

### Quarter Credit Hours

DF1101	Survey of Digital Filmmaking & Video Production . . . . .	3
DF1121	Fundamentals of Video Production . . . . .	3
DF1122	Fundamentals of Audio . . . . .	3
DF1131	Intermediate Video Production . . . . .	3
DF1133	Fundamentals of Editing . . . . .	3
DF1134	Lighting . . . . .	3
DF1141	Digital Cinematography . . . . .	3
DF1142	Fundamentals of Scriptwriting . . . . .	3
DF1143	Intermediate Editing . . . . .	3
DF1144	Fundamentals of Producing & Directing . . . . .	3
DF2251	Studio Production . . . . .	3
DF2252	Intermediate Audio . . . . .	3
DF2253	Fundamentals of Animation . . . . .	3
DF2254	Fundamentals of Web Design . . . . .	3
DF2261	Electronic Field Production . . . . .	3
DF2262	DVD Authoring . . . . .	3
DF2264	Media Theory & Criticism . . . . .	3
DF3311	Senior Project Production . . . . .	3
DF3312	Media Production Workshop . . . . .	3
DF3372	Scriptwriting . . . . .	3
DF3374	History of Motion Media & Mass Communications . . . . .	3
DF3381	Short Media Production . . . . .	3
DF3382	Sound Design . . . . .	3
DF3383	Advanced Editing . . . . .	3
DF3384	Multi-Camera Production . . . . .	3
DF3391	Senior Project Preparation . . . . .	3
DF3392	Audio Post Production . . . . .	3
DF3394	Acting & Directing . . . . .	3
DF4411	Senior Project Post Production . . . . .	3
DF4412	Portfolio Preparation . . . . .	2
DF4413	Media Delivery Systems and Distribution . . . . .	3
DF4423	Media Business Practices & Law . . . . .	3
FS103	Color Theory . . . . .	3

### Courses

### Quarter Credit Hours

FS104	Computer Applications . . . . .	3
FS122	Image Manipulation . . . . .	3
FS131	Typography I - Traditional . . . . .	3
FS239	Career Development . . . . .	3
FS497	Portfolio II . . . . .	2
GD1125	Principles of Photography . . . . .	3
MA1131	Conceptual Storytelling . . . . .	3
MA2241	Motion Graphics . . . . .	3
MA3316	Compositing . . . . .	3
MA4405	Intermediate Motion Graphics . . . . .	3
	1st Program Elective* . . . . .	3
	2nd Program Elective* . . . . .	3
	3rd Program Elective* . . . . .	3
HU110	College English◇ . . . . .	4
HU111	Effective Speaking◇ . . . . .	4
HU130	Visual Language & Culture◇ . . . . .	4
	Humanities Art requirement◇ . . . . .	4
	Humanities Writing requirement◇ . . . . .	4
	Liberal Studies requirement◇ . . . . .	4
	Liberal Studies requirement◇ . . . . .	4
	Liberal Studies requirement◇ . . . . .	4
	Liberal Studies requirement◇ . . . . .	4
	Mathematics requirement◇ . . . . .	4
	Mathematics & Science requirement◇ . . . . .	4
	Social & Behavioral Science requirement◇ . . . . .	4
	Social & Behavioral Science requirement◇ . . . . .	4
	Social & Behavioral Science requirement◇ . . . . .	4

**TOTAL QUARTER CREDITS . . . . . 192**

◇ LIBERAL STUDIES: Courses designated with a diamond are Liberal Studies courses.

\* ELECTIVES: 1st elective may be chosen from lower division (1000- or 2000-level courses) or from (3000- or 4000-level courses). Elective may not be chosen from Liberal Studies classes. Prerequisites must be met.

NOTE: All courses are 11 weeks in length. The Graphic Design Associate of Science degree program is seven quarters in length. Completion of the program in seven quarters is dependent upon whether the student successfully attempts 15-16 quarter credits per quarter.

# FASHION MARKETING & MANAGEMENT

## BACHELOR OF SCIENCE

### Program Description

The Bachelor of Science in Fashion Marketing & Management degree program is rich in theory and practice. The focus on theory and the history of this industry at the beginning of the program articulate the guiding principles which provide the foundation for the hands-on application of design concepts. Students will develop abilities in the foundation aspects of the fashion design process. They will quickly move to the foundation principles of marketing, advertising, merchandising and management. They will learn how the profession interfaces with others and how to manage the business of their profession. They will develop aesthetic and ethical sensitivities over the course of the program. The objective of the Bachelor of Science in Fashion Marketing & Management degree program is to combine the broad cultural knowledge and critical-thinking skills of the liberal arts education with emphasis on the creative, technical, design and business capabilities in order to foster the relationship between knowledge and application, theory and practice.

Upon graduation, students are prepared for entry-level positions in the industry such as management trainee, assistant manager, visual merchandiser, manufacturer's representative and assistant merchandise buyer. After gaining professional experience, graduates may qualify for more advanced positions in management and merchandise buying. Some graduates eventually work independently as consultants or open their own businesses.

The Art Institute of California – Sunnyvale offers a Bachelor of Science Degree in Fashion Marketing & Management. The degree program lasts approximately four academic years and contains 192 credits, including 56 credits in Liberal Studies courses.

### Eligibility for Graduation

To graduate, a student must complete 100% of credits in his/her program of study. No more than 75% of the total required credits for graduation may be transferred from another institution. Transfer credits are not used to determine grade point average.

To qualify for graduation, a student must:

1. Receive a passing grade or credit for all required course work;
2. Earn the minimum required credits for the program;
3. Achieve a minimum CGPA of not less than 2.0;
4. Meet portfolio or other requirements as outlined by the student's program;
5. Satisfy all financial obligations to The Art Institute of California - Sunnyvale.



## FASHION MARKETING & MANAGEMENT - BACHELOR OF SCIENCE

### Courses

### Quarter Credit Hours

FM1101	Introduction to Fashion Marketing . . . . .	3
FS103	Color Theory . . . . .	3
FD1123	History of Fashion I . . . . .	3
FS104	Computer Applications . . . . .	3
FS122	Image Manipulation . . . . .	3
FD1127	Introduction to the Fashion Industry . . . . .	3
FM1123	Fundamentals of Advertising . . . . .	3
FD1133	History of Fashion II . . . . .	3
FM1135	Fundamentals of Marketing . . . . .	3
FD2223	Trends & Concepts in Apparel Marketing . . . . .	3
FM1140	Retailing . . . . .	3
FD2225	Textiles . . . . .	3
FM2201	Consumer Behavior . . . . .	3
FM2205	Sales Promotion . . . . .	3
FM2209	Specialty Merchandise . . . . .	3
FM2214	Introduction to Manufacturing . . . . .	3
FM2217	Retail Buying . . . . .	3
FM2220	3D Visual Merchandising I . . . . .	3
FM2224	Business Management . . . . .	3
FM2229	Merchandise Management . . . . .	3
FM2232	Inventory & Stock Control . . . . .	3
FM2235	3D Visual Merchandising II . . . . .	3
FS239	Career Development . . . . .	3
FD2287	Fashion Show Production . . . . .	3
FD1137	Apparel Marketing . . . . .	3
FM2250	Entrepreneurship . . . . .	3
FS297	Portfolio I . . . . .	3
FM3310	In-House Promotions . . . . .	3
FM3315	Brand Marketing . . . . .	3
FM3305	Store Operations . . . . .	3
FM3323	Product Development . . . . .	3
FM3327	Advertising Sales & Ratings . . . . .	3
FD3337	Current Designers . . . . .	2
FM3320	Retail Store Management . . . . .	3
FM3330	Global Marketing . . . . .	3
FM4400	Catalog Development . . . . .	3

### Courses

### Quarter Credit Hours

FM4410	Executive Leadership . . . . .	3
FM4420	Public Relations & Promotions . . . . .	3
FM4425	Human Resource Management . . . . .	3
FM4411	Senior Project I . . . . .	3
FM4423	Senior Project II . . . . .	3
FS497	Portfolio II . . . . .	2
FM4430	Business Ownership . . . . .	3
FS399	Internship I . . . . .	3
FS499	Internship II . . . . .	3
	1st Elective* . . . . .	3
	2nd Elective (Upper Division)* . . . . .	3
	3rd Elective (Upper Division)* . . . . .	3
HU110	College English◊ . . . . .	4
HU111	Effective Speaking◊ . . . . .	4
HU130	Visual Language & Culture◊ . . . . .	4
	Liberal Studies Requirement◊ . . . . .	4
	Humanities Requirement◊ . . . . .	4
	Humanities Writing Requirement◊ . . . . .	4
	Humanities Art Requirement◊ . . . . .	4
	Liberal Studies Requirement◊ . . . . .	4
	Liberal Studies Requirement◊ . . . . .	4
	Mathematics & Sciences Requirement◊ . . . . .	4
	Mathematics Requirement◊ . . . . .	4
	Social & Behavioral Sciences Requirement◊ . . . . .	4
	Social & Behavioral Sciences Requirement◊ . . . . .	4
	Social & Behavioral Sciences Requirement◊ . . . . .	4

**TOTAL QUARTER CREDITS . . . . . 192**

\*Required Liberal Studies Courses

◊ LIBERAL STUDIES: Courses designated with a diamond are Liberal Studies courses.

\* ELECTIVES: 1st elective may be chosen from lower division (1000- or 2000-level courses) or from (3000- or 4000-level courses). Elective may not be chosen from Liberal Studies classes. Prerequisites must be met.

NOTE: All courses are 11 weeks in length. The Bachelor of Science in Fashion Marketing & Management degree program is twelve quarters in length. Completion of the program in twelve quarters is dependent upon whether the student successfully attempts 15-16 quarter credits per quarter.

# GRAPHIC DESIGN

## ASSOCIATE OF SCIENCE

### Program Description

Some of today's most dynamic industries are based on graphic design. The fields of publishing, television, and graphic design offer great opportunities for trained visual communicators, especially designers and artists.

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

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

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

### Program Objectives

1. Graduates will demonstrate competencies in industry-specific computer software programs within the context of producing concrete projects. This includes technical aspects of pre-press, output, and quality reproduction as well as Web design.

2. Graduates will incorporate aesthetics and formal concepts of layout and design. This includes spatial relationships, communication, legibility and effectiveness, inter-relationships among imagery and text, balance, typography, and color theory.
3. Graduates must be able to verbally articulate the vision behind their creative work and explain and promote their solutions.
4. Graduates will demonstrate professional presentation skills, articulation of knowledge of graphic design and visual problem solving.
5. Graphic Design students will acquire the training and the portfolio necessary to interview for entry-level positions as production artist, graphic designer, assistant art director, production coordinator, and computer artist at design studios, publishing houses, corporate communications departments, and television studios.

### Eligibility for Graduation

To graduate, a student must complete 100% of credits in his/her program of study. No more than 75% of the total required credits for graduation may be transferred from another institution. Transfer credits are not used to determine grade point average.

To qualify for graduation, a student must:

1. Receive a passing grade or credit for all required course work;
2. Earn the minimum required credits for the program;
3. Achieve a minimum CGPA of not less than 2.0;
4. Meet portfolio or other requirements as outlined by the student's program;
5. Satisfy all financial obligations to The Art Institute of California - Sunnyvale.



## GRAPHIC DESIGN - ASSOCIATE OF SCIENCE

### Courses

### Quarter Credit Hours

FS101	Fundamentals/Observational Drawing . . . . .	.3
FS102	Fundamentals of Design . . . . .	.3
FS103	Color Theory . . . . .	.3
FS104	Computer Applications . . . . .	.3
FS111	Drawing, Proportion, & Perspective . . . . .	.3
FS122	Image Manipulation . . . . .	.3
FS131	Typography I - Traditional . . . . .	.3
FS239	Career Development . . . . .	.3
FS297	Portfolio I . . . . .	.3
GD1123	Electronic Layout . . . . .	.3
GD1124	Form & Space . . . . .	.3
GD1125	Introduction to Photography . . . . .	.3
GD1132	Grid Systems . . . . .	.3
GD1133	Digital Grid Systems . . . . .	.3
GD1134	Digital Illustration . . . . .	.3
GD2241	Concept Design . . . . .	.3
GD2242	Illustrative Concept Design . . . . .	.3
GD2243	Typography II - Hierarchy . . . . .	.3
GD2244	Advanced Image Manipulation . . . . .	.3
GD2251	Branding . . . . .	.3
GD2252	Corporate Communications . . . . .	.3
GD2253	Typography III - Expressive & Experimental . . . . .	.3
GD2254	Pre-Print Production . . . . .	.3
GD2262	Message Making . . . . .	.3
GD2263	Typography IV - Publication . . . . .	.3
GD2264	Digital Message Making . . . . .	.3
GD2265	Project Concept . . . . .	.3
	Elective* . . . . .	.3
HU110	College English ◊ . . . . .	.4
HU111	Effective Speaking ◊ . . . . .	.4
HU130	Visual Language and Culture ◊ . . . . .	.4
	Liberal Studies Requirement ◊ . . . . .	.4
	Mathematics Requirement ◊ . . . . .	.4
	Social & Behavioral Sciences Requirement ◊ . . . . .	.4
	Social & Behavioral Sciences Requirement ◊ . . . . .	.4

**TOTAL QUARTER CREDITS . . . . . 112**

◊ LIBERAL STUDIES: Courses designated with a diamond are Liberal Studies courses.

\* ELECTIVES: Elective may be chosen from lower division (1000- or 2000-level courses) or from (3000- or 4000-level courses). Elective may not be chosen from Liberal Studies classes. Prerequisites must be met.

NOTE: All courses are 11 weeks in length. The Graphic Design Associate of Science degree program is seven quarters in length. Completion of the program in seven quarters is dependent upon whether the student successfully attempts 15-16 quarter credits per quarter.



# GRAPHIC DESIGN

## BACHELOR OF SCIENCE

### Program Description

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

All graphic design students begin with foundation classes in color, design, drawing, and computer skills. The Bachelor of Science degree program builds on program competencies and skills learned in the Associate of Science program and provides additional training in conceptual thinking, creativity, problem solving, market research, digital production, project management, art direction, business practices, and supervisory skills. Students learn both Mac and PC computer platforms, with industry-related software, for print and digital, design and production.

Most of the graphic design faculty has experience in the industry. Guest designers, artists, and industry leaders host classroom workshops and provide lectures and critiques to demonstrate an inside view of industry trends and philosophies.

### Program Objectives

1. Graduates will demonstrate and apply competencies in industry-specific computer software programs within the context of producing concrete projects. This includes technical aspects of prepress, output, and quality reproduction as well as Web design.
2. Graduates will analyze and incorporate aesthetics and formal concepts of layout and design. This includes spatial relationships, communication legibility and effectiveness, interrelationships among imagery and text, balance, typography, and color theory.
3. Graduates will demonstrate design concepts and relate these to historical and contemporary trends and social context by producing successful visual solutions to assigned problems.

4. Graduates will model the interdependence of content and visual expression and be able to evaluate and critique their ideas. Graduates must be able to verbally articulate the vision behind their creative work and explain and promote their solutions.
5. Graduates will demonstrate professional presentation; articulation of knowledge of graphic design and visual problem solving, and mastery of industry standards, professional practices and ethics.
6. Students graduating from this bachelor's degree program will have the training and portfolio required to seek an entry-level position in graphic design and may seek positions such as production artist, graphic designer, assistant designer, assistant art director, production coordinator, and computer artist at advertising agencies, design studios, publishing houses, corporate communications departments, and television studios. With professional experience, there is room for career growth to art director, creative director, studio manager, or production manager.

### Eligibility for Graduation

To graduate, a student must complete 100% of credits in his/her program of study. No more than 75% of the total required credits for graduation may be transferred from another institution. Transfer credits are not used to determine grade point average.

To qualify for graduation, a student must:

1. Receive a passing grade or credit for all required course work;
2. Earn the minimum required credits for the program;
3. Achieve a minimum CGPA of not less than 2.0;
4. Meet portfolio or other requirements as outlined by the student's program;
5. Satisfy all financial obligations to The Art Institute of California - Sunnyvale.



## GRAPHIC DESIGN - BACHELOR OF SCIENCE

### Courses

### Quarter Credit Hours

FS101	Fundamentals/Observational Drawing . . .	3
FS102	Fundamentals of Design . . . . .	3
FS103	Color Theory . . . . .	3
FS104	Computer Applications . . . . .	3
FS111	Drawing, Proportion, & Perspective . . . . .	3
FS122	Image Manipulation . . . . .	3
FS131	Typography I - Traditional . . . . .	3
FS239	Career Development . . . . .	3
FS297	Portfolio I . . . . .	3
FS497	Portfolio II . . . . .	2
GD1123	Electronic Layout . . . . .	3
GD1124	Form & Space . . . . .	3
GD1125	Introduction to Photography . . . . .	3
GD1132	Grid Systems . . . . .	3
GD1133	Digital Grid Systems . . . . .	3
GD1134	Digital Illustration . . . . .	3
GD2241	Concept Design . . . . .	3
GD2242	Illustrative Concept Design . . . . .	3
GD2243	Typography II - Hierarchy . . . . .	3
GD2244	Advanced Image Manipulation . . . . .	3
GD2251	Branding . . . . .	3
GD2252	Corporate Communications . . . . .	3
GD2253	Typography III - Expressive & Experimental . . . . .	3
GD2254	Pre-Print Production . . . . .	3
GD2262	Message Making . . . . .	3
GD2263	Typography IV - Publication . . . . .	3
GD2264	Digital Message Making . . . . .	3
GD2265	Project Concept . . . . .	3
GD3371	Project Study . . . . .	3
GD3381	Introduction to Packaging . . . . .	3
GD3383	Photography II . . . . .	3
GD3384	Advanced Design . . . . .	3
GD3391	Graphic Design History . . . . .	3
GD3393	Art & The Law . . . . .	3
GD3394	Package Design . . . . .	3
GD4401	Design Team I . . . . .	3

### Courses

### Quarter Credit Hours

GD4402	Design Research - Marketing Design . . . . .	3
GD4403	Environmental Design . . . . .	3
GD4406	Advanced Study . . . . .	3
GD4411	Design Team II . . . . .	3
GD4412	Senior Project Design Studio . . . . .	3
GD4413	Senior Project Lab . . . . .	2
MA2241	Motion Graphics . . . . .	3
	1st Elective* . . . . .	3
	2nd Elective* . . . . .	3
	3rd Elective* . . . . .	3
HU110	College English ◊ . . . . .	4
HU111	Effective Speaking ◊ . . . . .	4
HU130	Visual Language & Culture ◊ . . . . .	4
	Liberal Studies Requirement ◊ . . . . .	4
	Mathematics Requirement ◊ . . . . .	4
	Mathematics & Sciences Requirement ◊ . . . . .	4
	Social & Behavioral Sciences Requirement ◊ . . . . .	4
	Social & Behavioral Sciences Requirement ◊ . . . . .	4
	Social & Behavioral Sciences Requirement ◊ . . . . .	4
	Humanities Art Requirement ◊ . . . . .	4
	Humanities Requirement ◊ . . . . .	4
	Humanities Writing Requirement ◊ . . . . .	4
	Liberal Studies Requirement ◊ . . . . .	4
	Liberal Studies Requirement ◊ . . . . .	4

**TOTAL QUARTER CREDITS . . . . . 192**

◊ LIBERAL STUDIES: Courses designated with a diamond are Liberal Studies courses. Four of the fourteen Liberal Studies courses required for a Bachelor of Science degree in Graphic Design must be chosen from upper division (300-400 level) courses.  
 \* ELECTIVES: 1st elective may be chosen from lower division (1000- or 2000-level courses) or from upper division courses (3000- or 4000-level courses). 2nd and 3rd electives must be selected from upper division courses (3000- or 4000-level courses). Electives may not be chosen from Liberal Studies classes. Prerequisites must be met.  
 NOTE: All courses are 11 weeks in length. The Graphic Design Bachelor of Science degree program is twelve quarters in length. Completion of the program in twelve quarters is dependent upon whether the student successfully attempts 15-16 quarter credits per quarter.

# INTERIOR DESIGN

## BACHELOR OF SCIENCE

### Program Description

Today's professional interior designers are qualified by education, experience, and examination to enhance the function and quality of interior environments. Their mission, significant in today's society, is to design spaces that improve the quality of life, protect the health, safety, and welfare of the public, and support increased productivity.

In the Interior Design bachelor's degree program students will learn foundation art and design skills that will improve their artistic sensitivity. They will also gain knowledge and skills in the areas of drafting, space planning, history of interior design, materials, lighting, and residential and contract/commercial design. Students will learn to analyze client needs and desires to create design solutions that are aesthetically pleasing, functional, and in accordance with building codes and standards. The Interior Design program also incorporates courses in 2-D and 3-D computer-aided design, computer rendering, 3-D modeling, and architectural detailing/working drawing methods of presenting design ideas, and communicating with related professional services.

Other important topics explored in the program include the areas of universal design, human factors, environmental and sustainable design, business aspects of the profession, and other issues related to the interior design field. The Interior Design Bachelor of Science program offers a well-rounded curriculum strengthened with numerous computer-based courses, preparing graduates to competently meet the current demands of the profession.

### Program Objectives

1. Graduates will be able to apply knowledge of interior design, skills, theories of design, design processes, and human behavior to develop creative and meaningful design solutions.
2. Graduates will be able to identify and solve complex design problems and formulate design solutions that are functional, aesthetic, sustainable and in accordance with applicable codes and industry standards.

3. Graduates will be able to demonstrate competence in written, oral and fundamental graphic communication as applied to the field of interior design utilizing a variety of presentation methods and media through individual and collaborative means.
4. Graduates will be able to design individually and collaboratively within the context of building systems using appropriate materials and products, and understand how buildings and interior systems, structural conditions, materials, interior detailing as well as environmental factors interact.
5. Graduates will be able to utilize, individually or collaboratively, foundational knowledge of professional, legal, and ethical practices and principles to create design solutions that meet client expectations and that protect the health, welfare, and safety of the public.
6. Graduates are prepared to seek entry-level positions in all areas of interior design including commercial and residential design, facilities design, computer-aided design/drafting, showroom management, exhibit design, specialty design in kitchen and bath, lighting, and product design.

### Eligibility for Graduation

To graduate, a student must complete 100% of credits in his/her program of study. No more than 75% of the total required credits for graduation may be transferred from another institution. Transfer credits are not used to determine grade point average.

To qualify for graduation, a student must:

1. Receive a passing grade or credit for all required course work;
2. Earn the minimum required credits for the program;
3. Achieve a minimum CGPA of not less than 2.0;
4. Meet portfolio or other requirements as outlined by the student's program;
5. Satisfy all financial obligations to The Art Institute of California - Sunnyvale.



## INTERIOR DESIGN - BACHELOR OF SCIENCE

### Courses

### Quarter Credit Hours

FS101	Fundamentals/Observational Drawing . . .	3
FS102	Fundamentals of Design . . . . .	3
FS103	Color Theory . . . . .	3
FS104	Computer Applications . . . . .	3
FS111	Drawing, Proportion, & Perspective . . . .	3
FS122	Image Manipulation . . . . .	3
FS239	Career Development . . . . .	3
FS497	Portfolio II . . . . .	2
ID1117	Basic Drafting . . . . .	3
ID1124	Introduction to Interior Design . . . . .	3
ID1127	Architectural Drafting . . . . .	3
ID1129	Introduction to AutoCAD . . . . .	3
ID1134	Programming and Space Planning I . . . .	3
ID1135	Design Basics 3-D . . . . .	3
ID1137	Architecture, Interiors & Furniture - Ancient to 1830 . . . . .	3
ID1139	Intermediate AutoCAD . . . . .	3
ID2214	Programming and Space Planning II . . . .	3
ID2215	Perspective & Rendering . . . . .	3
ID2217	Architecture, Interiors & Furniture - 1830 to Present . . . . .	3
ID2219	Architectural Detailing - AutoCAD . . . . .	3
ID2223	Residential Design - Traditional . . . . .	3
ID2225	Presentation Techniques . . . . .	3
ID2227	Interior Design Sketch Techniques . . . .	3
ID2229	Human Factors . . . . .	3
ID2233	Corporate Design . . . . .	3
ID2235	Lighting Design . . . . .	3
ID2237	Textiles . . . . .	3
ID3313	Residential Design - Contemporary . . . .	3
ID3316	Construction Documents and Details I . . .	3
ID3317	Materials & Specifications . . . . .	3
ID3320	Interior Design Computer 3-D Modeling . .	3
ID3323	Advanced Corporate Design . . . . .	3
ID3326	Building Construction and Systems . . . .	3
ID3328	Building Codes and Regulations . . . . .	3

### Courses

### Quarter Credit Hours

ID3330	Interior Design Digital Camera & Lighting Techniques . . . . .	3
ID3333	Institutional Design . . . . .	3
ID3335	Commercial/Hospitality Design . . . . .	3
ID3340	Construction Documents and Details II . .	3
ID4413	Senior Design - Studio (Healthcare, Retail, Hospitality). . . . .	3
ID4415	Thesis - Programming . . . . .	2
ID4419	Business Management for Interior Designers . . . . .	3
ID4423	Portfolio Preparation . . . . .	3
ID4425	Thesis - Design . . . . .	3
ID4435	Thesis - Presentation . . . . .	3
	1st Elective* . . . . .	3
	2nd Elective* . . . . .	3
HU110	College English ◊ . . . . .	4
HU111	Effective Speaking ◊ . . . . .	4
HU130	Visual Language & Culture ◊ . . . . .	4
	Liberal Studies Requirement ◊ . . . . .	4
	Mathematics Requirement ◊ . . . . .	4
	Mathematics & Sciences Requirement ◊ . .	4
	Social & Behavioral Sciences Requirement ◊ . . . . .	4
	Social & Behavioral Sciences Requirement ◊ . . . . .	4
	Social & Behavioral Sciences Requirement ◊ . . . . .	4
	Humanities Art Requirement ◊ . . . . .	4
	Humanities Requirement ◊ . . . . .	4
	Humanities Writing Requirement ◊ . . . .	4
	Liberal Studies Requirement ◊ . . . . .	4
	Liberal Studies Requirement ◊ . . . . .	4

**TOTAL QUARTER CREDITS . . . . . 192**

◊ LIBERAL STUDIES: Courses designated with a diamond are Liberal Studies courses. Four of the fourteen Liberal Studies courses required for a Bachelor of Science degree in Interior Design must be chosen from upper division (300-400 level) courses.

\* ELECTIVES: 1st elective may be chosen from lower division (1000- or 2000-level courses) or from upper division courses (3000- or 4000-level courses). 2nd elective must be selected from upper division courses (3000- or 4000-level courses). Electives may not be chosen from Liberal Studies classes. Prerequisites must be met.

NOTE: All courses are 11 weeks in length. The Interior Design Bachelor of Science degree program is twelve quarters in length. Completion of the program in twelve quarters is dependent upon whether the student successfully attempts 15-16 quarter credits per quarter.

# WEB DESIGN & INTERACTIVE MEDIA

ASSOCIATE OF SCIENCE

## Program Description

This program focuses on the exciting field of interactive digital communications that is an essential part of the business, education, and entertainment industries. This has led to the creation of employment opportunities that require an individual designer who can combine sound, graphic arts, text, and video to create interactive information services. The Associate of Science degree in Web Design & Interactive Media was created to prepare today's students for careers involving this field. Web Design & Interactive Media is a professional discipline which integrates the elements of audio, video, graphics, animation, and information design for the delivery of interactive content through varied delivery systems. The Associate of Science degree career track merges the student's individual artistic abilities with complex technological skills so that the graduate is prepared to adapt once he or she enters this fast-evolving field.

Graduates can apply for entry-level career opportunities with corporations, organizations, educational institutions, government agencies, entertainment, and advertising industries.

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

## Program Objectives

1. Graduates will demonstrate and apply competencies in industry-specific computer software programs within the context of producing concrete projects. This includes technical aspects of pre-press, output, and quality reproduction, as well as Web design.

2. Graduates will conceptualize effective solutions for complex design problems, create effective information structures appropriate to a specific audience, design user-centered interfaces appropriate to a specific audience, create and adhere to style guides, design and produce effective identity packages for both print and screen.
3. Graduates will demonstrate professional presentation, articulation of knowledge of animation and visual problem-solving skills.
4. Students are prepared to seek entry-level career opportunities as Web page designer, Web site designer, or production artist.

## Eligibility for Graduation

To graduate, a student must complete 100% of credits in his/her program of study. No more than 75% of the total required credits for graduation may be transferred from another institution. Transfer credits are not used to determine grade point average.

To qualify for graduation, a student must:

1. Receive a passing grade or credit for all required course work;
2. Earn the minimum required credits for the program;
3. Achieve a minimum CGPA of not less than 2.0;
4. Meet portfolio or other requirements as outlined by the student's program;
5. Satisfy all financial obligations to The Art Institute of California - Sunnyvale.



## WEB DESIGN & INTERACTIVE MEDIA - ASSOCIATE OF SCIENCE

### Courses

### Quarter Credit Hours

FS101	Fundamentals/Observational Drawing . . . . .	.3
FS102	Fundamentals of Design . . . . .	.3
FS103	Color Theory . . . . .	.3
FS104	Computer Applications . . . . .	.3
FS122	Image Manipulation . . . . .	.3
FS131	Typography I - Traditional . . . . .	.3
FS239	Career Development . . . . .	.3
FS297	Portfolio I . . . . .	.3
GD1125	Introduction to Photography . . . . .	.3
GD1134	Digital Illustration . . . . .	.3
GD2244	Advanced Image Manipulation . . . . .	.3
MA2241	Motion Graphics . . . . .	.3
MM1111	Design Layout . . . . .	.3
MM1121	Information Design . . . . .	.3
MM1123	Fundamentals of Web-based Programming . . . . .	.3
MM1130	Fundamentals of Animation . . . . .	.3
MM1132	Fundamentals of Authoring . . . . .	.3
MM1134	Introduction to Video . . . . .	.3
MM1141	Digital Typography . . . . .	.3
MM2201	Interface Design . . . . .	.3
MM2203	Introduction to Web Design . . . . .	.3
MM2204	Digital Audio Editing . . . . .	.3
MM2205	Editing Techniques . . . . .	.3
MM2211	Digital Identity Design . . . . .	.3
MM2213	Intermediate Web Design . . . . .	.3
MM2214	DVD Authoring . . . . .	.3
MM2220	Production Planning . . . . .	.3
	Elective* . . . . .	.3
HU110	College English ◊ . . . . .	.4
HU111	Effective Speaking ◊ . . . . .	.4
HU130	Visual Language & Culture ◊ . . . . .	.4
	Liberal Studies Requirement ◊ . . . . .	.4
	Mathematics Requirement ◊ . . . . .	.4
	Social & Behavioral Sciences Requirement ◊ . . . . .	.4
	Humanities Writing Requirement ◊ . . . . .	.4

**TOTAL QUARTER CREDITS . . . . .112**

◊ LIBERAL STUDIES: Courses designated with a diamond are Liberal Studies courses.

\* ELECTIVES: 1st elective may be chosen from lower division (1000- or 2000-level courses) or from (3000- or 4000-level courses). Elective may not be chosen from Liberal Studies classes. Prerequisites must be met.

NOTE: All courses are 11 weeks in length. The Web Design & Interactive Media Associate of Science degree program is seven quarters in length. Completion of the program in seven quarters is dependent upon whether the student successfully attempts 15-16 quarter credits per quarter.

# WEB DESIGN & INTERACTIVE MEDIA

## BACHELOR OF SCIENCE

### Program Description

The Bachelor of Science degree program assists students in gaining an advanced understanding in interactive media and Web design. The Bachelor's degree program provides a theoretical and hands-on approach to education that offers students a theoretical foundation and general education to aid students in the development and maturation of their artistic abilities and to solidify their technical skills.

The individual interested in this field is one who feels comfortable with and challenged by technology, and who has specialized skills as a designer or technician. Faculty, many of whom are industry professionals, are committed to helping students combine their creative abilities with technical skills for entry into interactive design-related professions, including e-commerce, entertainment, publishing, education, and marketing. By working in classrooms and computer labs, students develop a foundation in drawing and design, image manipulation, interface design, scripting, sound, video, and animation. More complex coursework involves employing authoring tools to integrate text, sound, graphics, animation, and video to complete interactive projects. Students also learn about the structure of online games, information design, interactive authoring, Web animation, and e-commerce applications. As an outcome of the program, each student uses all of the skills learned to create an individualized digital portfolio.

### Program Objectives

1. Demonstrate and integrate knowledge of the major concepts, theoretical perspectives, empirical findings, and historical trends in interactive media.
2. Understand and apply basic research methods in interactive media, including research design, data analysis, and interpretation.
3. Understand and apply the language and concepts of the field of interactive design through effective communication and design.
4. Develop the ability to acquire and disseminate digital information and use computers and other technology for a variety of purposes.

5. Demonstrate a strong foundation in color theory, design, digital image manipulation, multimedia system design, scriptwriting, sound, video, animation, Web programming and interface design for the purposes of branding and business optimization.
6. Apply advanced skills in the principles of form and function to produce design and business solutions appropriate to a particular client or target audience.
7. Graduates are prepared for entry-level positions leading to careers such as interface designer, digital media producer, multimedia producer, multimedia scriptwriter, computer-based training designer, Web designer, and Web script language developer. These positions are found in such fields as law, medicine, science, engineering, architecture, education, corporate communications, consumer information delivery, and advertising.

### Eligibility for Graduation

To graduate, a student must complete 100% of credits in his/her program of study. No more than 75% of the total required credits for graduation may be transferred from another institution. Transfer credits are not used to determine grade point average.

To qualify for graduation, a student must:

1. Receive a passing grade or credit for all required course work;
2. Earn the minimum required credits for the program;
3. Achieve a minimum CGPA of not less than 2.0;
4. Meet portfolio or other requirements as outlined by the student's program;
5. Satisfy all financial obligations to The Art Institute of California - Sunnyvale.



## WEB DESIGN & INTERACTIVE MEDIA - BACHELOR OF SCIENCE

### Courses

### Quarter Credit Hours

FS101	Fundamentals/Observational Drawing . . .	3
FS102	Fundamentals of Design . . . . .	3
FS103	Color Theory . . . . .	3
FS104	Computer Applications . . . . .	3
FS122	Image Manipulation . . . . .	3
FS131	Typography I - Traditional . . . . .	3
FS239	Career Development . . . . .	3
FS297	Portfolio I . . . . .	3
FS497	Portfolio II . . . . .	2
GD1125	Introduction to Photography . . . . .	3
GD1134	Digital Illustration . . . . .	3
GD2244	Advanced Image Manipulation . . . . .	3
MA2241	Motion Graphics . . . . .	3
MA4405	Intermediate Motion Graphics . . . . .	3
MM1111	Design Layout . . . . .	3
MM1121	Information Design . . . . .	3
MM1123	Fundamentals of . . . . .	3
	Web-based Programming	
MM1130	Fundamentals of Animation . . . . .	3
MM1132	Fundamentals of Authoring . . . . .	3
MM1134	Introduction to Video . . . . .	3
MM1141	Digital Typography . . . . .	3
MM2201	Interface Design . . . . .	3
MM2203	Introduction to Web Design . . . . .	3
MM2204	Digital Audio Editing . . . . .	3
MM2205	Editing Techniques . . . . .	3
MM2211	Digital Identity Design . . . . .	3
MM2213	Intermediate Web Design . . . . .	3
MM2214	DVD Authoring . . . . .	3
MM2220	Production Planning . . . . .	3
MM3301	Interaction Design for Entertainment . . . . .	3
MM3302	Intermediate Authoring . . . . .	3
MM3303	Intermediate Web-based programming . . . . .	3
MM3304	Database Concepts . . . . .	3
MM3311	Interaction Design for Education . . . . .	3
MM3312	Computer-based Training . . . . .	3
MM3313	Streaming Media . . . . .	3

### Courses

### Quarter Credit Hours

MM3314	Sound Design . . . . .	3
MM3321	eCommerce Site Design . . . . .	3
MM3322	Multi-user Authoring . . . . .	3
MM3323	Advanced Web-based Programming . . . . .	3
MM4402	Senior Project Studio . . . . .	3
MM4403	Senior Project Development . . . . .	2
MM4413	Professional Practice for Multimedia . . . . .	3
	1st Elective* . . . . .	3
	2nd Elective* . . . . .	3
	3rd Elective* . . . . .	3
HU110	College English ◊ . . . . .	4
HU111	Effective Speaking ◊ . . . . .	4
HU130	Visual Language & Culture ◊ . . . . .	4
	Liberal Studies Requirement ◊ . . . . .	4
	Mathematics Requirement ◊ . . . . .	4
	Mathematics & Sciences Requirement ◊ . . . . .	4
	Social & Behavioral Sciences Requirement ◊ . . . . .	4
	Social & Behavioral Sciences Requirement ◊ . . . . .	4
	Social & Behavioral Sciences Requirement ◊ . . . . .	4
	Humanities Art Requirement ◊ . . . . .	4
	Humanities Requirement ◊ . . . . .	4
	Humanities Writing Requirement ◊ . . . . .	4
	Liberal Studies Requirement ◊ . . . . .	4
	Liberal Studies Requirement ◊ . . . . .	4

**TOTAL QUARTER CREDITS . . . . . 192**

◊ LIBERAL STUDIES: Courses designated with a diamond are Liberal Studies courses. Four of the fourteen Liberal Studies courses required for a Bachelor of Science degree in Web Design & Interactive Media must be chosen from upper division (300-400 level) courses.  
 \* ELECTIVES: 1st elective may be chosen from lower division (1000- or 2000-level courses) or from upper division courses (3000- or 4000-level courses). 2nd and 3rd electives must be selected from upper division courses (3000- or 4000-level courses). Electives may not be chosen from Liberal Studies classes. Prerequisites must be met.  
 NOTE: All courses are 11 weeks in length. The Web Design & Interactive Media Bachelor of Science degree program is twelve quarters in length. Completion of the program in twelve quarters is dependent upon whether the student successfully attempts 15-16 quarter credits per quarter.

# LIBERAL STUDIES

The Liberal Studies Department provides students with enriching and diverse learning experiences that deepen critical-thinking skills and creativity during students' years with the college and beyond.

### Liberal Studies for Associate of Science Degree Programs

Associate of Science Degree programs are required to take seven lower- or upper-level courses in liberal studies. These must include the following:

- HU110 College English
- HU111 Effective Speaking
- HU130 Visual Language & Culture

- One course must be a 100-level mathematics course.

- Two courses must be selected from lower- or upper-level Social & Behavioral Sciences.

- One course must be selected from lower- or upper-level Humanities, Mathematics & Sciences, or Social & Behavioral Sciences courses.

### Liberal Studies for Bachelor of Science and Bachelor of Fine Arts Degree Programs

Bachelor of Science and Bachelor of Fine Arts Degree programs are required to take fourteen lower- or upper-division courses in liberal studies. These must include the following:

- HU110 College English
- HU111 Effective Speaking
- HU130 Visual Language & Culture

- One course must be a 100-level Mathematics course.

- One course must be a lower- or upper-level Mathematics & Sciences course.

- Two courses must be selected from lower- or upper-level Social & Behavioral Sciences.

- One course must be selected from upper-level Social & Behavioral Sciences.

- Two courses must be selected from lower- or upper-level Humanities courses.

- One course must be selected from lower- or upper-level Humanities, Mathematics & Sciences, or Social & Behavioral Sciences courses.

- One course must be selected from lower- or upper-level Humanities, Mathematics & Sciences, or Social & Behavioral Sciences courses.

- Two courses must be selected from upper-level Humanities, Mathematics & Sciences, or Social & Behavioral Sciences courses.

### Transitional Studies Courses

The courses included in this program are designed to help build and strengthen the foundation skills. To receive the benefits of such a program, students must enroll in the courses in their first (1st) year. Students enrolled in Transitional Studies courses may be required to take from three (3) to six (6) credits in addition to their standard program of study credit requirements. Students must successfully complete such courses with a grade of C or better in order to progress in their program of study. These credits will increase the total number of credits students must take, and they will not count toward graduation. However, they will be included in determining the maximum time frame and the Incremental Completion Rate (ICR). These credits will be charged at the current per-credit-hour rate.

Choose a selection from the list of Liberal Studies courses, although not all courses may be available at time of selection.

## LIBERAL STUDIES - COURSE LISTING

Lower Division	Prerequisite(s)
College English HU110 4 . . . . .	None
Effective Speaking HU111 4 . . . . .	None
Visual Language & Culture HU130 4 . . . . .	HU110 College English
Art History HU230 4 . . . . .	None
Humanities HU250 4 . . . . .	None
Literature HU251 4 . . . . .	HU110 College English
Philosophy HU252 4 . . . . .	HU110 College English
Theater HU253 4 . . . . .	HU110 College English
Genre Fiction HU254 4 . . . . .	HU110 College English
Culture & Thinking HU255 4 . . . . .	HU110 College English

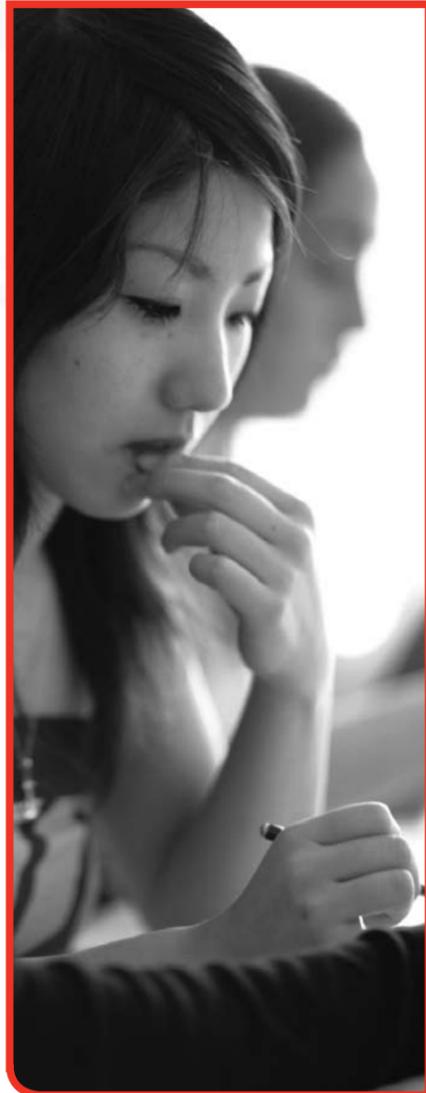
Upper Division	Prerequisite(s)
Creative Writing HU310 4 . . . . .	HU110 College English
Story Writing HU311 4 . . . . .	HU110 College English
Journalism HU312 4 . . . . .	HU110 College English
Ancient Art History HU330 4 . . . . .	HU130 Visual Language & Culture
Renaissance & Beyond HU331 4 . . . . .	HU130 Visual Language & Culture
Modern Art HU332 4 . . . . .	HU130 Visual Language & Culture
Contemporary Art HU333 4 . . . . .	HU130 Visual Language & Culture
Outsider Art HU334 4 . . . . .	HU130 Visual Language & Culture
The Novel HU355 4 . . . . .	HU110 College English
Myth and Symbol HU356 4 . . . . .	HU110 College English
Ethics HU357 4 . . . . .	HU110 College English
Critical Thinking HU358 4 . . . . .	HU110 College English
Seminar in the Humanities HU399 4 . . . . .	Any lower division humanities course

Lower Division	Prerequisite(s)
World Civilization SB110 4 . . . . .	None
Anthropology SB111 4 . . . . .	None
Psychology SB112 4 . . . . .	None
Sociology SB113 4 . . . . .	None
U.S. History SB210 4 . . . . .	None
Arts and Society SB211 4 . . . . .	HU110 College English
Cultural Studies SB212 4 . . . . .	None
Music and Society SB213 4 . . . . .	None
Belief Systems SB214 4 . . . . .	None
Government and Politics SB215 4 . . . . .	None
Economics SB216 4 . . . . .	None
Health and Society SB217 4 . . . . .	None

Lower Division	Prerequisite(s)
Cyber Theory SB310 4 . . . . .	None
Magic and Ritual SB311 4 . . . . .	None
Physical Anthropology SB312 4 . . . . .	SB111 Anthropology
World Conflict SB313 4 . . . . .	None
Film and Society SB314 4 . . . . .	None
Spanish Language and Culture SB315 4 . . . . .	None
French Language and Culture SB316 4 . . . . .	None
Language and Culture SB317 4 . . . . .	None
Seminar in Social and Behavioral Science SB399 4 . . . . .	Any lower Social and Behavioral Science course

Lower Division	Prerequisite(s)
Quantitative Literacy and Reasoning MS110 4 . . . . .	None
College Algebra MS111 4 . . . . .	None
Statistics MS112 4 . . . . .	None
Ethnomathematics MS113 4 . . . . .	None
Traditional Geometry MS114 4 . . . . .	None
Biology MS130 4 . . . . .	None
Physics MS131 4 . . . . .	None

Upper Division	Prerequisite(s)
Transformational Geometry MS320 4 . . . . .	Any lower division Math course
Astronomy MS332 4 . . . . .	None
Physiology/Kinesiology MS333 4 . . . . .	None
Environmental Science MS334 4 . . . . .	None
Seminar in Mathematics MS398 4 . . . . .	Any lower division Math course
Seminar in Science MS399 4 . . . . .	Any lower division Science course
Humanities IS400 4 . . . . .	By permission of Academic Advisor
Social & Behavioral Sciences IS401 4 . . . . .	By permission of Academic Advisor
Mathematics & Sciences IS402 4 . . . . .	By permission of Academic Advisor



# COURSE DESCRIPTIONS

## Bachelor's and Associate's Degree Programs

Courses with 1000- or 2000-level course numbers are typically taken in the first two years of academic study. Courses with 3000- or 4000-level course numbers are typically taken in the third and fourth academic years of study.

## Culinary Arts/Culinary Management

### CUL1105

#### Concepts & Theories of Culinary Techniques

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

The fundamental concepts, skills, and techniques involved in basic cookery are covered in this course. Special emphasis is given to the study of ingredients, cooking theories, and the preparation of stocks, broth, glazes, soups, thickening agents, the grand sauces, and emulsion sauces. The basics of stocks, soups, sauces, vegetable cookery, starch cookery, meat, and poultry are covered. Students must successfully pass a practical cooking examination covering a variety of cooking techniques.

**Prerequisite:** None

### CUL1106

#### Introduction to Culinary Skills

6 Quarter Credits (22 hrs Lecture/88 hrs lab)

Concepts, skills, and techniques of basic cooking are covered in the course. Lectures and demonstration teach organization skills in the kitchen, work coordination, and knife skills. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising, and frying. Students must successfully pass a practical cooking examination covering a variety of cooking techniques.

**Corequisites:** CUL1105 Concepts & Theories of Culinary Techniques; CUL1107 Sanitation & Safety

### CUL1107

#### Sanitation & Safety

3 Quarter Credits (33 hrs Lecture)

This course is an introduction to food and environmental sanitation and safety in a food production area. Attention is focused on food-borne illnesses and their origins, and on basic safety procedures followed in the foodservice industry. This course was approved by the Federal Food and Drug Administration (FDA) and is recognized by 95% of state and local jurisdictions that require training or certification. Emphasis will be given to foodservice in all areas of the facility, maintenance costs, flow, and production.

**Prerequisite:** None

### CUL1115

#### Regional Cuisine

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

This course provides students with a study of the cuisine of the region in the distinct locale of the school or city nearest to the school. Students learn about the products and ingredients that are indigenous to the region and gain hands-on experience preparing foods. A historical approach with cultural implications in the preparation of foods and the selection of menus will be stressed. The skills of plate presentation, mise en place, organization, and utilizing the fundamental techniques of cooking will be reinforced at all times.

**Prerequisite:** CUL1105 Concepts & Theories of Culinary Techniques; CUL1106 Introduction to Culinary Skills; CUL1107 Sanitation & Safety

### CUL1116

#### American Regional Cuisine

6 Quarter Credits (22 hrs Lecture/88 hrs lab)

This course provides students with a study of the cuisines of the regions of the United States. Students learn about the products and ingredients that are indigenous to the regions and gain hands-on experience preparing foods. A historical approach with cultural implications in the preparation of foods and the selection of menus will be stressed. The skills of plate presentation, mise en place, organization, and utilizing the fundamental techniques of cooking will be reinforced at all times.

**Prerequisite:** CUL1105 Concepts & Theories of Culinary Techniques; CUL1106 Introduction to Culinary Skills; CUL1107 Sanitation & Safety

### CUL1117

#### Purchasing & Product Identification

3 Quarter Credits (33 hrs Lecture)

This course is a collaborative exploration of basic principles of purchasing food, equipment, and supplies. Primary focus is on product identification, supplier selection, and the ordering, receiving, storing, and issuing process.

**Prerequisite:** None

### CUL1124

#### Management, Supervision & Career Development

3 Quarter Credits (33 hrs Lecture)

This course focuses on managing people from the hospitality supervisor's viewpoint. The 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 foodservice operation. How to motivate employees and resolve conflicts with staff, guests, and other departments are addressed. Development of personal career goals and objectives, self-promotional skills, and strategies for conducting an effective job search in the foodservice industry will be discussed. It will also strive to improve listening, decision-making, and presentation skills through group communication and problem-solving activities involving teamwork.

Emphasis will be placed on résumés, cover letters, interviewing skills, networking, and conducting company research, to provide students with a foundation in the many skills needed to manage people. Providing leadership, communicating well, planning, and decision making are essential to successful hiring, training, evaluation, delegation, motivation, discipline, and development.

**Prerequisite:** None

### CUL1125

#### Introduction to Baking Science & Theory

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

This course will focus on the large range of baking ingredients as well as the theory and operation of large and small equipment used in bakeries and pastry shops. Through lecture, demonstrations, tasting and testing, students learn to identify and select quality grains, dairy products, baking spices, flours, chocolates, fats, and oils used in the baking field. The costs, advantages, disadvantages, and operational requirements of professional baking equipment will also be covered. Baking Science and Theory will also introduce students to the functions of baking ingredients (such as yeast, flour, and shortening) and mixing methods for doughs, fermentation techniques, and an introduction to Artisan bread baking. Special emphasis will be placed on lean dough production and ways to enrich a dough (laminating, rubbing, and cut-in).

**Prerequisite:** None

### CUL1126

#### Introduction to Pastry Techniques & Artistry

6 Quarter Credits (22 hrs Lecture/88 hrs lab)

Students will receive comprehensive instruction regarding the preparation of creams, custards, 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 couverture chocolates used in baking and decorating. Students will prepare a variety of desserts, including crème brûlée, vacherins, soufflés, ice cream bombes, and sorbets. The proper uses of a variety of chocolates and sugar decorating techniques used in modern plate, table and buffet presentations will be demonstrated.

**Prerequisite:** CUL1107 Sanitation & Safety; Permission of Academic Department Director

### CUL1145

#### Management by Menu

3 Quarter Credits (33 hrs Lecture)

This course prepares future food service managers by giving a clear picture of the important role menu planning plays within operations. It covers topics ranging from menu development, pricing, and evaluation to facilities design and layout. Students will benefit because understanding menus is crucial to the success of any foodservice operation, i.e., a planning tool, source of operational information and a merchandising method for reaching patrons

**Prerequisite:** None

### CUL1146

#### Garde Manger

6 Quarter Credits (22 hrs Lecture/88 hrs Lab)

This course develops an understanding of the organization, equipment and responsibilities of the "cold kitchen." Reception food, buffet arrangements and plate arrangements are introduced. Students are introduced to and prepare patés, galantines, and terrines. Students must pass a written and practical exam.

**Prerequisite:** CUL1105 Concepts & Theories of Culinary Techniques; CUL1106 Introduction to Culinary Skills; CUL1107 Sanitation & Safety

### CUL2205

#### Planning & Cost Control

3 Quarter Credits (33 hrs Lecture)

In this course, students learn about the planning and control process in the food and beverage industry. Students study topics such as menu pricing, cost volume profit analysis, food, beverage, and labor costs. Students also concentrate on inventory control, production projections, cost determination and analysis, income control, and training and other costs associated with labor.

**Prerequisite:** None

### CUL2211

#### Classical Cuisine

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

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, Carême, 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.

**Prerequisites:** CUL1105 Concepts & Theories of Culinary Techniques; CUL1106 Introduction to Culinary Skills; CUL1107 Sanitation & Safety

### CUL2212

#### International Cuisine

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

This course provides an in-depth study of the cuisine of South America, Australia, Africa, the Middle East, Scandinavia, Eastern Europe, and Asia. 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.

**Prerequisites:** CUL1105 Concepts & Theories of Culinary Techniques; CUL1106 Introduction to Culinary Skills; CUL1107 Sanitation & Safety

### CUL2214

#### Asian Cuisine

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

This course provides an in-depth study of the cuisine of India, the 4 regions of China, Japan, Vietnam, Thailand, and Indonesia. Advanced hands-on techniques will be utilized in the production of Asian 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.

**Prerequisites:** CUL1105 Concepts & Theories of Culinary Techniques; CUL1106 Introduction to Culinary Skills; CUL1107 Sanitation & Safety

### CUL2226

#### Current Cuisine

6 Quarter Credits (22 hrs Lecture/88 hrs Lab)

This is an in-depth study of the various Asian, Pacific Rim and Fusion cuisines of the world. Advanced hands-on techniques will be utilized in the production of ethnic menus. Studies will be conducted in, but not limited to, the various Asian cuisines. Hands-on experience will be attained in the preparation of menus for various cultural events in each of the ethnic groups studied. 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.

**Prerequisites:** CUL1105 Concepts & Theories of Culinary Techniques; CUL1106 Introduction to Culinary Skills; CUL1107 Sanitation & Safety

### CUL2227

#### Food and Beverage Operations Management

3 Quarter Credits (33 hrs Lecture)

Topics covered include the psychology of service, professional standards of performance for dining room personnel, the fundamental skills required for service-ware handling, the service sequence, order taking, guest relations, and the liability and consumer dimensions of alcohol service. The course highlights the specific management opportunities and challenges in managing a bar, lounge, or food service establishment serving alcoholic beverages. Significant product knowledge orientation, as well as cost control and purchasing, production, and service issues are addressed. The students will produce their own complete dining room and bar operation manual. This project should be saved on diskette or jump drive, as it will be used during Capstone or the development of a business plan.

**Prerequisite:** None

### CUL2301

#### A La Carte

6 Quarter Credits (22 hrs lecture/88 hrs Lab)

This will be the student's experience in a live, practical setting. 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 the a la carte restaurant and hotel employment. The students will focus on traditional American foods, prepared and cooked a la minute from a menu card. All cooking techniques will be reinforced throughout the class, as well as organization, plate presentation, and proper mise en place.

**Prerequisite:** CUL1115 Regional Cuisine; CUL1116 American Regional Cuisine; CUL1125 Introduction to Baking Science & Theory; CUL1126 Introduction to Pastry Techniques & Artistry; CUL1146 Garde Manger

### CUL2302

#### Externship

3 Quarter Credits (99 hrs Externship)

Through a field externship 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 externship 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 enter the filed upon graduation.

**Prerequisite:** CUL1124 Management, Supervision & Career Development; Permission of Academic Department Director

### CUL2303

#### Capstone

3 Quarter Credits

In this course, students will be introduced to menu-driven concepts and the derivation of a business plan that outlines a foodservice vision by analyzing demographics, location, design, marketing, and financial requirements for such a venture and its overall feasibility in the marketplace. Trends, lifestyle shifts and psycho-graphic analysis will be addressed while analyzing successful restaurant concepts via case studies.

**Prerequisite:** CUL1146 Garde Manger; CUL2205 Planning & Cost Control; CUL2227 Food & Beverage Operations Management

### CM3301

#### **Purchasing**

**3 Quarter Credits (33 hrs Lecture)**

In this course, students will understand the planning and control process in the food and beverage industry. Menu pricing, cost volume profit analysis, food, beverage, and labor costs are included. Special attention will be given to the areas of inventory control, production, projections, cost determination and analysis, income control, field of labor procurement, training, costs associated with labor, as well as implementing labor cost savings techniques. The students will also be instructed in purchasing procedures for foodservice operations, the theory of the flow of goods, purchasing trends and cycles, ethical and legal considerations of purchasing, and creating and comparing product and bidding specifications. In this course, the students will be provided with laboratory experiences to allow for hands-on training in the areas of inventory, proper receiving and issuing techniques, product quality and comparison testing, and decision making, as well as the evaluation of product purchasing based on cost and quality.

**Prerequisite: None**

### CM3302

#### **History & Evolution of Food**

**3 Quarter Credits (33 hrs Lecture)**

An examination of the major historical and geographical developments that have affected the creation of various cultural patterns including, but not limited to, gastronomic choices, cooking habits, folkways, and the use of local ingredients to meet nutritional and cultural considerations. Topics will include the power and impact of cultural symbols and the ways in which generations teach their young to honor a cultural heritage. Students will complete a term paper on a topic of their choice related to the content of this course.

**Prerequisite: None**

### CM3303

#### **Event Management**

**3 Quarter Credits (33 hrs Lecture)**

This course introduces students to the fundamentals of managing special events and the people, such as meeting planners, catering, and banquet managers, who help coordinate special events. Students also discuss topics such as contracts, checklists, and closing sales.

**Prerequisite: None**

### CM3304

#### **Quick Service Restaurant Operations**

**3 Quarter Credits (33 hrs Lecture)**

This course is designed to explore the various career opportunities in the Quick Service Food Operations. Emphasis will be placed on low- to mid-range foodservice, cafeteria, retail take-out units, and franchised operations. Performance issues will also be examined in the areas of consistency, quality, service, recruitment, and pricing.

**Prerequisite: None**

### CM3311

#### **Business Communications**

**3 Quarter Credits (33 hrs Lecture)**

Students in this course learn business communication techniques such as letter writing and identify the requirements of different types of writing and prepare materials to communicate clearly and effectively. Students also discuss becoming food critics.

**Prerequisite: None**

### CM3312

#### **Hospitality Technology**

**3 Quarter Credits (33 hrs Lecture)**

In this course, students learn a variety of software applications that are designed for the foodservice industry. These applications include database, recipe and inventory management, and point sales systems. In addition, students also learn to use the Internet as a research and marketing tool.

**Prerequisite: None**

### CM3313

#### **Hospitality Law**

**3 Quarter Credits (33 hrs Lecture)**

Students in this course study Hospitality Law as well as the legislation and statutes that govern the foodservice industry.

**Prerequisite: None**

### CM3314

#### **Foodservice for Institutions**

**3 Quarter Credits (33 hrs Lecture)**

This course is designed to explore the emerging field of the retirement communities and the ever-expanding senior population. Emphasis will be placed on demographics, segmentation of assisted-living communities, nutritional, legal, and medical concerns, private and public companies serving this market.

**Prerequisite: None**

### CM3316

#### **Legal Issues & Ethics for Culinaricians**

**3 Quarter Credits (33 hrs Lecture)**

The course is designed to give the student an overview of legal issues arising in the foodservice environment. The students will examine laws pertinent to the hospitality/ food service industry and will investigate the relationship of these laws to the administration of a service organization. This course also identifies common ethical dilemmas encountered by Culinaricians; introduces the student to the foundations, purpose, and content of ethical codes and approaches to ethical decision making.

**Prerequisite: None**

### CM3322

#### **Human Resource Management**

**3 Quarter Credits (33 hrs Lecture)**

This course is designed to provide an overview and foundation for all facets of human resource management. Topics include job design, labor relations, recruitment, selection and development of employees, compensation administration, employee appraisal, and government regulations involved with equal employment opportunity, affirmative action, accommodations, Fair Labor Standards Act, and workplace safety. The strategic aspect of human resource management will be explored in depth.

**Prerequisite: None**

### CM3323

#### **Food Journalism**

**3 Quarter Credits (33 hrs Lecture)**

This course will incorporate the data from spreadsheets, word processed documents, and specialized foodservice software applications into presentation format. Emphasis will be in the preparation of professional documents, formal presentations, and graphic visuals to express and convey information and ideas to others.

**Prerequisite: None**

### CM4401

#### **Facilities Design**

**3 Quarter Credits (33 hrs Lecture)**

Success in foodservice involves hundreds of details. Experienced restaurateurs or foodservice managers will tell you that knowing answers to nuts-and-bolts questions is a key aspect of their job. This course provides you with complete answers to critical questions concerning foodservice equipment, layout, and design. Issues such as the following will be addressed: How many place settings to order? How to keep utility bills down? How to buy a walk-in cooler and how big should it be? Should a laundry room be included in the restaurant or should a contract laundry service be considered? Is it smart to buy a used range?

**Prerequisite: None**

### CM4402

#### **Managerial Accounting**

**3 Quarter Credits (33 hrs Lecture)**

This course introduces the nature and purpose of accounting, presents the accounting cycle, and explains how to prepare accounting statements. Uses of internal accounting information to make business decisions in the management of a foodservice enterprise will be discussed. Topics include: cost concepts and behavior; planning and controlling costs using budgeting techniques; standard costing; performance measurements and responsibility accounting; cost volume analysis; costing systems; and allocation of overhead.

**Prerequisite: None**

### CM4403

#### **Marketing Applications**

**3 Quarter Credits (33 hrs Lecture)**

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. This course presents research methodology and the creation of a marketing strategy. Students apply competencies achieved in this course in developing a formal marketing report.

**Prerequisite: None**

### CM4411

#### **Customer Service**

**3 Quarter Credits (33 hrs Lecture)**

In this course, students learn how to provide effective and professional customer service. Students prepare for their career by studying actual hospitality cases and developing solutions to common customer service problems.

**Prerequisite: None**

### CM4412

#### **Senior Project - Capstone**

**4 Quarter Credits (44 hrs Lecture)**

Students in this course develop a business plan that outlines the acquisition of a foodservice operation. Students analyze demographics, location, marketing, and financial requirements, and examine restaurant concepts in case studies. In this course, students will take menu-driven concepts and derive a business plan that outlines the acquisition of a foodservice property by analyzing demographics, location, marketing, and financial requirements for such a venture and its overall feasibility in the marketplace. Trends, lifestyle shifts, and psychographic analysis will be addressed while analyzing successful restaurant concepts via case studies. The capstone project culminates in a complete business plan ready for market entry.

**Prerequisite: Permission of Academic Department Director/Advisor**

### CM4413

#### **Foodservice Management Applications**

**3 Quarter Credits (33 hrs Lecture)**

This course will apply the management foundations and research principles to a variety of foodservice situations that are commonly found in the industry. Emphasis will be placed in applications to increase revenues and reduce costs to enhance an existing firm's profitability, as well as for start-up foodservice operations.

**Prerequisite: None**

### Digital Filmmaking

#### **& Video Production**

### DF1101

#### **Survey of Digital Filmmaking & Video Production**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course will present a survey of the digital filmmaking & video production industries. It will focus on entry-level jobs and career paths, as well as the responsibilities and skills necessary for success. Students will also explore media's impact on society and gain an overview of the program.

**Prerequisite: None**

### DF1121

#### **Fundamentals of Video Production**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Introduction to Photography students will study the technical terms of video production and learn to operate basic video production equipment, using typical industry techniques.

**Prerequisite: GD1125**

### DF1122

#### **Fundamentals of Audio**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course addresses the principles of recording sound and covers the study of sound characteristics, basic acoustics, ergonomics, and basic techniques for field recording. The role of sound in media production is explained and exemplified.

**Prerequisite: None**

### DF1131

#### **Intermediate Video Production**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course introduces the student to the digital video camera as a technical and creative tool for communication. Students will recognize the principles of visual design for motion pictures, develop their ability to evaluate the visual potential of locations, interpret the technical requirements of motion picture photography, and operate professional video cameras.

**Prerequisite: DF1121 Fundamentals of Video Production**

### DF1133

#### **Fundamentals of Editing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course introduces the student to the editing of visuals and sound. The course covers using video recorders and players, the techniques of dubbing, assembling, and inserting visuals from source to record.

**Prerequisite: DF1121 Fundamentals of Video Production**

### DF1134

#### **Lighting**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students will be introduced to the basic concepts and principles of lighting for photography, as well as the fundamentals of recognizing and controlling both natural and studio lighting with emphasis on the quality, quantity, and direction and its effect on the photographic image.

**Prerequisite: DF1121 Fundamentals of Video Production**

### DF1141

#### **Digital Cinematography**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course explores the various camera and lighting techniques used in digital filmmaking and 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: GD1125 Introduction to Photography**

### DF1142

#### **Fundamentals of Scriptwriting**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Students explore the writing and creative elements needed to create scripts. Emphasis is on format, structure, and character development. They will also acquire knowledge of all elements from research to proposal to treatment to script.

**Prerequisite: MA1131 Conceptual Storytelling**

### DF1143

#### **Intermediate Editing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course will focus on the post-production experience using non-linear editing software. Students will learn to utilize creative problem-solving skills through editing. Approach, pace, tone, and rhythm of sequences are explored.

**Prerequisite: DF1133 Fundamentals of Editing**

### DF1144

#### **Fundamentals of Producing and Directing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

It is an art in itself to organize and direct digital filmmaking and video production. This course focuses on the production processes and performances from the perspectives of a producer and director and develops the student's talent for this unique form of art.

**Prerequisite: DF1121 Fundamentals of Video Production**

## DF2251

### **Studio Production**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course focuses on broadcast studio operation, live production, studio management, lighting, crew, and sound. Students will also explore the theoretical basis of the electronics behind the equipment needed for studio production. Students will produce their own studio multi-camera program.

**Prerequisite:** DF1131 *Intermediate Video Production*

## DF2252

### **Intermediate Audio**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course explores the various methods and techniques for digital sound composition and design. Students will focus on using digital sound systems and manipulating sound elements for intended effects in media content.

**Prerequisite:** DF1122 *Fundamentals of Audio*

## DF2253

### **Fundamentals of Animation**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

An introduction to 2-D digital animation concepts and techniques. Students will create animation using basic principles of design for time-based media.

**Prerequisite:** FS122 *Image Manipulation*

## DF2254

### **Fundamentals of Web design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Focused on the design of Web pages, this course covers the fundamentals of encoding techniques and designing features for Web pages. Students learn to construct a Web page with dynamic media content.

**Prerequisite:** FS122 *Image Manipulation*

## DF2261

### **Electronic Field Production**

**3 Credits**

Students are immersed in the process of professional video field production in two styles: ENG (Electronic News Gathering) and EFP (Electronic Field Production). News encompasses on-the-spot coverage and storytelling in a spur-of-the-moment reporting format. The class will also examine EFP, single-camera location shooting as expressed in documentaries, corporate projects, or commercials.

**Prerequisite:** DF2251 *Studio Production*

## DF2262DVD

### **Authoring**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

An introduction to creating interactive DVD titles. This course will focus on production techniques of DVD authoring, proofing and pre-mastering.

**Prerequisite:** DF1143 *Intermediate Editing*

## DF2264

### **Media Theory & Criticism**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students explore the different theories and approaches to media and their impact on society and culture so as to inform and enrich their own work.

**Prerequisite:** None

## DF3372

### **Scriptwriting**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

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:** DF1142 *Fundamentals of scriptwriting*

## DF3374

### **History of Motion Media & Mass Communications**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

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:** DF1141 *Digital Cinematography*

## DF3381

### **Short Media Production**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course discusses short form as a genre of media production and its features in subject matter and style. Students learn to produce short-form news, information, and dramatic content for multiple delivery platforms.

**Prerequisite:** DF2261 *Electronic Field Production*

## DF3382

### **Sound Design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course explores the various methods and techniques for digital sound composition and design. Students will focus on using digital sound systems and manipulating sound elements for intended effects in media content.

**Prerequisite:** DF1122 *Fundamentals of Audio*

## DF3383

### **Advanced Editing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Focused on advanced editing systems and methods, this course enables students to process audio and video elements in media content and organize such content for total effect and final delivery. Students apply a comprehensive set of critical and evaluative skills to make sound judgment calls and sophisticated editing decisions.

**Prerequisite:** DF1143 *Intermediate Editing*

## DF3384

### **Multi-Camera Production**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Synchronizing multiple cameras and equipment, students work in teams to execute a production, typically of a live performance or function. Emphasis is placed on operating multiple pieces of equipment simultaneously and working as a production team.

**Prerequisite:** DF2261 *Electronic Field Production*

## DF3391

### **Senior Project Preparation**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

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:** By Permission of Academic Director / Advisor

## DF3392

### **Audio Post Production**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This post-production audio class requires students to bring together appropriate sonic elements for a final production. This will include foley, automatic dialogue replacement, editing of music and sound sweetening. Once all the sound is locked, the student will mix down to a final audio format, which can then be incorporated with picture into an industry standard format.

**Prerequisite:** DF2252 *Intermediate Audio*

## DF3394

### **Acting & Directing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

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:** DF1144 *Fundamentals of Producing and Directing*

## DF3311

### **Senior Project Production**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course continues the three-quarter-long comprehensive project begun in Senior Project Preparation. Students will employ cumulative skills to produce a significant, sophisticated, digital film in a chosen genre. Projects will be carried out individually or in groups based on the needs of the class as determined by the instructor.

**Prerequisite:** DF3391 *Senior Project Preparation*

## DF3312

### **Media Production Workshop**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Working in production teams, students in this workshop class will deal with real clients--typically representatives of nonprofit 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.

**Prerequisite:** DF3381 *Short Media Production*

## DF4411

### **Senior Project Post Production**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course concludes the three-quarter-long comprehensive project begun in Senior Project Preparation and continued in Senior Project Production. Students will employ cumulative skills to post-produce a significant, sophisticated digital film in a chosen genre.

**Prerequisite:** DF3311 *Senior Project Production*

## DF4412

### **Portfolio Preparation**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this first portfolio course, students will assess personal strengths to establish a career goal and decide how to organize their digital filmmaking and video 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:** DF3311 *Senior Project Production*

## DF4413

### **Media Delivery Systems and Distributions**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course addresses the end part of digital filmmaking and video production—delivery and distribution. Students will study a variety of delivery methods and systems and determine the advantages and limitations of each. They will also examine the relationship between delivery systems and distribution methods and evaluate the relative efficiency, cost, and effectiveness of each.

**Prerequisite:** DF2262 *DVD Authoring*

## DF4423

### **Media Business Practices & Law**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course covers the multiple facets of media business. Topics of learning include business plan, production budget, business proposal, business contracts, business ethics, government regulations, copyright and other business laws, etc. Course materials are covered through lecture, discussion, research, writing, and presentation.

**Prerequisites:** DF2261 *Electronic Field Production*

## MA1131

### **Conceptual Storytelling**

**3 Credits**

This course is an introduction to storytelling and the components of story. The goal is to develop storytelling skills, and an understanding of story form.

**Prerequisite:** HU110 *College English*

## MA2241

### **Motion Graphics**

**3 Credits**

This course is an introduction to the use of titling in theatrical and broadcast graphics. Techniques for design and implementation will be covered. Students will produce title sequences and montages integrating image manipulation applications and other image processing support.

**Prerequisite:** FS122 *Image Manipulation*

## MA3316

### **Compositing**

**3 Credits**

Students in this course learn the concepts, techniques, and vocabulary of compositing. Students apply rotoscope, matchmoving, keying, layering, and alpha channel to final animation projects.

**Prerequisite:** None

## MA4405

### **Intermediate Motion Graphics**

This course will explore the use of motion graphics as a commercial communication medium and technical compositing tool. Studies will include the development of visual concepts, design, and execution of a final presentation(s). Technical skills utilized will include advanced compositing techniques, typography, animation, and design.

**Prerequisite:** MA2241 *Motion Graphics*

## **Fashion Marketing & Management**

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### **Lower Division Design Courses**

## FD1101

### **Draping**

**3 quarter credits (22 hrs Lecture/22 hrs Lab)**

Students are introduced to the proper method of 3-D patternmaking, allowing for the free, accurate expression of the design concept. Proportion, line, grain and fit are analyzed in this laboratory class.

**Prerequisite:** None

## FD1121

### **Fundamentals of Construction**

**3 quarter credits (22 hrs Lecture/22 hrs Lab)**

In this course, students will analyze construction standards and techniques as applied to the apparel industry. A foundation will be formed which students may build upon.

**Prerequisite:** None

## FD1123

### **History of Fashion I**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

The study of the development of clothing from ancient times to the 17th century. Research project of costume will be done for a production.

**Prerequisite:** None

## FD1125

### **Fashion Illustration**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students will demonstrate a working knowledge of media and techniques used in rendering the fashion proportion and look. It includes fabric and texture rendering.

**Prerequisite:** FS101 *Fundamentals/Observational Drawing*

## FD1127

### **Introduction to the Fashion Industry**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course is an introduction to the apparel industry. Students will learn how the industry operates with regard to the creation, production and marketing of apparel.

**Prerequisite:** None

## FD1131

### **Fundamentals of Patternmaking**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides an introduction to mastering the basic techniques in patternmaking that include measurement taking, pattern drafting and pattern manipulation.

**Prerequisite:** FD1121 *Fundamentals of Construction*

## FD1133

### **History of Fashion II**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

The study of the development of clothing from the 17th century to the present. Costume research project will be done for a production.

**Prerequisite:** None

## FD1135

### **Advanced Fashion Illustration**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, advanced illustration techniques are applied toward development of a personal style in fabric and texture rendering of the fashion figure.

**Prerequisite:** FD1125 *Fashion Illustration*

## FD1137

### **Apparel Marketing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course analyzes current market offerings in the apparel industry and develops systems for market research. Students will investigate, compare and contrast garment resources and samples. They will develop product knowledge, select resources and apply research information to product lines. Retail and wholesale markets will be studied.

**Prerequisite:** FD1127 *Introduction to the Fashion Industry*

## FD2211

### **Intermediate Patternmaking**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course continues to build on mastering the techniques of patternmaking. The students will study the different components that make a garment and construct muslin samples.

**Prerequisite:** FD1131 *Fundamentals of Patternmaking*

## FD2215

### Intermediate Construction

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, students will continue to build on their basic construction standards and techniques as applied to the apparel industry. The students will become familiar with industrial sewing equipment and its applications.

**Prerequisite:** FD1121 Fundamentals of Construction

## FD2217

### Manufacturing Concepts

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

The purpose of this course is to introduce and communicate manufacturing processes. Students will develop a working knowledge of terms and methods.

**Prerequisite:** FD1127 Introduction to the Fashion Industry

## FD2221

### Pattern Details

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, flat pattern techniques are taught in accordance with the approved garment trade practices. Students will be drafting complex garment components and muslin samples.

**Prerequisite:** FD2211 Intermediate Patternmaking

## FD2223

### Trends & Concepts in Apparel Marketing

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course is a comprehensive study of trend forecasting, including the examination of social issues, demographics, and historical factors that affect the fashion and related industries.

**Prerequisite:** FD1127 Introduction to the Fashion Industry

## FD2225

### Textiles

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course will enable students to identify the major categories of textiles, including knits and wovens. There is special emphasis on textile terminology, fiber identification, and appropriate textile selection for a variety of end uses, including apparel and home furnishings. Students will be introduced to the regulations and laws that apply to the textile and apparel industry. They will research and source textile manufacturers and mills relevant to product development.

**Prerequisite:** None

## FD2227

### Technical Drawing

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course covers the manual, mechanical and computerization of technical sketching with an emphasis on flat garment drawing for specification sheets.

**Prerequisite:** FS104 Computer Applications

## FD2231

### Applied Construction

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, students will demonstrate a working knowledge of basic and advanced construction techniques as they apply the methods to complex garments.

**Prerequisite:** FD2215 Intermediate Construction

## FD2233

### Basic Bodice

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

The development of basic block patterns for industry standards as well as individuals.

**Prerequisite:** FD2211 Intermediate Pattern Making, FD2215 Intermediate Construction

## FD2235

### Computer Design

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, the use of computer design software as used in garment and textile production is emphasized. Students develop their own textiles and draping solutions as related to the design industry.

**Prerequisite:** FD2227 Technical Drawing

## FD2237

### Computerized Patternmaking

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, students further develop patternmaking skills using industry-specific Computer-Aided Design (CAD) programs. Computer patternmaking tools, input and output devices are used in a laboratory setting.

**Prerequisite:** FD2221 Pattern Details

## FD2240

### Production Processes

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students further explore manufacturing systems with the application of industry-specific CAD software. The interrelationship between budget and production is examined with the production of markers for various garment lines.

**Prerequisite:** FD2221 Pattern Details, FD2231 Applied Construction

## FD2277

### Computerized Grading & Markers

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, students use industry-specific computer design software in creating grade rule tables to grade various patterns. They then use these patterns in a computerized marker program following specific parameters.

**Prerequisite:** FD2237

Computerized Patternmaking

## FD2287

### Fashion Show Production

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, the students will work as a team to produce a fashion show. They will cover all aspects of the production and management of the show.

**Prerequisite:** FD1127 Introduction to the Fashion Industry

## FD2290

### Specialties Fabrics

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, students will learn how to work with different fabrics such as leather, faux fur, and lace. Students will study the different construction techniques needed in working with difficult materials. Students will create a garment based on these techniques.

**Prerequisite:** FD2221 Pattern Details; FD2231 Applied Construction

## Fashion Marketing & Management

### Upper Division Design Courses

## FD3313

### Concept & Line Development

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, students explore specialty design areas through research, analysis and forecasting. Advanced design skills are applied through hand rendering skills. Includes the production of portfolio-quality concept boards.

**Prerequisite:** FD2223 Trends & Concepts in Apparel Marketing, FD2227 Technical Drawing

## FD3315

### Surface Design

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, the students study textile design as related to the garment and textile industry. Students develop and implement designs using a variety of dyeing and printed techniques. This course covers the creation of prints on paper using a variety of techniques. Students will apply their designs on fabric using block printing, resist techniques and painting.

**Prerequisite:** None

## FD3325

### Surface Design - Screen Printing

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students will be introduced to screen printing on textiles, including photo silkscreen, and will apply their designs to fabric. Students will use the computer to prepare color separations for their screens.

**Prerequisite:** FD2235 Computer Design, FD3315 Surface Design

## FD3327

### Applied Computer Design

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course concentrates on industry professional visual presentations. Students will use advanced computer design skills and a range of industry-standard software. Comping, concept storyboards, image development for wholesale and retail, in print, email attachments, CD-ROMs, and Web are developed.

**Prerequisite:** FD2235 Computer Design

## FD3331

### Advanced Draping

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Advanced study of direct fabric manipulation on the form. More complex 3-D patternmaking will be studied. Students will be working with a variety of fabric.

**Prerequisite:** FD2221 Pattern Details, FD2215 Intermediate Construction

## FD3335

### Surface Design - Knits

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, students study the computer design of textiles for knitwear. Techniques of knitwear and production are stressed.

**Prerequisite:** FD2235 Computer Design, FD2227 Technical Drawing

## FD3337

### Current Designers

2 Quarter Credits (11 hrs Lecture/22 hrs Lab)

The study of the design characteristics, contemporary markets and lifestyles of leading designers.

**Prerequisite:** FD1133 History of Fashion II

## FD3340

### Fashion Sketchbook

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students in this class will continue to develop their fashion illustration skills. Focus will be on creating original concepts for their designs for a variety of designs including menswear, children's wear, and knits. This course will encourage the student to experiment with different materials to develop their design approach.

**Prerequisite:** FD1135 Advanced Fashion Illustration

## FD3345

### Fashion Illustration Studio

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students in this course will develop their individual illustrative skills in the field of Fashion. Different ways of drawing and seeing the figure will be explored. Students will study movement and expression and how to communicate the essential elements of clothing from textiles to drape. Students will produce work from concept to finalized presentation drawings.

**Prerequisite:** FD1135 Advanced Fashion Illustration

## FD3370

### Menswear

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students design and construct apparel for men's wear. The students will learn the draping, drafting, and sizing along with grading differences of men's clothing.

**Prerequisites:** FD2231 Applied Construction, FD2221 Pattern Details

## FD3375

### Children's-wear Clothing

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this class students will design and construct a line of clothing for children's wear. The class will feature draping, pattern drafting and sizing requirements along with grading differences of children's clothing.

**Prerequisites:** FD2231 Applied Construction, FD2221 Pattern Details

## FD3380

### Knitwear

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

The students will become familiar with different types of knit fabrics, lace and stretch. The class will feature multiple product categories for designing. Active wear, casual wear, swimwear, and lingerie.

**Prerequisites:** FD2231 Applied Construction, FD2221 Pattern Details

## FD4413

### Design Specialties - Couture

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

The focus of this course is to develop an awareness of the couture market. Students will learn to work with specialized clients and specialty designs. The focus will be on the areas of active and formal wear.

**Prerequisite:** By permission of Academic Department Director

## FD4415

### Surface Design - Wovens

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Use of computer design software to develop textiles for manufacturers. Complete boards, catalogs and searching are developed.

**Prerequisite:** FD2235 Computer Design, FD2227 Technical Drawing

## FD4421

### Costume Specialties

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course concentrates on costume design and production costuming. The student will be challenged to develop creative forms while maintaining the ability to move, dance and perform. This course will include masks and headdresses as well as full body costumes. An examination of various theatrical costume construction materials will be covered such as fiberglass, foam, leatherwork, thermo-plastics, basic millinery techniques, wire frame, felt hats and finishing techniques.

**Prerequisite:** By permission of Academic Department Director

## FD4423

### Senior Project

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students will prepare, present, and defend a project suitable for professional presentation.

**Prerequisite:** Permission of Academic Director/Advisor

## FD4427

### Production Systems

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course presents an in-depth study of apparel production processes from design concept to finished product. Students will develop costing and industry specification and standards for a given product.

**Prerequisite:** By permission of Academic Department Director

## FD4431

### Costume Design & Production

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course focuses on total project management. Students will work in a team environment to produce an assigned performance production. The directorial and collaborative problems of arriving at a production concept, up to and including fully realized design documentation and costumes, is emphasized through this project.

**Prerequisite:** By permission of Academic Department Director

## FD4435

### Product Development

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students implement design concepts to product completion. Specific target markets, industry standards, and manufacturing sources are analyzed.

**Prerequisite:** By permission of Academic Department Director

## FD4440

### Special Topics for Fashion

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Topics are based upon important artistic or technological trends and development in Fashion. Topics will be addressed as they arise.

**Prerequisite:** Permission of Academic Department Director/Advisor

## FD4445

### Fashion Illustration Studio II

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students will work on completing projects assigned by a teacher or outside client to demonstrate their skill with working with a client/designer. Students will produce a line to the spec and style as required by the project.

**Prerequisite:** Permission of Academic Department

## Fashion Marketing & Management

### Lower Division Marketing & Management Courses

## FM1101

### Introduction to Fashion Marketing

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This survey course covers the fundamentals of fashion from research and development to market distribution.

**Prerequisite:** None

## FM1123

### **Fundamentals of Advertising**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course is a basic introduction to advertising, its history, potential and limitations. We will examine various definitions of advertising and different methods of communication, as well as the advertising spiral, advertising objectives, advertising copy, and federal regulations. In addition, we will look at how advertising has changed over the years and been affected by the culture that has produced it. Learning about the major events, trends, and influences on advertising will help the student place current events in context and help nourish the student's understanding of the possibilities of various types of ads and advertising campaigns. The course will also help the student recognize emerging trends and capitalize on them.

**Prerequisite: None**

## FM1135

### **Fundamentals of Marketing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course addresses the fundamental concepts and principles of marketing. The overview of marketing provided here will help students place their knowledge in a framework and understand how each component contributes to the strength and utility of a marketing plan. Students will also learn how to identify the ways in which world events and cultural assumptions influence marketing.

**Prerequisite: None**

## FM1140

### **Retailing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This class provides an overview of the retail environment. It examines and addresses basic terminology and concepts related to retail trends, traditional and non-store retailing, operations and planning.

**Prerequisite: None**

## FM2201

### **Consumer Behavior**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course examines the cultural, social, and individual variables involved in consumer behavior. It also reviews how they are incorporated into buyer decision processes and marketing practices.

**Prerequisite: None**

## FM2205

### **Sales Promotion**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course is a workshop in which students design and prepare a sales and promotion package. Students will also produce a written objective profile. Upon completion of this course, students will have explored the process of crafting a marketing and sales promotion that is carefully targeted and positioned to reach the goal of generating sales. The instructor acts as a facilitator and guide to ensure the student generates a well developed and positioned sales promotion.

**Prerequisite: FM1123 Fundamentals of Advertising**

## FM2209

### **Specialty Merchandise**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This survey course examines the world's most famous specialty stores along with profiling award-winning specialty designers.

**Prerequisite: None**

## FM2214

### **Introduction to Manufacturing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides an overview of the fashion industries, including the terminology of fashion and an explanation of the three levels of the industry (design, production and sales). Careers and the organization, structure, and problems of the garment industry are studied.

**Prerequisite: None**

## FM2217

### **Retail Buying**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides a foundation for the study of retail buying. Theories are analyzed through the study of merchandise classifications and the calculation of open-to-buy.

**Prerequisite: FM1140 Retailing**

## FM2220

### **3D Visual Merchandising I**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course will provide you with an introduction to concepts relating to basic space planning. Through a combination of lectures, real-world case study analysis, and hands-on exercises using virtual 3D space planning software, you will complete the course having a solid foundation of space planning fundamentals.

**Prerequisite: None**

## FM2224

### **Business Management**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This courses introduces students to the world of the manager, the knowledge needed, the process of managing, and the "adjusting to change" ability necessary in modern business.

**Prerequisite: None**

## FM2229

### **Merchandise Management**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Students will be introduced to the responsibilities and intricacies of retail buying. The student will gain an understanding of merchandise selection, how to negotiate a purchase, and select a resource.

**Prerequisite: None**

## FM2232

### **Inventory & Stock Control**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

An advanced course in the study of stock control and managing open-to-buys that provides a practicum in buying and utilizing computer spreadsheets for data analysis.

**Prerequisite: None**

## FM2235

### **3D Visual Merchandising II**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course you will study principles of store design with an emphasis on psychological motivation. Using 3-D visual merchant software, you will practice store simulations, lighting scenarios, strategic product placement, and the use of scenery and special effects to support merchandise.

**Prerequisite: FM2220 3D Visual Merchandising I**

## FM2250

### **Entrepreneurship**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Studies explore innovation and rapid change as they relate to the entrepreneur. Discussion includes issues regarding financial, behavioral, organizational, and marketing challenges facing emerging enterprises. Students create a business plan for the startup of a new fashion-related company, product, or service. Special emphasis is placed on the discipline of planning that is vital to individual success.

**Prerequisite: FM2224 Business Management**

## **Fashion Marketing & Management**



### **Upper Division Marketing and Management Courses**

## FM3305

### **Store Operations**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

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: FS104 Computer Applications, Accumulation of 81 credits**

## FM3310

### **In-House Promotions**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Students develop an understanding of retail special events requiring the planning and implementation of an actual event.

**Prerequisite: FM2205 Sales Promotion, FM2220 3D Visual Merchandising I**

## FM3315

### **Brand Marketing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Branding became a buzzword in 1990s advertising and marketing, but this process has evolved into a powerful way to organize and utilize an understanding of consumer needs and motivations in a changing marketplace. As the retail environment changes, marketing people can rely less on the traditional tools of print and broadcast media. Marketing strategists need to learn how to create an identity for their products and services and how to use that identity to support sales. This course is an introduction to the essential concepts and skills of brand marketing.

**Prerequisite: FM1123 Fundamentals of Advertising**

## FM3320

### **Retail Store Management**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course will examine all aspects of starting and running a retail store.

**Prerequisite: FM3305 Store Operations**

## FM3323

### **Product Development**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This class enters into the world of product development. Students will take product from concept to marketplace, researching materials and analyzing trends for the development of private label merchandise. Prototypes are developed, and manufacturing and budgetary issues are analyzed. Accounts and interfacing with advertising agencies will also be covered.

**Prerequisite: FM2209 Specialty Merchandise**

## FM3327

### **Advertising Sales & Ratings**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course focuses on a review of advertising fundamentals, their potential and limitations, advertising methods, objectives, copy, federal regulations, salesmanship, and the proper positioning of a client. Servicing accounts and interfacing with advertising agencies will also be covered.

**Prerequisite: FM1101 Introduction to Fashion Marketing, FM1135 Fundamentals of Marketing**

## FM3330

### **Global Marketing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

A practicum in cultural understanding and appreciation for international practices. Students will consider the importance of cultural self-awareness as well as verbal and non-verbal communication in cross-cultural business settings.

**Prerequisite: FM2209 Specialty Merchandise, FM3315 Brand Marketing**

## FM4400

### **Catalog Development**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course is designed to introduce the student to different types of direct marketing tools and techniques that can be applied to products and services within the retail environment. Emphasis will focus on learning and applying computer-generated publication skills with different direct marketing tools with a major emphasis in catalogs. Students will learn and apply the steps of creating a catalog using different computer application programs.

**Prerequisite: FM2201 Consumer Behavior, FS104 Computer Applications**

## FM4410

### **Executive Leadership**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Students survey the policies and practices of employer/employee relations. Classes cover behavioral problems in management, the art of dealing with people, communications, principles of delegation, training, control, and employee morale.

**Prerequisite: Accumulation of 81 credits**

## FM4411

### **Senior Project I**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Students will prepare, present and defend a project suitable for professional presentation.

**Prerequisite: FS297 Portfolio I**

## FM4415

### **Collateral Design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

The role of graphic design in collateral materials will be introduced and explored with a focus on brochures, billboards, posters, transit cards, point of sale materials, mail pieces, sales promotion materials, etc. The process of developing unified advertising collateral materials involving multiple presentations will be emphasized.

**Prerequisite: FM3315 Brand Marketing**

## FM4420

### **Public Relations & Promotions**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course examines the historical development of public relations, showing the principles, methods, and means of influencing public opinion.

**Prerequisite: FM3310 In-House Promotions**

## FM4423

### **Senior Project II**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course follows FM4411 Senior Project I in which students will prepare, present and defend a project suitable for professional presentation. In this course students will expand their fashion concept and line, producing sample garments to demonstrate their ideas.

**Prerequisite: FM4411 Senior Project I**

## FM4425

### **Human Resource Management**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

A complete, comprehensive review of essential personnel management concepts and techniques.

**Prerequisite: FM2224 Business Management**

## FM4430

### **Business Ownership**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Students plan the opening and management of a small store.. This course is a workshop in which students design and prepare all business plans necessary to open a retail store, including financing, budgets, market research, inventory and staffing. 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: Accumulation of 81 credits**

## FM4433

### **Feasibility Marketing**

**3 Quarter Credits (33 hrs Lecture)**

Students in this course will explore how to validate business ideas using both neutral thinking practices and research techniques to determine marketplace return-on-investment standards and to create Feasibility Study Plans.

**Prerequisite: FM1135 Fundamentals of Marketing, AD2220 Fundamentals of Marketing**

## FM4440

### **Special Topics for Fashion Marketing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Topics are based upon important artistic or technological trends and developments in Fashion Marketing. Topics will be addressed as they arise.

**Prerequisite: By Permission of Academic Department Director/Advisor**

## FD1123

### **History of Fashion I**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

The study of the development of clothing from ancient times to the 17th century. Research project of costume will be done for a production.

**Prerequisite: None**

## FD1125

### **Fashion Illustration**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students will demonstrate a working knowledge of media and techniques used in rendering the fashion proportion and look. It includes fabric and texture rendering.

**Prerequisite: FS101 Fundamentals/Observational Drawing**

## FD1127

### **Introduction to the Fashion Industry**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course is an introduction to the apparel industry. Students will learn how the industry operates with regard to the creation, production and marketing of apparel.

**Prerequisite: None**

## FD1131

### **Fundamentals of Patternmaking**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides an introduction to mastering the basic techniques in patternmaking that include measurement taking, pattern drafting and pattern manipulation.

**Prerequisite: FD1121 Fundamentals of Construction**

## FD1133

### **History of Fashion II**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

The study of the development of clothing from the 17th century to the present. Costume research project will be done for a production.

**Prerequisite: None**

## FD1135

### **Advanced Fashion Illustration**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, advanced illustration techniques are applied toward development of a personal style in fabric and texture rendering of the fashion figure.

**Prerequisite:** FD1125 Fashion Illustration

## FD1137

### **Apparel Marketing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course analyzes current market offerings in the apparel industry and develops systems for market research. Students will investigate, compare and contrast garment resources and samples. They will develop product knowledge, select resources and apply research information to product lines. Retail and wholesale markets will be studied.

**Prerequisite:** FD1127 Introduction to the Fashion Industry

## FD2211

### **Intermediate Patternmaking**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course continues to build on mastering the techniques of patternmaking. The students will study the different components that make a garment and construct muslin samples.

**Prerequisite:** FD1131 Fundamentals of Patternmaking

## FD2215

### **Intermediate Construction**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students will continue to build on their basic construction standards and techniques as applied to the apparel industry. The students will become familiar with industrial sewing equipment and its applications.

**Prerequisite:** FD1121 Fundamentals of Construction

## FD2217

### **Manufacturing Concepts**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

The purpose of this course is to introduce and communicate manufacturing processes. Students will develop a working knowledge of terms and methods.

**Prerequisite:** FD1127 Introduction to the Fashion Industry

## FD2221

### **Pattern Details**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, flat pattern techniques are taught in accordance with the approved garment trade practices. Students will be drafting complex garment components and muslin samples.

**Prerequisite:** FD2211 Intermediate Patternmaking

## FD2223

### **Trends & Concepts in Apparel Marketing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course is a comprehensive study of trend forecasting, including the examination of social issues, demographics and historical factors that affect the fashion and related industries.

**Prerequisite:** FD1127 Introduction to the Fashion Industry

## FD2225

### **Textiles**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course will enable students to identify the major categories of textiles, including knits and wovens. There is special emphasis on textile terminology, fiber identification, and appropriate textile selection for a variety of end uses, including apparel and home furnishings. Students will be introduced to the regulations and laws that apply to the textile and apparel industry. They will research and source textile manufacturers and mills relevant to product development.

**Prerequisite:** None

## FD2227

### **Technical Drawing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course covers manual, mechanical, and computerization of technical sketching with an emphasis on flat garment drawing for specification sheets.

**Prerequisite:** FS104 Computer Applications

## FD2231

### **Applied Construction**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students will demonstrate a working knowledge of basic and advanced construction techniques as they apply the methods to complex garments.

**Prerequisite:** FD2215 Intermediate Construction

## FD2233

### **Basic Bodice**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

The development of basic block patterns for industry standards as well as individuals.

**Prerequisite:** FD2211 Intermediate Pattern Making, FD2215 Intermediate Construction

## FD2235

### **Computer Design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, the use of computer design software as used in garment and textile production is emphasized. Students develop their own textiles and draping solutions as related to the design industry.

**Prerequisite:** FD2227 Technical Drawing

## FD2237

### **Computerized Patternmaking**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students further develop patternmaking skills using industry-specific Computer-Aided Design (CAD) programs. Computer patternmaking tools, input and output devices are used in a laboratory setting.

**Prerequisite:** FD2221 Pattern Details

## FD2240

### **Production Processes**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Students further explore manufacturing systems with the application of industry-specific CAD software. The interrelationship between budget and production is examined with the production of markers for various garment lines.

**Prerequisite:** FD2221 Pattern Details, FD2231 Applied Construction

## FD2277

### **Computerized Grading & Markers**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students use industry-specific computer design software in creating grade rule tables to grade various patterns. They then use these patterns in a computerized marker program following specific parameters.

**Prerequisite:** FD2237 Computerized Patternmaking

## FD2287

### **Fashion Show Production**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, the students will work as a team to produce a fashion show. They will cover all aspects of the production and management of the show.

**Prerequisite:** FD1127 Introduction to the Fashion Industry

## FD2290

### **Specialties Fabrics**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students will learn how to work with different fabrics such as leather, faux fur, and lace. Students will study the different construction techniques needed in working with difficult materials. Students will create a garment based on these techniques.

**Prerequisite:** FD2221 Pattern Details; FD2231 Applied Construction

## Graphic Design



## GD1123

### **Electronic Layout**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course will explore various means of indicating, placing, and manipulating visual elements in page design, and systematically developing strong and creative layout solutions by means of a cumulative, conceptual design process. The ability to effectively integrate photographs, illustrations, and display text and type will be developed using page composition software.

**Prerequisite:** FS104 Computer Applications

## GD1124

### **Form & Space**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Form & Space involves the formal understanding and manipulation of the basic organizing principles of the 3-dimensional world. Point, line, plane, mass, volume, density, and form are discussed. Students learn to create and discuss 3-D situations using basic hand tools and readily available materials. Form & Space also involves the relationship of perceptual issues to manipulate the 3-D situation.

**Prerequisite:** FS102 Fundamentals of Design

## GD1125

### **Introduction to Photography**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Photography is a fundamental component of graphic design. This course will introduce the elements of photography and explore its impact and various applications as a vehicle to convey a visual message. Students will learn the operation of cameras such as 35-millimeter and digital, and the principles of composition, lighting, and depth of field. The student will be introduced to the concepts of portraiture, narrative, and documentary issues.

**Prerequisite:** None

## GD1132

### **Grid Systems**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This class will enable the student to better design with type and visuals, and utilize technology in problem solving. Emphasis will be on the process of design development from roughs to comprehensives, layout, and the use of a grid system for multi-component layouts.

**Prerequisite:** GD1123 Electronic Layout

## GD1133

### **Digital Grid Systems**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course will introduce the student to the electronic preparation of simple and complex designs. Typesetting, pagination, image reproduction, color specification, trapping procedures, and binding and finishing techniques will be explored.

**Prerequisite:** GD1123 Electronic Layout

## GD1134

### **Digital Illustration**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course helps students communicate and design with the computer as a professional tool. Using different software applications, the student will demonstrate an understanding of electronic illustration. The course will explore vector-based graphic applications that are considered to be industry-standard.

**Prerequisite:** FS104 Computer Applications

## GD2223

### **Hands-on Design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In today's highly digital design environment, hands-on layout techniques and the physical, tactile aspects of design are often overlooked. This class will cover important design principles such as the golden section, root rectangles and sacred geometry, as well as develop student awareness of the relationship between space and design through hands-on work with the tactile, textural and three dimensional aspects of design.

**Prerequisite:** GD2241 Concept Design

## GD2241

### **Concept Design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course will emphasize the conceptualization process of art and its function in solving given problems. The student will use creative problem-solving and research techniques, specifically, problem identification, analysis, brainstorming, and idea refinement.

**Prerequisites:** GD1123 Electronic Layout

## GD2242

### **Illustrative Concept Design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course introduces the philosophy behind illustration. It also highlights the uses of illustration in the graphic design industry. Assignments will focus on black and white and color techniques, using contrast, values, composition, and function. Conceptual visual problem solving will play a fundamental role in this course.

**Prerequisite:** GD1132 Grid Systems

## GD2243

### **Typography II - Hierarchy**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course is a continuation of the study of the fundamentals of typography. Exercises and projects focus on the hierarchical qualities of typography. The development of marketable, original, and creative problem-solving solutions will also be examined with an emphasis on creative techniques. Industry-standard software will be used in the development of digital typography and hierarchal skills.

**Prerequisite:** FS131 Typography I - Traditional

## GD2244

### **Advanced Image Manipulation**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course builds upon the Image Manipulation class to integrate raster and vector graphics with concern for varied formats, including Web and print graphics. Students will create visual messages and focused visual statements and gain an understanding of the differences in Web and print graphics.

**Prerequisite:** FS122 Image Manipulation

## GD2251

### **Branding**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course will concentrate on brand identity. Students will conduct an in-depth systematic study of the creation of an identity, both corporate and personal. Problem solving, information gathering, system development, and application standards are discussed. Students will focus on color, logotypes, symbols, and branding.

**Prerequisite:** GD2241 Concept Design

## GD2252

### **Corporate Communications**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This advanced design course will deal primarily with the development of internal corporate imaging. Building on the theories of design, the course will further examine logo design and internal application of the corporate image.

**Prerequisite:** GD2242 Illustrative Concept Design

## GD2253

### **Typography III - Expressive & Experimental**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Emphasis is placed on the expressive potential of typography. How the form of the written word affects the meaning is studied experimentally.

**Prerequisite:** GD2243 Typography II - Hierarchy

## GD2254

### **Pre-Print Production**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course prepares students for the electronic preparation of simple and complex designs. Image reproduction, color specification, trapping procedures, and binding and finishing techniques will be explored. Production of the single and multicolor mechanical and the discussion of various printing processes and paper selections are covered in this class.

**Prerequisite:** GD1123 Electronic Layout, GD1134 Digital Illustration

## GD2255

### **Designing Brand Experiences**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This advanced design course builds further on the theories of Corporate Identity. The course will begin with a review of the systematic development of brand identity and then further explores the creation and communication of brand experiences. Students will focus on examining client needs, identifying a target audience, developing a communication strategy and implementing the strategy utilizing various relevant forms of communication design.

**Prerequisite:** GD2252 Corporate Communications

## GD2262

### Message Making

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course focuses on how messages can be constructed through images using subject matter, context juxtaposition, editing, scale, color, and composition. Materials and technologies will be explored.

*Prerequisite:* GD2241 Concept Design

## GD2263

### Typography IV - Publication

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Publication design is a mainstay in the study of graphic design. This class will focus on creating a publication, hierarchy, grid, page sequence, and spreads. The publication will be typographically oriented with a combination of images, color, and texture as well as a typographical relationship to the subject of the publication.

*Prerequisite:* GD2253 Typography III - Expressive & Experimental

## GD2264

### Digital Message Making

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students will further explore digital message making through an in-depth study of the exercises learned in Message Making, using the computer as the tool to create the messages.

*Prerequisite:* GD2241 Concept Design

## GD2265

### Project Concept

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students will explore various solutions based on common industry problems, allowing them the opportunity to integrate their personal vision. Students meet with faculty to outline their time management and concept.

*Prerequisite:* GD2264 Digital Message Making

## GD3112

### Letterpress and the Artist's Book

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course is a further development into the artistic, production and presentation skills of the graphic designer through the research, planning, design, layout, production, printing, binding, displaying, marketing and selling of a limited-edition collaborative artist book. Students are encouraged to explore digital and traditional methods of design while making practical decisions on paper choices, letterpress printing requirements and binding options for a limited-edition book.

*Prerequisites:* GD2263 Typography IV Publication; GD3384 Advanced Design

## GD3371

### Project Study

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Through observing and documenting their own work, students focus on projects of their own within an area of interest with the approval of the Academic Department Chair. In this course, students will work with non-profit organizations.

*Prerequisite:* GD2264 Digital Message Making

## GD3381

### Introduction to Packaging

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students will receive a broad overview that covers essential package design basics, including materials and production methods, structures and surfaces, product positioning, and environmental concerns.

*Prerequisite:* GD2264 Digital Message Making

## GD3382

### Advanced Typography

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course is a study of expressive and didactic qualities of typography. Sensitivity to typography via traditional methods and digital technology is explored. Exercises and projects focus on how the written language can relay information intuitively.

*Prerequisite:* GD2263 Typography IV - Publication

## GD3383

### Photography II

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course focuses on how the visual and verbal narrative interrelates through time and space. Principles of storytelling, narrative, structures, rhythm, audience, and point of view will be developed.

*Prerequisite:* GD1125 Introduction to Photography

## GD3384

### Advanced Design

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course will further define the role of the graphic designer in advertising and photography. Students will be introduced to informational and administrative approaches to the development of the advertising campaign strategies. Media and marketing realities will also be applied.

*Prerequisite:* GD2262 Message Making

## GD3385

### Copywriting

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course is an introduction to copywriting. Students will learn the basic principles of copywriting, the process of generating ideas, and writing with various strategies and various styles. Copywriting for print, television, radio, and the Internet will also be covered. Students will work individually and with teams to solve real-world assignments.

*Prerequisite:* GD1133 Digital Grid Systems

## GD3391

### Graphic Design History

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course will examine the influences of social trends, historical events, technological developments and the fine arts in contemporary graphic design, illustration, typographic design, architectural design, photography, and fashion trends in general. Through lectures, supplied visual examples, independent research and design assessments, the student 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:* None

## GD3393

### Art & The Law

3 Quarter Credits (33 hrs Lecture)

This course focuses on an analysis of current laws affecting the multimedia field, including copyright law, trademark law, the law of libel and slander, right of publicity and the right of privacy, misappropriation, unfair competition, moral rights, and trade disparagement. In addition, the course addresses sole proprietorship, partnerships, and corporations, their establishment, and the legal problems in operation under each form. To support the sales function, students will learn about the legal obligations of all parties to a contract.

*Prerequisite:* HU110 College English

## GD3394

### Package Design

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

The focus is on package-branded products. Students will focus on revitalizing existing brands as well as developing new brands based on development of identity and packaging applications.

*Prerequisite:* GD3381 Introduction to Packaging

## GD3395

### Package Identity

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course will define the role of packaging in product identification, presentation and production, and explore the processes used in establishing a strong identity program for consumer products. The unique challenges of adapting typography, illustration design, and materials to three-dimensional form will be explored; and students' skills in layout, design, and typography will be extended and strengthened. Research will include marketing objectives, structural integrity, and aesthetics.

*Prerequisite:* GD2264 Digital Message Making

## GD4400

### Special Topics in Graphic Design

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Topics are based upon important artistic or technological trends and developments within the design industry. Topics will be addressed as they arise.

*Prerequisite:* Permission of Academic Department Director/Advisor

## GD4401

### Design Team I

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This is a special projects course in which students utilize their knowledge of design, typography, and production techniques to execute a team project. Students also apply communications, teamwork, and organizational skills. Students work cooperatively to achieve a common goal, similar to industry experience.

*Prerequisite:* GD3384 Advanced Design

## GD4402

### Design Research - Marketing Design

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course is a review of popular culture as it relates to social, informational, economic, political, and educational current events. A special emphasis will be placed on trends and pop topics as they relate to the design world. Current media, including literature, books, television, movies, telecommunications media, online communications, marketing trends and strategies are reviewed.

*Prerequisite:* GD3391 Graphic Design History

## GD4403

### Environmental Design

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students will study a range of examples of exhibition/environmental design measured against conventions of 2-D display/informational systems.

*Prerequisite:* GD3384 Advanced Design

## GD4406

### Advanced Study

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course offers students the opportunity to pursue advanced study within the area of graphic design.

*Prerequisite:* GD3384 Advanced Design

## GD4409

### Design Driven

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course offers students the opportunity to solve social and humanitarian problems through the methodology of design. Students will have a hands-on approach to the extensive system and broad aspect that design can offer as a communication outlet, the design of paradigms and systems. Students will collaborate in a group environment.

*Prerequisites:* Must be in 3rd year of program, have a, 3.25 GPA, have advanced level of computer/design skills, and must provide a writing sample explaining why the student wants to enroll in class.

## GD4411

### Design Team II

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course will build upon the concepts and issues explored in Design Team I.

*Prerequisite:* GD4401 Design Team I

## GD4412

### Senior Project Design Studio

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, students develop an independent project. Developing a long-term assignment and extending the skills learned in previous studio classes are emphasized.

*Prerequisite:* GD3384 Advanced Design

## GD4413

### Senior Project Lab

2 Quarter Credits (11 hrs Lecture/22 hrs Lab)

Observing and documenting their own design process, students focus on the projects of their Senior Project Design Studio.

*Prerequisite:* GD3384 Advanced Design

## GD4434

### Expressive Illustration

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course explores the verbal/visual relationships, and different methods of interpreting verbal information, from narrative to symbolic, in order to arrive at an appropriate visual solution. Emphasis is on the conceptual strategies available to the visual artist, the crucial link between text and image, and creative approaches for giving visual form to abstract concepts and ideas. Both concept and execution are stressed, as is the development of a personal visual vocabulary. Emphasis is on self-expression. Students are encouraged to experiment, explore, and refine.

*Prerequisite:* GD2242 Illustrative Concept Design

## GD4501

### Research Seminar

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students will explore current design trends. Students investigate a topic of contemporary significance in our culture. In the research phase, they focus on human-centered research, interpreting and representing research outcomes through design, and creating innovative contexts for design brainstorming. During the development phase, work centers on ideation, concept definition, design, and analysis.

*Prerequisite:* GD3391 Graphic Design History

## Web Design & Interactive Media

## MM1111

### Design Layout

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

An introduction to the basic principles of systems and structures of digital layout - students will learn the principles of layout for creating effective visual compositions.

*Prerequisite:* FS102 Fundamentals of Design

## MM1121

### Information Design

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

An examination of systems for organizing and presenting information so that it is effective, efficient, and understandable - students will design and organize content into information structures that encourage users to browse, learn, search, and explore.

*Prerequisite:* MM1111 Design Layout

## MM1123

### Fundamentals of Web-based Programming

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

An introduction to writing and editing HTML documents for the production of Web pages. In addition, this course examines the history and future of Web media.

*Prerequisite:* FS104 Computer Applications

## MM1130

### Fundamentals of Animation

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

An introduction to 2-D digital animation concepts and techniques - students will create animation using basic principles of design for time-based media.

*Prerequisite:* FS122 Image Manipulation

## MM1132

### Fundamentals of Authoring

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

An introduction to interactive design using authoring tools - students will create animation and interactivity using basic scripting techniques.

*Prerequisite:* MM1123 Fundamentals of Web-based Programming

## MM1134

### Introduction to Video

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

An introduction to the techniques of video for multimedia designers - this course explores design and lighting techniques for video production.

*Prerequisite:* GD1125 Introduction to Photography

## MM1141

### Digital Typography

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

An examination of typographic structures for digital communication - students will learn principles of typographic composition with an emphasis on effective use of type in screen-based media.

*Prerequisite:* FS131 Typography I - Traditional

## MM2201

### Interface Design

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

An exploration of the synthesis of visual design and principles of human interactivity. This course will examine the conceptual and practical design of interfaces.

*Prerequisite:* MM1121 Information Design

## MM2203

### Introduction to Web Design

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

An exploration of the process of Web design from proposal to production - students design and produce Web sites with Web editing software.

*Prerequisite:* MM1123 Fundamentals of Web-based Programming

## MM2204

### Digital Audio Editing

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course provides an introduction to the design principles, terminology, and techniques of digital sound editing.

*Prerequisite:* FS104 Computer Applications

## MM2205

### **Editing Techniques**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides an introduction to the design principles, terminology, and techniques of digital video editing.

**Prerequisite:** MM1134 Introduction to Video

## MM2211

### **Digital Identity Design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides an examination of the role of design in brand identity and marketing. Students will learn design strategies for developing integrated digital branding.

**Prerequisite:** MM2201 Interface Design

## MM2213

### **Intermediate Web Design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

An exploration of intermediate Web-editing techniques and production strategies for the development of comprehensive Web sites.

**Prerequisite:** MM2203 Introduction to Web Design

## MM2214

### **DVD Authoring**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides an introduction to creating interactive DVD titles. This class will focus on production techniques of DVD authoring, proofing, and pre-mastering.

**Prerequisite:** MM2205 Editing Techniques

## MM2220

### **Production Planning**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

An introduction to the management process of digital communication projects from concept to completion, including time management and task sequencing. Emphasis is placed on teamwork and organizational skills.

**Prerequisite:** MM2203 Introduction to Web Design

## M3000

### **Special Topics in Interactive Design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Specialized study in intermediate-level interactive media topics. Students will study in depth and create projects focused on current trends in a specific area of interactive design.

**Prerequisite:** Permission of Academic Department Director/Advisor

## MM3301

### **Interaction Design for Entertainment**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

An exploration of design for interactive entertainment. Students will learn to combine principles of communication design, sequencing, and interactivity to create engaging user-centered experiences.

**Prerequisite:** FS297 Portfolio I

## MM3302

### **Intermediate Authoring**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

An intermediate-level course in scripting and animation for games where students will script interaction, sequencing and motion for interactive projects.

**Prerequisite:** MM1132 Fundamentals of Authoring

## MM3303

### **Intermediate Web-based Programming**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

An introduction to the JavaScript programming language where students will learn the basic principles underlying JavaScript and similar “structured” programming languages.

**Prerequisite:** MM1123 Fundamentals of Web-based Programming

## MM3304

### **Database Concepts**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides an examination of the structure and design of databases for electronic communication and commerce. Students will learn the components and functions of databases, with an emphasis on data organization and output.

**Prerequisite:** MM2213 Intermediate Web Design

## MM3311

### **Interaction Design for Education**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides an examination of the interplay between design elements, content organization, and cognitive function in the design of interactive education and training. This course focuses on content structures, visual information systems, and user-centered design.

**Prerequisite:** FS297 Portfolio I

## MM3312

### **Computer-based Training**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides an exploration of authoring techniques for interactive training and education. Students gain experience in the process of design, development, and evaluation of effective computer-based training systems.

**Prerequisite:** MM3302 Intermediate Authoring

## MM3313

### **Streaming Media**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides an examination of the concepts and methodologies of streaming media. In this course students learn the basics of streaming technologies and apply them to sites and events.

**Prerequisite:** MM2214 DVD Authoring

## MM3314

### **Sound Design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides an exploration of sound design combining theory and practice. Principles and techniques of sound design will be applied to interactive design projects.

**Prerequisite:** MM2204 Digital Audio Editing

## MM3321

### **eCommerce Site Design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides an exploration of transaction-based site design. This course focuses on communication, interaction, and structural design issues inherent to eCommerce.

**Prerequisite:** MM3303 Intermediate Web-based Programming

## MM3322

### **Multi-user Authoring**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides an exploration of advanced authoring techniques for multi-user interaction design. This course examines the concepts and techniques for developing multi-user game and communication projects.

**Prerequisite:** MM3312 Computer-based Training

## MM3323

### **Advanced Web-based Programming**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

An exploration of scripting and programming languages used to develop advanced “server-side” Web applications. Students will learn how to create programs capable of storing and retrieving data from servers supporting advanced interactivity.

**Prerequisite:** MM3303 Intermediate Web-based Programming

## MM3333

### **Web Design for Graphic Artists**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

An exploration of the process of Web design from proposal to production. Students design and produce Web sites with Web editing software.

**Prerequisites:** MM1123 Fundamentals of Web-based Programming or Permission of Academic Department Director/Advisor

## MM4000

### **Directed Study in Interactive Design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Advanced study in interactive media design topics. Students will create advanced interactive projects focused on current trends in a specific area of interactive design.

**Prerequisite(s):** All 3000 level Web Design & Interactive Media courses or Permission of Academic Department Director/Advisor

## MM4402

### **Senior Project Studio**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Students begin the design and production of an advanced interactive project.

**Prerequisite:** MM3321 eCommerce Site Design

## MM4403

### **Senior Project Development**

**2 Quarter Credits (11 hrs Lecture/22 hrs Lab)**

Students conduct project-based research of advanced topic in multimedia design.

**Prerequisite:** MM3323 Advanced Web-based Programming

## MM4413

### **Professional Practice for Multimedia**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course provides a practical examination of business for creative professionals. Topics include client relations, project management, and business practices.

**Prerequisite:** MM4403 Senior Project Development

## Interior Design



## ID1117

### **Basic Drafting**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

In this course, students are introduced to basic drafting techniques, terminology, and symbology used in design. Course includes the use of equipment, lettering, and orthographic drawing.

**Prerequisite:** None

## ID112

### **Introduction to Interior Design**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course introduces the profession, its history, its related history and disciplines. The components of this course include problem identification, research methods and sources, and the parameter of design solutions appropriate to targeted markets. Idea-generating exercises are introduced; and purpose and function are reflected in the resulting form.

**Prerequisite:** None

## ID1127

### **Architectural Drafting**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

In this course, students will build on skills learned in Basic Drafting. Students will expand their knowledge of drafting methods, terminology, and symbology and will produce detailed architectural drawings.

**Prerequisite:** ID1117 Basic Drafting

## ID1129

### **Introduction to AutoCAD**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course introduces the student to the use of AutoCAD software to set up drawings using lines, circles, arcs and other shapes, geometric constructions, layering, and text. Students use display and editing techniques to obtain information about their drawings and work with drawing files.

**Prerequisites:** FS104 Computer Applications, ID1117 Basic Drafting

## ID1134

### **Programming and Space Planning I**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course explores the issues related to preliminary space planning with special emphasis on human factors and their impact on design. Students will develop skill and judgment in organizing space and traffic patterns and the ability to graphically represent their ideas through conceptual drawings and other supporting graphic material.

**Prerequisites:** ID1117 Basic Drafting, ID1124 Introduction to Interior Design

## ID1135

### **Design Basics 3-D**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course introduces the basic elements and principles of 3-dimensional design and explores the visual and structural qualities of objects. Students solve problems by organizing and constructing 3-dimensional forms within special environments. Basic architectural modeling skills will be covered.

**Prerequisite:** FS102 Fundamentals of Design

## ID1137

### **Architecture, Interiors & Furniture - Ancient to 1830**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course examines the evolution of furniture, interiors, and architectural design from the Ancient World to 1830. Major cultural, political, social, and economic factors that affect the design of material culture and the relationship of furniture and interiors to significant movements in art and architecture will be covered.

**Prerequisite:** None

## ID1139

### **Intermediate AutoCAD**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

Introduction to the process of producing and using a set of contract documents for interior spaces. Content includes formatting and cross-referencing drawings. This course will also focus on the creation of 3-D representations of interior and architectural features

**Prerequisite:** ID1129 Introduction to AutoCAD

## ID2214

### **Programming and Space Planning II**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course covers the exploration of the theoretical basis and methodology used in the arrangement and development of interior space. Students will investigate project needs, including function, special requirements, adjacencies, objectives, and trends. The schematic phase of design, alternate design solutions, and visual and verbal design vocabulary necessary to communicate design schemes will be covered. This is a benchmark class that will include a student progress assessment.

**Prerequisite:** ID1134 Programming and Space Planning I

## ID2215

### **Perspective & Rendering**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

Utilizing skills learned in previous drawing and drafting courses, students will visually communicate their design concepts through rendered perspective drawings. Students will convert concepts from 2-D drawings such as floor plans and elevations into accurate 3-D perspective renderings. One-point and two-point perspective drawn to scale will be covered. Drawings will be rendered using a variety of color media.

**Prerequisites:** FS111 Drawing, Proportion, & Perspective, ID1117 Basic Drafting

## JID2217

### **Architecture, Interiors & Furniture - 1830 to Present**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course examines the evolution of contemporary furniture, interiors, and architectural design from industrialization (1830) to present. Discussion includes the history of the profession of interior design and contributions of individual designers.

**Prerequisite:** None

## ID2219

### **Architectural Detailing - AutoCAD**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

Students will be studying the materials and fabrication techniques involved in the design and construction of basic interior details and how these details are communicated in the documents package. Content includes cabinetry, ceiling, walls, and millwork.

**Prerequisites:** ID1127 Architectural Drafting, ID1129 Introduction to AutoCAD

## ID2223

### **Residential Design - Traditional**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This class explores the design development phase of the design process. Students will research an historical period while making the transition from thinking conceptually to fully developing a detailed residential space. Course content centers on interrelationships of the elements of the three-dimensional aspects of space such as scale, proportion, and volume. Students will apply their historical research to detailing materials, furnishings, and finishes. Discussions include physical and psychological needs unique to the home.

**Prerequisite:** ID2214 Programming and Space Planning II

## ID2225

### **Presentation Techniques**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

Drawing and presentation techniques used to communicate design solutions will be covered in this course. Course includes assembling board presentations, the use of graphics and lettering, as well as graphic techniques in refining drawings. Students will use projects developed in earlier or concurrent quarters.

**Prerequisite:** FS122 Image Manipulation

## ID2227

### **Interior Design Sketch Techniques**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course will develop students' skills in quick sketch techniques needed to quickly communicate graphic information. Students will learn how to graphically communicate ideas to clients and record visual impressions of existing objects and environments to utilize in future design projects. A variety of media will be utilized.

**Prerequisite:** ID2215 Perspective & Rendering

## **ID2229**

### **Human Factors**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course will study the usage of proper cultural, psychological, and physical factors that affect humans on a daily basis while interacting with products, facilities, and the environment. Proxemics and anthropometrics will be studied.

**Prerequisite:** ID2214 Programming and Space Planning II

## **ID2233**

### **Corporate Design**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This is a study of the three-dimensional aspects of interior space and an understanding of interior spaces as volume. Students will work through the process of designing a corporate space in detail from conceptualization to presentation drawings. Research will center on the technical elements involved in commercial spaces, corporate furnishings, lighting, materials, finishes, and code applications for commercial use.

**Prerequisite:** ID2214 Programming and Space Planning II

## **ID2235**

### **Lighting Design**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course offers a comprehensive study of the possibilities of lighting as a form-giver to interior space, and the technical knowledge necessary to create a successfully lit interior.

**Prerequisites:** None

## **ID2237**

### **Textiles**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course covers an introduction to materials, finishes, fabrics, color theory, and furnishings and their application in an interior space. Students will explore the nature of man-made and natural fibers, their product uses and characteristics. Content includes discussion of yarns, fabrics, finishes, design methods, aesthetic applications, and ordering specifications.

**Prerequisite:** None

## **ID3313**

### **Residential Design -Contemporary**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

Design studio involving the process of programming and designing an upscale contemporary residential space. Emphasis is on special interior details.

**Prerequisite:** ID2223 Residential Design - Traditional

## **ID3316**

### **Construction Documents and Details I**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course expands upon the competencies developed in Architectural Detailing. Content includes a partial set of construction drawings. An advanced study of the materials and fabrication techniques involved in the design and construction of interior details and how these details are communicated in the documents package. Content includes cabinetry, ceiling, walls, and millwork. Students will produce a set of contract documents for commercial interior spaces.

**Prerequisite:** ID2219 Architectural Detailing

## **ID3317**

### **Materials & Specifications**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course develops student awareness of materials, finishes, fabrics, color theory, and furnishings and their application in an interior space. Students will use computer software to estimate and record quantities, costs, and installation requirements related to construction specifications.

**Prerequisite:** None

## **ID3320**

### **Interior Design Computer 3-D Modeling**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

Through critical analysis, the student will apply basic design principles to the solution of problems using elements of 3-D design. The student will conceptualize 3-D coordinate systems, and construct 3-D models of interior spaces utilizing 3-D Studio Max.

**Prerequisite:** ID2225 Presentation Techniques

## **ID 3322**

### **Sustainable Design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Students will learn about environmental/ ecological issues, and principles and criteria for sustainable design that is appropriate to today's design. The programming, schematic and design phases for sustainable design will be covered in the design process, and also current LEED commercial interior credits and project needs will be analyzed. The course will be conducted in a combination of lecture and design studio format.

**Prerequisite:** ID2214 Programming and Space Planning II

## **ID3323**

### **Advanced Corporate Design**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

Advanced design studio emphasizing the comprehensive synthesis of problem identification, research, programming, preliminary design, and design development in the solution of complex, upscale, commercial interior design problems. Comprehensive working drawings/documents are required. The course will simulate a studio as closely as possible. This is a benchmark class that will include a student portfolio evaluation.

**Prerequisites:** ID2233 Corporate Design

## **ID3326**

### **Building Construction and Systems**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course studies the nature of mechanical equipment in reference to interior spaces. Electrical, heating, ventilation, air conditioning, and plumbing are studied by examining the concepts and theories of indoor air quality, acoustics, lighting applications, and calculations. Sustainable "Green Design" concepts will be employed to determine the most environmentally sound solutions to mechanical and electrical systems.

**Prerequisite:** ID1127 Architectural Drafting

## **ID3328**

### **Building Codes and Regulations**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

Study of the physical requirements and code restrictions involved in a variety of specialty areas such as healthcare, hospitality, recreational, store planning or institutional design. Individual projects cover the total design process with emphasis on pre-design research and alternate presentation methods.

**Prerequisite:** ID2214 Programming and Space Planning II

## **ID3330**

### **Interior Design Digital Camera & Lighting Techniques**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course complements the skills gained in 3-D modeling. Students will expand their 3-D skills by the introduction and application of camera and lighting techniques in 3-D renderings of interiors, architecture, and furniture.

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

## **ID3333**

### **Institutional Design**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course is an upper-level studio course involving the total process of institutional design, from initial concepts to final design development. Skills that will be taught and developed include space planning, selecting appropriate materials and finishes, researching codes, writing specifications, and estimating quantities and cost. Special interior detailing, as well as final presentation boards will also be dealt with.

**Prerequisites:** ID3328 Building Codes and Regulations

## **ID3335**

### **Commercial/Hospitality Design**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course investigates the industry standards/requirements involved in the design of hospitality space (i.e., retail, hotels, public reception space). The solutions are expected to show viability and originality of design thought and innovative presentation techniques.

**Prerequisites:** ID3328 Building Codes and Regulations

## **ID3340**

### **Construction Documents and Details II**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course expands upon the competencies developed in Architectural Detailing and Construction Documents and Details I. Content includes a comprehensive set of construction drawings. Students will produce a set of construction drawings for their Thesis Project.

**Prerequisite:** ID3316 Construction Documents and Details I

## **ID4000**

### **Special Projects**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

A hands-on, in-house design studio where students design and produce interior design solutions on a project basis for non-profit clients in the local community. Professional practices are stressed as students gain experience and assume responsibility for scheduling, budgeting, sourcing, client communication and production supervision.

**Prerequisite:** Permission of Academic Department Director/Advisor

## **ID4413**

### **Senior Design - Studio**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

Students or Instructor will select an area from interior design the students have not yet been exposed to. Students will then research and program their senior design projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation and qualitative results.

**Prerequisite:** Permission of Academic Department Director/Advisor

## **ID4415**

### **Thesis - Programming**

**2 Quarter Credits (11 hrs Lecture/22 Hrs Lab)**

This course is part 1 of 3 parts of developing a Thesis project. In this section students will focus on the programming element of their chosen Thesis project. Using the selected concept development, students program a comprehensive project that will incorporate and depict the skills and technical knowledge acquired through their Interior Design education.

**Prerequisite:** Permission of Academic Department Director/Advisor

## **ID4419**

### **Business Management for Interior Designers**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

Principles governing the business, legal, and contractual aspects of the interior design profession for both commercial and residential applications will be covered. Addressed are the factors in client relationships, marketing of design services, and issues of the design profession today.

**Prerequisite:** Permission of Academic Department Director/Advisor

## **ID4423**

### **Portfolio Preparation**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

In this course, students will focus on the preparation and complete of portfolio pieces. They will organize them for presentation, and focus on works that reflect and enhance their individual strengths.

**Prerequisite:** Permission of Academic Department Director/Advisor

## **ID4425**

### **Thesis - Design**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course is part 2 of 3 parts of developing a Thesis project. In this section students will focus on the design element of their chosen Thesis project. Using the selected concept development, students develop and prepare a comprehensive project incorporating and depicting the skills and technical knowledge acquired throughout the program.

**Prerequisite:** ID4415 Thesis - Programming

## **ID4435**

### **Thesis - Presentation**

**3 Quarter Credits (22 hrs Lecture/22 Hrs Lab)**

This course is part 3 of 3 parts of a Thesis project. Students prepare presentation of a completed design solution for an interior in a specialty area of their choice. Students present and defend their Thesis project.

**Prerequisite:** ID4425 Thesis - Design

## **Foundation Studies**

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*Foundation Studies are important core classes that all students are required to take to strengthen the fundamental skills required in their program. Students should refer to the course listing in their program to identify the Foundation Studies courses that are required for their major.*

## **FS101**

### **Fundamentals/Observational Drawing**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course is a fundamental drawing course where the students will explore various art and media and learn to use a variety of drawing tools. 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, use of tone, and human anatomy.

**Prerequisite:** None

## **FS102**

### **Fundamentals of Design**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

A presentation of the basic elements and principles of graphic design will be made in this course. The student will develop a firm foundation to layout and organize design elements for a variety of visual effects.

**Prerequisite:** None

## **FS103**

### **Color Theory**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students will explore color theory, including additive and subtractive color. Discussions of color and its relationship to composition through harmony and contrast will be explored.

**Prerequisite:** None

## **FS104**

### **Computer Applications**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course introduces students to the basic operation of computer hardware on both Mac and PC platforms. File management and storage, basic word processing, spreadsheet, and database techniques are explored. The use of scanners, printers, external drives, and other equipment will be examined. Students will also be introduced to the Internet as a research and networking tool.

**Prerequisite:** None

## **FS111**

### **Drawing, Proportion & Perspective**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course is a fundamental drawing course with an emphasis on perspective, where the students will draw three-dimensional objects in one-, two-, and three-point perspective.

**Prerequisite:** FS101 Fundamentals/Observational Drawing

## **FS122**

### **Image Manipulation**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Students develop basic image manipulation skills in a raster-based computer environment. Emphasis is placed on mastering the fundamentals of scanning, color management, photo retouching, imaging, special effects, and filters and masks.

**Prerequisite:** FS104 Computer Applications

## **FS131**

### **Typography I - Traditional**

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course is an introduction of lettering skills and the history and foundation of letterforms. The placement of display and text type in a formatted space, and the relationship between the appearance and readability of letterforms, are also studied. Students will work in a traditional context of hand-rendering type and also be introduced to contemporary typesetting technology.

**Prerequisite:** None

## FS239

### Career Development

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course introduces the guidelines for professional business practices, behavior, and self-marketing. Students focus on the mechanics of the job and client search process (networking, résumé, interview, generating positive impressions, cover letters, business and project proposals, and contracts). The development of the written and oral communication skills needed in all aspects of the professional life will be addressed.

**Prerequisite:** *Permission of Academic Department Director/ Advisor*

## FS297

### Portfolio I

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course prepares students for the transition to the professional world. This course will prepare students for 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:** *Permission of Academic Director/Advisor*

## FS399

### Internship I

3 Quarter Credits (99 hrs Internship)

Through an internship experience you will apply the skills that you have acquired at The Art Institute in a practical work situation. Your internship will help you prepare for employment opportunities available after you graduate by providing you an opportunity to gain professional experience in your chosen field. You will work on real-world projects in real companies with real-world deadlines and expectations. Use this experience to gain insight into the best ways of working with others in a team environment. Take note that industries are always evolving and that you must evolve with them. Learning to adapt, to reinvent and redirect yourself will become essential to making and maintaining your career. Please practice professionalism in all interpersonal and professional situations. Bear in mind that everything you do will reflect not only upon your final evaluation, but also upon your own reputation as well as the reputation of The Art Institute.

**Prerequisite:** *Permission of Academic Director/Advisor*

## FS497

### Portfolio II

2 Quarter Credits (44 hrs Lab)

This course focuses on the completion of a student's portfolio and enables the student to begin 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 a professional résumé and extensive job search.

**Prerequisite:** *Permission of Academic Director/Advisor*

## FS499

### Internship II

3 Quarter Credits (99 hrs Internship)

Through an internship experience you will apply the skills that you have acquired from FS399 and at The Art Institute in a practical work situation. Your internship will help you prepare for employment opportunities available to you after you graduate by providing you an opportunity to gain professional experience and additional skills in your chosen field. In addition to required assignments, you will work on real-world projects in real companies with real-world deadlines and expectations. Use this experience to gain insight into the best ways of working with others in a team environment. Take note that industries are always evolving and that you must evolve with them. Learning to adapt, to reinvent and redirect yourself will become essential to making and maintaining your career. Please practice professionalism in all interpersonal and professional situations. Bear in mind that everything you do will reflect not only upon your final evaluation, but also upon your own reputation as well as the reputation of The Art Institute.

**Prerequisite:** *Permission of Academic Director/Advisor*

## Liberal Studies



### Humanities

#### Lower Division Courses

## HU110

### College English

4 Quarter Credits (44 hrs Lecture)

In this course, students will express themselves in writing and develop an effective writing voice for a variety of audiences. Students will involve themselves in the drafting and editing processes, including brainstorming, research, and critique. Students will practice their ability to construct effective arguments, using emotion, logic, and creativity. Mechanics are addressed in the context of students' own work during mini lessons and conferences.

**Prerequisite:** *None*

## HU111

### Effective Speaking

4 Quarter Credits (44 hrs Lecture)

This course provides the student with the communication skills that are essential to a successful professional career. Students will notice a marked decrease in their anxiety about speaking and a marked increase in their ability to inform, inspire, and persuade an audience. A variety of experiences designed to develop basic concepts of the oral communication process will be introduced, as well as communication theory, and speech preparation and delivery.

**Prerequisite:** *None*

## HU130

### Visual Language & Culture

4 Quarter Credits (44 hrs Lecture)

The media revolution communicates through images as much if not more than through words. Strategies of interpretation and theories of visual logic are introduced.

**Prerequisite:** *HU110 College English*

## HU230

### Art History

4 Quarter Credits (44 hrs Lecture)

This course will conduct a comparative study of the visual arts in different time periods and cultures. It will concentrate on the chronological progression of techniques and the evolving styles of artistic expression.

**Prerequisite:** *None*

## HU250

### Humanities

4 Quarter Credits (44 hrs Lecture)

This course helps students to understand, appreciate, and critically evaluate different visual and performing art forms, the similarities and differences in the design elements used in the composition of the arts, and the interrelationships of different disciplines. Students will build an awareness of historical and cultural developments that have affected society and artistic expression.

**Prerequisite:** *None*

## HU251

### Literature

4 Quarter Credits (44 hrs Lecture)

This course focuses on literary selections. Topics include literary genres: short story, poetry, plays, and the novel. Students will respond to texts critically in discussion and essays, as well as research critical evaluations of literary topics, authors, or selections.

**Prerequisite:** *HU110 College English*

## HU252

### Philosophy

4 Quarter Credits (44 hrs Lecture)

This course examines human life, experience, and thought in order to discover and develop the principles and values for pursuing a more fulfilled existence. The philosophical tradition reflected in humanity's quest to understand the world and to articulate the large questions of being, knowing, and meaning will be explored, as well as an overview of major philosophies from a variety of cultures.

**Prerequisite:** *HU110 College English*

## HU253

### Theater

4 Quarter Credits (44 hrs Lecture)

This course explores the development of the theater and performance, as well as presenting various periods of dramatic achievement in an interdisciplinary and international context. Students learn to appreciate the many dimensions of the stage, including acting, set design, costume, lighting, direction, and production.

**Prerequisite:** *HU110 College English*

## HU254

### Genre Fiction

4 Quarter Credits (44 hrs Lecture)

Students explore and analyze stories and novels in a specific genre of fiction such as realism, magic realism, mystery, science fiction, children's literature, or the literature of a specific cultural group or time-period. In-depth analytical and interpretive skills will be honed through research, questioning techniques, and the exploration of secondary texts.

**Prerequisite:** *HU110 College English*

## HU255

### Culture & Thinking

4 Quarter Credits (44 hrs Lecture)

In this course, students will be exposed to the thinking processes necessary to research, analyze, and synthesize diverse cultural contexts in and outside of the school environment. Cross-cultural communication; questioning techniques; critical and cultural theory; active citizenship; and introductions to local resources such as museums, archives, and cultural and community centers will be examined. Students will also learn how to take advantage of diverse cultural resources in their surrounding communities.

**Prerequisite:** *HU110 College English*

## Humanities

### Upper Division Courses

## HU310

### Creative Writing

4 Quarter Credits (44 hrs Lecture)

In this course, students will critically address a piece of writing and poetry both formally and aesthetically as well as create original work using a wide variety of formats. There will be an emphasis on developing an understanding of narrative components, structure, and complexity. Students will synthesize the critical-thinking skills and writing-response skills developed in College English. This class is student-based in that discussion, interpretation, and written responses both creative and critical are emphasized.

**Prerequisite:** *HU110 College English*

## HU311

### Story Writing

4 Quarter Credits (44 hrs Lecture)

Students will explore the role of author and audience in the role of interactive narrative. Narrative issues such as theme, character conflict, imagery, and story arc will be explored through reading, writing, and analysis of short stories. Students will search for an interactivity that allows the artist to engage active readers while cultivating a unique storytelling voice.

**Prerequisite:** *HU110 College English*

## HU312

### Journalism

4 Quarter Credits (44 hrs Lecture)

This course will give students a foundation in the skills and concepts of journalism, including reporting, writing, editing, design, and ethics for print and electronic media. Students will focus on the philosophy of ethical journalism and its function in society. Students will build teamwork, writing, and analytical skills while gaining a greater understanding of the structural and business aspects of journalism.

**Prerequisite:** *HU110 College English*

## HU330

### Ancient Art History

4 Quarter Credits (44 hrs Lecture)

This course introduces students to the most ancient art periods including Egyptian, Greek, Roman, and Medieval art. Students are exposed to a wide variety of artworks in the context of history, theory, and biography.

**Prerequisite:** *HU110 College English*

## HU331

### Renaissance & Beyond

4 Quarter Credits (44 hrs Lecture)

This course introduces students to the art of the Renaissance, Mannerism, Baroque, Neoclassicism, and Romanticism. Students are exposed to a wide variety of artworks in the context of history, theory, and biography.

**Prerequisite:** *HU110 College English*

## HU332

### Modern Art

4 Quarter Credits (44 hrs Lecture)

Students are exposed to a wide variety of artworks in the context of history, theory, and biography from 1851 to the present. This class introduces the beginnings of modernity through specific art movements including Realism, Cubism, Futurism, Surrealism, Dada, Abstract Expressionism, and Pop Art.

**Prerequisite:** *HU110 College English*

## HU333

### Contemporary Art

4 Quarter Credits (44 hrs Lecture)

In this course, students will concentrate on contemporary art issues, as well as become aware of current trends and styles of art in their surrounding communities. Students will also explore the social, political, and cultural environments of existing artistic expressions as they relate to current events.

**Prerequisite:** *HU110 College English*

## HU334

### Outsider Art

4 Quarter Credits (44 hrs Lecture)

This course will address aesthetic, historical, cultural, and political aspects of art forms, including the art of visionaries, eccentrics, psychotics, and others who do not look to the history of art as a point of reference.

**Prerequisite:** *HU110 College English*

## HU355

### The Novel

4 Quarter Credits (44 hrs Lecture)

In this course, students examine works in the genre of literary production called the novel. The novel is contrasted with other literary formats and understood in historical context. This course invites the student on a quest to envision how authors create maps of the human heart in their fiction. Students will also explore how the novel creates a sense of community for readers.

**Prerequisite:** *HU110 College English*

## HU356

### Myth and Symbol

4 Quarter Credits (44 hrs Lecture)

Through reading and discussion of the myths and symbols of ancient, pre-industrial, and contemporary societies, students focus on diverse systems for organizing human experience. The course works within an interdisciplinary framework, drawing from anthropology, psychology, literature, and religion as questions of origins and the hero unfold. Students learn to recognize the mythological patterns at work in modern society and artwork.

**Prerequisite:** *HU110 College English*

## HU357

### Ethics

4 Quarter Credits (44 hrs Lecture)

This course examines human life, experience, and thought in order to discover and develop the principles and values for pursuing a more fulfilled existence. Students will apply a number of ethics paradigms to a variety of contemporary personal and social issues.

*Prerequisite:* HU110 College English

## HU358

### Critical Thinking

4 Quarter Credits (44 hrs Lecture)

In this course, students learn to identify and develop skills, processes, and techniques to become effective learners. Students will analyze and evaluate ideas and theories, as well as learn to apply creative and critical techniques to problem solve, make decisions, and evaluate the media.

*Prerequisite:* HU110 College English

## HU399

### Seminar in the Humanities

4 Quarter Credits (44 hrs Lecture)

In this course, students will build on their previous humanities experience to explore more advanced topics.

*Prerequisite:* Any lower division Humanities course

## Social & Behavioral Science

### Lower Division Courses

## SB110

### World Civilization

4 Quarter Credits (44 hrs Lecture)

In this course, students will explore the cultural, intellectual, and political trends that have shaped the historical development of humankind from its origins.

*Prerequisite:* None

## SB111

### Anthropology

4 Quarter Credits (44 hrs Lecture)

This course introduces cultural anthropology as a subfield of anthropology. Emphasis is on the diversity of cultural patterns throughout the world and the essential humanity of all people. Students will study a variety of social structures found among peoples of different technological, geographical, historical, and cultural settings.

*Prerequisite:* None

## SB112

### Psychology

4 Quarter Credits (44 hrs Lecture)

This course presents students with the basic concepts, principles, and methods involved in the scientific study and understanding of human behavior. Students focus on topics such as emotion, personality, intelligence, stress and coping, consciousness, sensation, perception, learning, and memory. In addition, students explore physiological, social, developmental, and abnormal psychological processes. Students will also be exposed to the modern development of depth psychology through creative analysis of dreams.

*Prerequisite:* None

## SB113

### Sociology

4 Quarter Credits (44 hrs Lecture)

This course explores and analyzes the dynamics and structure of human society. Students examine the fundamental processes and constructs responsible for the societal organization of social behavior through observation, analyses of groups, social change, cultures, norms, institutions, social stratification, and globalization as well as exploration of current issues in society.

*Prerequisite:* None

## SB210

### U.S. History

4 Quarter Credits (44 hrs Lecture)

This course will examine the history of the United States by exploring the origins of contemporary American culture, its institutions, and its values.

*Prerequisite:* None

## SB211

### Arts and Society

4 Quarter Credits (44 hrs Lecture)

This course examines the ways the arts (including fine arts, theater, dance, music, digital media, and experimental performance) activate the values and institutions within society. Consideration is paid to the cultural, political, and economic boundaries of the arts as a social force. Students will study the ways individual artists interact with the government, foundations, and grassroots organizations. The course explores the ways in which art reflects society and society reflects art and in what ways the practice of creating and sharing art can help to enact social change.

*Prerequisite:* None

## SB212

### Cultural Studies

4 Quarter Credits (44 hrs Lecture)

Students will study how modern societies adapt to their environment (physical, political, sociological). In addition to studying how human behavior varies cross-culturally, students will study ritual, myth, and customs.

*Prerequisite:* None

## SB213

### Music and Society

4 Quarter Credits (44 hrs Lecture)

After being introduced to basic music theory and music vocabulary, students will explore the role of music in different societies. Students will also analyze how music influences and is influenced by language, geography, politics, and other aspects of culture.

*Prerequisite:* None

## SB214

### Belief Systems

4 Quarter Credits (44 hrs Lecture)

Students will explore humanity's enduring interest in the sacred and their enduring need to explore the relationship between the created order and a creator. Students will discuss the questions of faith meaning, purpose, and community, as well as analyze how different cultures have responded to those questions.

*Prerequisite:* None

## SB215

### Government and Politics

4 Quarter Credits (44 hrs Lecture)

This course develops skills for understanding and analyzing political and governmental situations in the contemporary world. Government, political institutions and processes, policy problems and solutions, and popular values and participation are examined in terms of political stability and change, ideologies, conflicts, institutions, and issues.

*Prerequisite:* None

## SB216

### Economics

4 Quarter Credits (44 hrs Lecture)

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:* None

## SB217

### Health and Society

4 Quarter Credits (44 hrs Lecture)

In this course, students examine current health issues as they relate to everyday living such as prescription and non-prescription drugs, physical fitness, reproduction, sexually transmitted diseases, and the effects of environmental pollution. Students will also evaluate society's socioeconomic influence on individual health and emotional well-being.

*Prerequisite:* None

## Social and Behavioral Science

### Upper Division

## SB310

### Cyber Theory

4 Quarter Credits (44 hrs Lecture)

This course examines the intersection of technology and humanity through history, literature, philosophy, and art. Students gain an understanding of the monumental changes brought about in social relations by the introduction of new technologies.

Specific attention is given to the computer and the dawn of the information age.

*Prerequisite:* None

## SB311

### Magic and Ritual

4 Quarter Credits (44 hrs Lecture)

This course initiates the students into powerful roles played by ritual and magic in various cultures. Magical systems such as Tarot, dream divination, and astrology will be studied. Students will reflect on the impact of dreams and rituals, as well as examine notions of an ordinary world through the lens of synchronicity and the magic of daily life. Students will analyze their own personal rituals and tend to the power of dreams through art making, dialogue, and writing.

*Prerequisite:* None

## SB312

### Physical Anthropology

4 Quarter Credits (44 hrs Lecture)

This course introduces physical anthropology as a subfield of Anthropology that centers on the biological adaptation of humans and nonhuman primates. It focuses on patterns of human biological variation and evolution.

*Prerequisite:* SB111 Anthropology

## SB313

### World Conflict

4 Quarter Credits (44 hrs Lecture)

Students will explore the concepts of cooperation, competition, and conflict on a variety of levels. Specific areas of the world will be chosen to illustrate the effects of natural resources, religion, population, technology, and politics on human cooperation.

*Prerequisite:* None

## SB314

### Film and Society

4 Quarter Credits (44 hrs Lecture)

This course examines twentieth century culture and society through film. Students will critically analyze how cultural and social conflicts are portrayed and worked out in popular films, and examine how motion pictures create a window into modern society. Students will also learn how to read films as cultural texts to better understand history and culture manifestations.

*Prerequisite:* None

## SB315

### Spanish Language and Culture

4 Quarter Credits (44 hrs Lecture)

Students will explore Spanish culture and the cultures of the countries historically colonized by Spain. Students will survey the political, social, and cultural development of Spain and compare that survey to its past colonies. Migration of Spanish language and culture will also be examined. The Spanish language will be introduced as appropriate to understanding culture.

*Prerequisite:* None

## SB316

### French Language and Culture

4 Quarter Credits (44 hrs Lecture)

In this course, students will be introduced to French civilization and its historical culture. They will survey philosophical, artistic, political, social, and literary development of the French nation. Students will also be exposed to the French language through conversational activities, music, idiomatic expressions, and proverbs. A study of American and French nuances and differences will be investigated, as well as France's gastronomic culture.

*Prerequisite:* None

## SB317

### Language and Culture

4 Quarter Credits (44 hrs Lecture)

In this course, students will study the language and culture of a specific people. In addition to gaining a grasp of basic vocabulary and grammar, students will explore the artistic, political, philosophical, and technical contributions of that culture.

*Prerequisite:* None

## SB399

### Seminar in Social and Behavioral Science

4 Quarter Credits (44 hrs Lecture)

In this course, students will build on their previous social and behavioral science experience to explore more advanced topics.

*Prerequisite:* Any lower division Social and Behavioral Science course

## Mathematics & Sciences

### Lower Division

## MS110

### Quantitative Literacy and Reasoning

4 Quarter Credits (44 hrs Lecture)

This course develops conceptual understanding of problem-solving, decision-making, and analytic skills dealing with quantities and their magnitudes and interrelationships. Students create logical statements and arguments in a real-world context using real-world examples and data sets. Students will estimate, approximate, and judge the reasonableness of answers. Students will select and use appropriate approaches and tools in formulating and solving real-world problems.

*Prerequisite:* None

## MS111

### College Algebra

4 Quarter Credits (44 hrs Lecture)

In this course, students examine quantitative relationships and employ problem-solving strategies.

*Prerequisite:* None

## MS112

### Statistics

4 Quarter Credits (44 hrs Lecture)

This course 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:* None

## MS113

### Ethnomathematics

4 Quarter Credits (44 hrs Lecture)

All cultures have mathematics, though they may not have a class of people called "mathematicians." In this course, students will be introduced to mathematical activities of a number of present-day and historical cultures. They will concentrate on general philosophy of measuring and counting; number words and number bases; strategy and chance in games and puzzles; symmetry in patterns; geometry; data structures; and elementary number theory, but will also try to gain some understanding of the cultural setting and to understand how culture and mathematics interact. The aims of the course are to examine the development of mathematics as part of a wider culture.

*Prerequisite:* None

## MS114

### Traditional Geometry

4 Quarter Credits (44 hrs Lecture)

Topics include line, angle, and diagonals in terms of polygons, triangles, quadrilaterals, and circles. Apply radius, chord, diameter, secant, and tangent to circles. Apply sine, cosine, tangent, cotangent, secant, and cosecant to triangles and rectangles. Solid geometry including prisms, pyramids, cylinders, cones, and spheres.

*Prerequisite:* None

## MS130

### Biology

4 Quarter Credits (44 hrs Lecture)

In this course, students will study life on our planet. In addition to discussing the origins of life, students will explore the biological processes of single-cell life forms, viruses and bacteria, plants, and animals. The theories of evolution will also be discussed.

*Prerequisite:* None

### MS131

#### Physics

4 Quarter Credits (44 hrs Lecture)

This course introduces the concepts and methods of physics, including mechanics, heat, electricity, magnetism, and modern physics. Students study the relationship between physics and technology, physics and knowledge, and physics and cultural imagination.

*Prerequisite: None*

### MS135

#### Nutrition Science

4 Quarter Credits (44 Hours Lecture)

This course centers on an explanation of the basic principles of nutrition and their relationship to health. The structure, functions and source of nutrients—including proteins, carbohydrates, fats, vitamins, minerals, and water—are discussed. Current issues in nutrition are reviewed, including dietary guidelines, energy balance, vitamin supplements, and food fads.

*Prerequisite: None*

### Mathematics & Sciences

#### Upper Division

### MS311

#### Calculus I

4 Quarter Credits (44 hrs Lecture)

In this course, students learn concepts in calculus. Topics will include polynomials, trigonometric, exponential, and logarithmic functions. The course will also cover limits, derivatives, integration and applications of calculus.

*Prerequisite: MS111 College Algebra*

### MS312

#### Linear Algebra and Geometry

4 Quarter Credits (44 hrs Lecture)

This course is an introduction to linear algebra and its application to geometry. Students study two- and three- dimensional vectors, matrix theory, linear transformations, determinants, and solving linear equations. These topics will be applied to concepts in analytic geometry.

*Prerequisite: MS111 College Algebra*

### MS320

#### Transformational Geometry

4 Quarter Credits (44 hrs Lecture)

Students review the classical geometric concepts of dimension, curve, shape, solid, and line-and-arc construction. Coordinate systems bridge geometry and algebra and provide a foundation for exploring computer-based geometry. The course also includes a survey of contemporary geometrical concepts: symmetry, projection, transformation, tessellation, L-system, and fractal.

*Prerequisite: MS111 College Algebra*

### MS332

#### Astronomy

4 Quarter Credits (44 hrs Lecture)

Students study the macroscopic physical universe, including our planetary system, star systems and lifecycles, and theories of origin. Techniques of measurement, dating, and scale are discussed.

*Prerequisite: None*

### MS333

#### Physiology/Kinesiology

4 Quarter Credits (44 hrs Lecture)

In this course, students study the human body and its major systems, as well as how the body grows, moves, and functions.

*Prerequisite: None*

### MS334

#### Environmental Science

4 Quarter Credits (44 hrs Lecture)

This course investigates humanity's interaction with the natural environment. Science, ethics, and behavior will be avenues of exploration. Students will use political, economic, and scientific models to analyze current issues and examine the future of the environment and the effect they can have on it.

*Prerequisite: None*

### MS398

#### Seminar in Mathematics

4 Quarter Credits (44 hrs Lecture)

In this course, students build on their previous math experience to explore more advanced topics.

*Prerequisite: Any lower division Math course*

### MS399

#### Seminar in Science

4 Quarter Credits (44 hrs Lecture)

In this course, students build on their previous science experience to explore more advanced topics.

*Prerequisite: Any lower division Science course*

### Electives



#### Fashion Marketing & Management

1st elective may be chosen from lower division (1000- or 2000-level courses) or from upper division (3000- or 4000-level courses). Second and 3rd elective must be selected from upper division courses (3000- or 4000-level courses). With Academic Department Director approval and prerequisite eligibility, electives may be selected from an array of courses in other programs, or internships to satisfy the elective category.

### FS399

#### Internship I

(3 quarter credits)

Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate.

*Prerequisite: By permission of Academic department Director*

### FS499

#### Internship II

(3 quarter credits)

Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate.

*Prerequisite: By permission of Academic Department Director*

### Graphic Design

#### 1st Elective: choose from one

#### of the following:

### FS399

#### Internship I

(3 quarter credits)

Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate.

*Prerequisite: By permission of Academic Department Director*

### GD3385

#### Copywriting

(3 quarter credits)

This course is an introduction to copywriting. Students will learn the basic principles of copywriting, the process of generating ideas, writing with various strategies and various styles. Copywriting for print, television, radio and the Internet will also be covered. Students will work individually and with teams to solve real-world assignments.

*Prerequisite: GD1133 Digital Grid Systems*

### MA2241

#### Motion Graphics

(3 quarter credits)

This course is an introduction to the use of titling in theatrical and broadcast graphics. Techniques for design and implementation will be covered. Students will produce title sequences and montages integrating image manipulation applications and other image processing support.

*Prerequisite: FS122 Image Manipulation*

### MM1111

#### Design Layout

(3 quarter credits)

An introduction to the basic principles of systems and structures of digital layout. Students will learn the principles of layout for creating effective visual compositions.

*Prerequisite: FS102 Fundamentals of Design*

### MM1123 F

#### undamentals of Web-based Programming

(3 quarter credits)

An introduction to writing and editing HTML documents for the production of Web pages. In addition, this course examines the history and future of Web media.

*Prerequisite: FS104 Computer Applications*

#### 2nd Elective: choose from one

#### of the following:

### GD3382

#### Advanced Typography

(3 quarter credits)

This course is a study of expressive and didactic qualities of typography. Sensitivity to typography via traditional methods and digital technology is explored. Exercises and projects focus on how the written language can relay information intuitively.

*Prerequisite: GD2263 Typography IV - Publication*

### MA2200

#### Painting

(3 quarter credits)

The focus in this course is on mixed media with additional attention given to the use of traditional paint. Both content and process will be explored. Lectures, research assignments on contemporary and master paintings as well as painting for traditional animation will be covered. Problem solving and image creation skills learned here will enable computer animation students to more successfully develop 2-D and 3-D animation projects, including background painting, 3-D environments, rendering, and lighting.

*Prerequisite: FS101 Fundamentals/Observational Drawing, FS103 Color Theory*

### MA4405

#### Intermediate Motion Graphics

(3 quarter credits)

This course will explore the use of motion graphics as a commercial communication medium and technical compositing tool. Studies will include the development of visual concepts, design, and execution of a final presentation(s). Technical skills utilized will include advanced compositing techniques, typography, animation, and design.

*Prerequisite: MA2241 Motion Graphics*

### MM1121

#### Information Design

(3 quarter credits)

An examination of systems for organizing and presenting information so that it is effective, efficient, and understandable. Students will design and organize content into information structures that encourage users to browse, learn, search, and explore.

*Prerequisite: MM1111 Design Layout*

### MM2203

#### Introduction to Web Design

(3 quarter credits)

An exploration of the process of Web design from proposal to production. Students design and produce Web sites with Web editing software.

*Prerequisite: MM1123 Fundamentals of Web-based Programming*

#### 3rd Elective: choose from one

#### of the following:

### FS499

#### Internship II

(3 quarter credits)

Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate.

*Prerequisite: By permission of Academic Department Director*

### GD3395

#### Package Identity

(3 quarter credits)

This course will define the role of packaging in product identification, presentation and production, and explore the processes used in establishing a strong identity program for consumer products. The unique challenges of adapting typography, illustration design and materials to three-dimensional form will be explored; and students' skills in layout, design and typography will be extended and strengthened. Research will include marketing objectives, structural integrity, and aesthetics.

*Prerequisite: GD2264 Digital Message Making*

### MA4415

#### Advanced Motion Graphics

(3 quarter credits)

This course will expose students to more advanced compositing techniques. The class will reinforce motion graphic concepts, techniques, and vocabulary that students have learned in previous classes. More sophisticated tools and techniques will be introduced. The class will focus mainly on group-oriented projects. Each student will have a vital role in producing a group project involving animation, live action video, editing, and compositing for a final portfolio piece.

*Prerequisite: MA4405 Intermediate Motion Graphics*

### MM2201

#### Interface Design

(3 quarter credits)

An exploration of the synthesis of visual design and principles of human interactivity. This course will examine the conceptual and practical design of interfaces.

*Prerequisite: MM1121 Information Design*

### MM2213

#### Intermediate Web Design

(3 quarter credits)

An exploration of intermediate Web editing techniques and production strategies for the development of comprehensive Web sites.

*Prerequisite: MM2203 Introduction to Web Design*

### Web Design and Interactive Media



With Academic Department Director approval and prerequisite eligibility, electives may be selected from an array of courses in other programs, or internships to satisfy the elective category.

### FS399

#### Internship I

(3 quarter credits)

Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate.

*Prerequisite: By permission of Academic Department Director*

### FS499

#### Internship II

(3 quarter credits)

Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate.

*Prerequisite: By permission of Academic Department Director*

## Interior Design

With Academic Department Director approval and course prerequisite eligibility, electives may be selected from an array of courses in other programs, or internships to satisfy the elective category.

### FS399

#### Internship I

(3 quarter credits)

Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate.

**Prerequisite:** By permission of Academic Department Director

### FS499

#### Internship II

(3 quarter credits)

Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The students will gain the experience they need to enter the field when they graduate.

**Prerequisite:** By permission of Academic Department Director

## Independent Study

### IS400

#### Independent Study - Humanities

4 Quarter Credits (44 hrs Lecture)

Students will partner with faculty to develop an appropriate reading list and set of projects to pursue an area in Humanities not currently available in the curriculum. Students will be expected to complete a term project that reflects a depth of understanding of the chosen topic.

**Prerequisite:** Permission of Academic Director/Advisor

### S401

#### Independent Study - Social & Behavioral Science

4 Quarter Credits (44 hrs Lecture)

Students will partner with faculty to develop an appropriate reading list and set of projects to pursue an area in Social & Behavioral Science not currently available in the curriculum. Students will be expected to complete a term project that reflects a depth of understanding of the chosen topic.

**Prerequisite:** Permission of Academic Director/Advisor

### IS402

#### Independent Study - Mathematics & Science

4 Quarter Credits (44 hrs Lecture)

Students will partner with faculty to develop an appropriate reading list and set of projects to pursue an area in Mathematics & Sciences not currently available in the curriculum. Students will be expected to complete a term project that reflects a depth of understanding of the chosen topic.

**Prerequisite:** Permission of Academic Director/Advisor

## Transitional Studies

*The Art Institute is committed to student success. We recognize that students come with various strengths and skill sets, and to help us determine academic preparation, especially in the areas of English and Mathematics, we have selected the ACCUPLACER test. To ensure proper placement in English and Mathematics courses, entering students are required to take this diagnostic test. Based on the results of the academic placement test, students may be required to take Transitional Studies courses.*

### HU090

#### Transitional Studies - English

Non-Credit Course (44 Hours Lecture)

This class will introduce students to the power of language by discussing purpose, audience, and creativity as they relate to the writing process. This course will also emphasize the skills needed to produce clear, competent English prose. Course work concentrates on basic paragraph writing with its attendant skills: parts of speech, various sentence structures, subject/verb agreement, correct verb tenses, pronoun/antecedent agreement, spelling, capitalization, and punctuation. A grade of C or better in Transitional English is required to advance to HU110 College English.

### MS090

#### Transitional Studies - Math

Non-Credit Course (44 Hours Lecture)

Students review the concepts and practice the skills necessary to succeed in a college-level mathematics curriculum. This non-credit course is required for students whose mathematics diagnostic test score falls short of the prerequisite for the 100-level mathematics courses. A grade of C or better in Transitional Math is required to advance to the 100-level mathematics courses.

### FS090

#### Transitional Studies - Drawing

Non-Credit course (22 Lecture/22 Lab)

This is a preparatory course to introduce students to fundamental drawing skills. Students will use drawing tools in a variety of exercises to develop perceptual and draftsmanship abilities.

# POLICIES AND PROCEDURES

## Admissions Policies and Requirements

### Associate's, Bachelor's Degree Programs

A prospective student seeking admission to The Art Institute of California – Sunnyvale must be a high school graduate, hold a General Educational Development (GED) certificate or have earned a bachelor's degree from an accredited institution of postsecondary education as a prerequisite for admissions. Students who submit a California High School Certificate of Proficiency satisfy the proof of high school graduation requirement. An applicant who holds a bachelor's degree may submit proof of the bachelor's degree to satisfy the proof of high school completion requirement. High school seniors who have not yet graduated should submit their most recent partial transcript that indicates their expected graduation date. Students that matriculate without submitting their official high school transcript showing proof of graduation will be accepted conditionally. Students must submit the official transcript within 90 days after matriculation and before continuing in a subsequent term. No financial aid can be paid until the transcript is received. In the interest of time, The Art Institute will pay for these transcripts up to a maximum of \$10 per transcript.

### Enrollment Procedure

An application for admission and the enrollment agreement must be completed and signed by the applicant and parent or guardian (if applicable) and submitted to The Art Institute. The Art Institute requires proof of high school graduation or GED scores. Prospective students are strongly encouraged to visit The Art Institute, although a visit is not a condition for submitting the application for admission or enrollment agreement. Arrangements for an interview and tour of the school may be made by contacting the Admissions Department. Each individual who seeks admission to The Art Institute of California – Sunnyvale will be interviewed either in person or by telephone by an Assistant Director of Admissions. The purpose of the interview is to:

1. Explore the prospective student's background interests as they relate to the programs offered at The Art Institute.
2. Assist prospective students to identify the appropriate area of study consistent with their background and interest.
3. Provide information concerning curriculum offerings and support services available at The Art Institute. The preadmission interview is designed to assist in assessing whether the student has a reasonable chance of successfully completing the appropriate program of study. Other nationally based exams, such as the SAT or ACT will be considered.

In addition, all prospective students will be required to independently conceive and write two essays of approximately 150 words. The application will provide topic choices for the essays.

### Additional Requirements

All students must submit a non-refundable Application Fee of \$50 with their application for admission. Additionally an enrollment fee of \$100 is due within ten days after an enrollment agreement has been submitted. The Art Institute reserves the right to request any additional information necessary to evaluate an applicant's potential for academic success.

### Non-Discrimination Policy

The Art Institute does not discriminate or harass on the basis of race, color, national origin, sex, gender, sexual orientation, disability, age, religion or any other characteristic protected by state, local or federal law, in our programs and activities. The following person has been designated to handle inquiries and coordinate the school's compliance efforts regarding the non-discrimination policy:

**The Art Institute of California – Sunnyvale  
1120 Kifer Road  
Sunnyvale, CA 94086  
866-583-7961**

**Director of Human Resources**

### Placement in Transitional Studies

The Art Institute is committed to student success. We recognize that students come with various strengths and skill sets, and to help us determine academic preparation, especially in the areas of English and Mathematics, we have selected the ACCUPLACER test. To ensure proper placement in English and Mathematics courses, entering students are required to take this diagnostic test. Based on the results of the academic placement test, students may be required to take Transitional Studies courses. Students must successfully complete such courses in order to progress in their program of study. Transitional Studies course credits do not count toward the total number of credits for graduation nor do they count in the Cumulative Grade Point Average (CGPA); however, they do count in determining the maximum time frame and the Incremental Completion Rate (ICR). Transitional Studies courses may be individually attempted no more than three (3) times. Failure to pass the course after three (3) attempts will result in academic termination. Exceptions will be granted to:

1. Those with transferable college credits in 100-level and above Mathematics and/or English courses (grades of C or higher).
2. Those with scores of 450 or higher in the verbal portion of the SAT and/or 400 or above in the Mathematics portion.
3. Those with a composite score of 17 or higher on the ACT.
4. Those with Advanced Placement (AP) scores of three or higher in English and/or Mathematics.
5. Those that have a score of 50 on the CLEP exam in English and/ or Mathematics.

### Transitional Studies Courses

The courses included in this program are designed to help build and strengthen the foundation skills. To receive the benefits of such a program, students must enroll in the courses in their first (1st) year. Students enrolled in Transitional Studies courses may be required to take from three (3) to six (6) credits in addition to their standard program of study credit requirements. Students must successfully complete such courses with a grade of C or better in order to progress in their program of study. These credits will increase the total number of credits students must take, and they will not

count toward graduation. However, they will be included in determining the maximum time frame and the Incremental Completion Rate (ICR). These credits will be charged at the current per credit-hour rate.

### Minimum Acceptable Proof of English Language Proficiency Standard - T.O.E.F.L.

Regardless of country of birth or citizenship all applicants to The Art Institute of California – Sunnyvale whose first language is not English must demonstrate competence in the English language. Demonstration that English is an applicant's "first" language can be satisfied if the applicant submits a diploma from secondary school (or above) in a system in which English is the official language of instruction. If English is not the applicant's "first" language, the applicant will need to meet the minimum acceptable proof of English Language Proficiency standards.

AS/BS: 500 (Paper); 173 (Computer); 61 (Internet Based Test [i-BT])

Please contact the Admissions office for acceptable alternatives to the T.O.E.F.L.

The Art Institute of California – Sunnyvale is presently seeking authorization under federal law to enroll non-immigrant alien students.

### Advanced Standing

Course credits, which may be awarded by advanced course credit, proficiency examination, or proficiency for prior experiential learning, are applied to the total credits required for graduation, but have no letter or point value and are not computed in the grade point average.

### Advanced Course Credit

Credit will be given for college courses successfully completed with a grade point of 2.0 or better, and where the courses are comparable to those offered by The Art Institute program to which the student applies. The credit must be from a college that is approved by the Bureau of Private Postsecondary and Vocational Education or accredited by an accrediting association that is recognized by the U.S. Department of Education. Credit will be given for designated Advanced Placement classes in which the student scores a three (3) or above on the Advanced Placement Test. Also, credit will be given for designated international baccalaureate classes in which the student scores a four (4) or above on the Higher Level (HL) International Baccalaureate Test. Official grades must be on file. For advanced course credit to be considered for acceptance, transcripts and descriptions MUST be received no later than two (2) weeks prior to the first day of the quarter. All advanced course credit must be applied for and approved before the first (1st) day of class of the initial quarter of study. The Art Institute reserves the right not to accept any advanced course credit applications and the transfer of any credit based solely on its internal guidelines, and on a case-by-case basis. All exceptions must be approved by a designee of the Academic Affairs Department.

### Transfer of Credit Policy

Credit for courses taken at an accredited postsecondary institution may be accepted at The Art Institute if the following conditions are met:

1. An official transcript, or transcripts, accompanies the request, which must be made prior to matriculation at The Art Institute.
2. All credits requested have been completed prior to matriculation. There is no accommodation for concurrent enrollment.

- Those students entering the school with an academic associate's or bachelor's degree or higher from an accredited institution will be granted a blanket transfer of credit for their Liberal Studies requirements as long as their transcript demonstrates that they have successfully completed at least one college-level course in each of the subject areas of Composition, Math and Social Sciences, and at least one course in Art History.
- If the student has earned an academic associate's or bachelor's degree, and the above conditions are met, credit for any other courses may be granted on a course-by-course basis.
- Students with degrees from international colleges and universities must submit a translation of the transcript along with the request to transfer credits.
  - Requests must be received prior to matriculation.
  - Credits may be granted on a course-by-course basis.
- Students who have earned credits at a postsecondary institution, but did not complete an academic associate's or bachelor's degree, may request transfer credit by submitting a transcript along with the request. Credit may be granted on a course-by-course basis if:
  - Credit is applied for prior to matriculation.
  - Grades earned are C (2.0) or higher.
  - General Education courses fit into the Humanities, Social and Behavioral Sciences, or Mathematics and Sciences categories.

#### The Process for Evaluation of Transfer Credit

Transfer credit must meet the expectations of the faculty, Academic Directors, and the Dean of Academic Affairs, and must be appropriate to the degree sought. Academic credit earned within 10 years prior to admission will be reviewed as to applicability to the present course of study. The review committee reserves the right to require examinations or other proof of competence, regardless of transfer credits listed on the student's records. It is not the policy of The Art Institute to impose redundant programs or requirements on any student. All transfer credits must be reviewed prior to the student's matriculation. Credits will not be accepted after the student has matriculated at The Art Institute.

#### The Process for Establishing Equivalency of Transfer Credit

Transfer credit is accepted from postsecondary institutions authorized by appropriate legal authorities. Corporate or specialized training programs may be recognized as transfer credits as recommended by generally accepted national educational standards. Not all prior credit is applicable to degrees earned at The Art Institute. Transfer credit must support the degree program. A designee of the Academic Affairs Department will evaluate all transcripts and requests for credit to determine transfer credit acceptable to The Art Institute as meeting partial requirements for the degree.

#### Administrative Position Responsible for Transfer Evaluation

The Dean of Academic Affairs is the administrator ultimately responsible for the transfer evaluation, though the Dean may delegate individual evaluations to faculty members or academic staff.

#### Proficiency Exam

Students may have the opportunity to test out of some courses prior to the first (1st) day of class of the initial quarter. Proficiency exams may only be attempted once. Students must pay a non-refundable proficiency exam fee of up to \$100 (USD) per proficiency exam taken.

#### Proficiency Credit

Students may request proficiency credit for courses in their program of study. A portfolio of examples demonstrating proficiency must be supplied to the appropriate Academic Director prior to the first (1st) day of class of the initial quarter of study. Students will be charged a nonrefundable administrative fee of \$100 (USD) per course for which credit is sought.

#### Maximum Credit Limits:

#### Associate's Degrees

For prior experiential learning credit, The Art Institute will recognize a maximum of 25 quarter credits of the 112 quarter credits necessary to receive an associate's degree. Each course is worth two, three, four, or six quarter credits and the program consists of approximately 35 courses.

#### Bachelor's Degrees

For prior experiential learning, The Art Institute will recognize a maximum of 45 quarter credits of the 192 quarter credits necessary to receive a bachelor's degree. For the calculation of these credits, no more than 25 credits may be applied to coursework in the first 90 quarter credits of the curriculum and no more than 25 credits can be applied for coursework in the remaining 102 quarter credits of the bachelor's degree program. Each course is worth two, three, four, or six quarter credits and the program consists of approximately 60 courses.

#### Policy Statements on Qualifying the Experience

Credit for prior work/experiential learning shall only be granted by the Dean of Academic Affairs upon the written recommendation of a faculty member and may be granted only if all the following conditions apply:

- The prior work/experiential learning is equivalent to a college or university level of learning.
- The prior work/experiential learning demonstrates a balance between theory and practice.
- The credit awarded for the prior work/experiential learning directly relates to the student's degree program and is applied in satisfaction of some of the degree requirements.
- The student has documented in writing each college- or university-level work/experiential learning for which credit is sought.
- In evaluating prior work/experiential learning, The Art Institute staff may factor in the assessment of certain external organizations based on published guidelines.
- Prior work/experiential learning can be demonstrated.

#### Prior Work/Learning Documentation

Each college- or university-level work/learning experience will be evaluated by faculty qualified in that specific subject area who shall ascertain to what college- or university-level learning the student's prior experience is equivalent, and how

many credits toward a degree may be granted for that experience. In addition, the faculty evaluating the prior work/experiential learning must complete a credit equivalency report containing all of the following:

- The documents in the student's record on which the faculty member relied in determining the nature of the student's prior experience.
- The basis for determining that the prior experience is equivalent to college- or university-level learning, and demonstrates a balance between theory and practice.
- The basis for determining to what college- or university-level the experience is equivalent, and the proper number of credits to be awarded toward the degree for that experience. The Dean of Academic Affairs is responsible for the implementation of the policy regarding credit for prior work/experiential learning and the review of faculty determinations regarding the award of credit for prior work/experiential learning. The Dean of Academic Affairs is to document that he or she has periodically reviewed faculty evaluations to assure that the faculty written evaluations and awards of credit comply with this section and the institution's policies and are consistent. All applications for prior work/experiential learning credit must be reviewed prior to the student's matriculation at The Art Institute. The Art Institute relies on external evaluations of credit from foreign institutions of higher education. The student is responsible for providing this evaluation.

#### Maximum Advanced Standing

The Art Institute offers Associate of Science degree programs, which last just over two academic years and contain 112 quarter credits. Each Associate of Science degree program includes 28 quarter credits in Liberal Studies.

The Art Institute offers Bachelor of Science degree programs, which last three calendar or four academic years and contain 192 quarter credits. Each program includes 56 quarter credits in Liberal Studies. For the Associate of Science and the Bachelor of Science, as much as 75 percent of the quarter credits required for graduation from The Art Institute may be satisfied through a combination of transfer credit, credit for prior experiential learning, and/or challenge exams. This percentage equals 84 quarter credits for associate's degrees and 144 quarter credits for bachelor's degrees.

#### Academic Policies

**Academic Freedom** The Art Institute values the rights of expression pertaining to the teaching and research of its faculty. The Art Institute guarantees academic freedom in the classroom within the parameters of its mission and academic policies and procedures as approved by its applicable licensing and accrediting agencies. The faculty will be afforded freedom in the classroom to express professional points of view and conclusions supported by relevant evidence.

#### Academic Grading System

The grading system incorporates letter grades and codes that have the following numeric equivalences and definitions:

Letter Grade	Equivalent Grade Points
A	= 4.0
A-	= 3.7
B+	= 3.4
B	= 3.0
B-	= 2.7
C+	= 2.4
C	= 2.0
C-	= 1.7
D+	= 1.4
D	= 1.0
F	= 0.0

#### Letter Codes

IP = In Progress  
 NS = Not Satisfactory  
 P = Proficiency credit by exam or portfolio  
 S = Satisfactory  
 TR = External transfer credit  
 W = Withdraw from course  
 WF = Withdraw failing from course

#### Academic Grading Policies

##### In Progress (IP)

Indicates work is in progress but assignment of a final grade is pending completion of coursework. It is not included in any calculations.

##### Not Satisfactory (NS)

Indicates course completed unsatisfactorily. It is not included in any calculations.

##### Advanced Course Credit (TR or P)

Course credit transferred from another accredited postsecondary institution is assigned a "TR" code. Those campuses that award proficiency credit, award credit on the basis of an examination or portfolio review. These courses are assigned a "P" code. Such credit is applied to the total credits required for graduation but has no grade point value and is not computed in the grade point average.

##### Satisfactory (S)

Indicates course completed satisfactorily. It is not included in any calculations.

##### Withdrawal (W)

A student who withdraws from a course or from the program after the schedule adjustment period and before week 10 of the quarter will be assigned a "W" code for each course. The "W" code is not used in the computation of the student's grade point average. There are no tuition refunds for course withdrawals after the end of the schedule adjustment period. If students withdraw from the program, they should refer to the refund policy.

##### Withdrawal Failing (WF)

A student who withdraws from a course or from the program during weeks 10 and 11 will be assigned a "WF" code for each course. The "WF" code is used in the computation of the grade point average. There are no tuition refunds for course withdrawals after the end of the add/drop period. If you are withdrawing from the program, see the refund policy.

##### Repeating Courses

Every required course for which a student received an "F," "W," or "WF" grade/code must

be repeated and/or completed with a passing grade, prior to the final quarter of study. It is strongly recommended that any student with W, F or WF grades register for the same courses in the subsequent quarter to improve academic achievement. 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 (not the original grade) will be computed in the grade point average. Tuition is charged for repeated courses. Schedule Adjustment Period The Schedule Adjustment period begins on Monday of week one and concludes at the end of the first class day of week two. During this time students may add or drop courses, or change sections. Tuition will be charged based on registered credits at the end of this period. Students will be responsible for all charges regardless of attendance. Students who fail to attend any classes or notify the Academic Affairs Department during the Schedule Adjustment period will be withdrawn from school.

##### Change of Grade

When a final grade has been established and recorded in the student's record, the grade may not be changed without approval of the faculty member, Academic Department Director, and the Dean of Academic Affairs. Students who feel that they have received an erroneous grade may appeal that grade to their instructor. If the student and the instructor do not reach a resolution in the matter, the Academic Director, after consultation with the instructor and student, will make a final determination. A request for a change of grade will only be accepted by the Registrar's Office through the end of the Schedule Adjustment period of the following quarter.

##### Withdrawal from School

Students who are not registered for any courses by the end of the Schedule Adjustment period will be withdrawn from school. Students who voluntarily withdraw from school must complete the required status change form, obtaining all required signatures, and return it to the Registrar's Office. Students who withdraw from school are subject to a tuition increase upon reenrollment.

##### Readmissions

Any student who has withdrawn from The Art Institute for any period must go through the formal reentry process. Each student's status must be reviewed before consideration for reentry. For details, please see the Readmissions Advisor in the Admissions Office.

##### Transfers

A student must be in satisfactory academic and conduct standing to be allowed the opportunity of transferring from one Art Institute school to another.

##### Change of Major

Students will be allowed only one change of major. Changing from a day program to an evening program of the same major is not considered a change of major. Changing from an associate program to a bachelor's program for the same major is not considered a change of major. Courses taken in one major applicable to the second major shall be transferred with the grade. If students have taken a course more than once, all grades relevant to that course shall apply to the second major. Grades earned in the original major shall count toward the cumulative grade point average. For ICR purposes, only those courses transferred will apply to the new major. The maximum allowable time frame shall

be calculated as the total number of credits in the program minus the number of credits applied to the new major X 150%. Example: if a student transfers 36 credits to a new major consisting of 180 credits, the calculation would be 180 - 36 = 144 X 150% = 216 credits. Second example: if a student earned 36 credits in the original major that are applicable to the new major, but transfers 48 credits due to repeating failed classes, then the maximum allowable time frame is reduced to 198 credits.

##### Academic Performance Measurements

Student academic performance is recorded, reported, and monitored by the Registrar each quarter, according to the following:

##### Grade Point Computation

The grade point value for an individual course is determined using the equivalent grade points listed above. The total grade points for an individual course are determined by multiplying the letter grade equivalent grade point times the credit hours for the course.

##### Cumulative Grade Point Average (CGPA)

A cumulative grade point average (CGPA) is computed by dividing the total grade points earned for all courses attempted at an Art Institute by total credit hours attempted. (The CGPA is calculated by rounding up to the nearest tenth if the last digit is 5 or greater. It is rounded down to the nearest tenth if the last digit is less than 5. Example: 1.95=2.0, Example: 1.94=1.9)

##### Definition of Quarter Credits

All coursework at the school is measured in quarter credits. One quarter credit is awarded for each 11 classroom contact hours of lecture, 22 classroom contact hours of laboratory instruction, or 33 contact hours of internship. One classroom contact hour is defined as 50 minutes in a 60-minute period. It is assumed that the student will devote appropriate time to preparation and study outside the classroom.

##### Student Status

Based on credit hours, status is defined as follows:

- Full load: full-time course load schedule averages 16 credits for Associate's and Bachelor's degrees.
- Full-time: enrolled in 12 credit hours or more in an academic quarter
- Three-quarter time: enrolled in 9-11 credit hours in an academic quarter - Half-time: enrolled in 6-8 credit hours in an academic quarter
- Less than half time: enrolled in 1-5 credit hours in an academic quarter
- Academic Year: 36 quarter credits (3 Quarters in length) Course Code Numbering Course codes are numbered to delineate whether they are lower or upper division.

Course codes which are 1000- or 2000-level codes (or in the case of Liberal Studies and Foundation courses, 100- or 200-level codes) are lower division courses. Course codes which are 3000- or 4000-level codes (or in the case of Liberal Studies and Foundation courses, 300- or 400-level codes) are upper division courses. Course codes which are 0-level codes (Transitional Studies courses) are noncredit courses.

### Online Policy

The Art Institute offers selected online courses through a consortium agreement with The Art Institute of Pittsburgh. Online classes are 5 1/2 weeks in duration. They are delivered in an asynchronous electronic mode which means that students can work on the course anytime. Students are required to log in to the course four out of each seven days in the class week (each of the four logins during a separate 24-hour period). One day is defined as the 24-hour period beginning at 12:01 a.m. and ending at 12:00 a.m. (PST). Students are able to access assignments, lectures, study questions; participate in discussions and post assignments. Student participation in the course is required in addition to submitting formal assignments for the course. Online courses may use different textbooks and/or software than on-ground courses. As in traditional on-ground classes, students are expected to complete all work and submit assignments within the time periods given by the instructor as listed on the course syllabus.

The online courses have similar course and exit competencies as the on-ground versions of the same course. The online courses are specifically designed to take advantage of technology, make the learning environment more efficient, and maximize relevance to prior learning and experiences. The Art Institute charges the same tuition for online courses as it charges for on-ground ones. A \$100 fee is charged in addition for each online lab to cover administrative and technical support for students.

### Requirements for Participation in Online Courses

Students must have computer hardware and software equivalent to the specifications indicated by The Art Institute of Pittsburgh's Online Division, as well as a reliable connection to the Internet. Specific technology requirements are listed by class in The Art Institute of Pittsburgh's online course catalog available at <http://www.aionline.edu/aio/campus/index.asp>. Students are advised of resources available where they may purchase their own equipment through an outside vendor, made available through The Art Institutes. Students are not, however, required to purchase or lease any hardware or software through The Art Institute. Online course codes are different from on-ground course codes. Students should ensure they have the correct course requirement by referring to the online course code located on the quarterly published list located in the Online information packet.

### Registration for Online Courses

Prior to registration each quarter, The Art Institute provides students with a list of courses to be offered online. Students register for online courses during the regular registration period for the academic quarter. Because The Art Institute of Pittsburgh's Online Division needs additional lead time to set up the classes, registration for online courses will only occur during the normally scheduled registration period. Students wishing to register for online courses must do so through the Online Advocate. Students are required to sign a consortium agreement. While students will have an opportunity to withdraw from second session courses after they begin, they will not be allowed to add or drop an online session after the first week of the quarter, which is the normal add/drop period of the schools.

### Online Class Schedules

Online courses are offered in two sessions within the academic quarter calendar. The first session begins on the same day as the on-ground

coursework begins and ends 5 1/2 weeks later. The second session begins the following day and runs for 5 1/2 weeks and ends on the same day as the on-ground coursework ends.

### Online Add/Drop Policy

The first seven academic days (including Saturday) of each quarter constitute the Add/Drop period. It is during this time, students may drop an online course without financial penalty. Students who drop all of their courses, either online or on-ground, will have their enrollment terminated and should refer to the Refund Policy for further information.

Once the Add/Drop period ends, a student may receive permission from their Academic Advisor or Academic Department Director to withdraw from an online course. Students choosing to withdraw from a first session online course must do so by the 5 p.m. Friday of week four of the quarter and will receive a "W" (withdrawal) grade for their course(s). Students who choose to withdraw from a second session online course by 5 p.m. on Friday of week nine will also receive a "W" (withdrawal) grade for their course(s). Students withdrawing from either session after these deadlines will receive a "WF" (withdraw failure) grade in their respective course(s). A "WF" grade is calculated into the CGPA as an "F" grade. Please note no refunds will be given for any online course withdrawals initiated after the designated Add/Drop period.

Students who choose to take only online courses during a particular quarter are considered "virtual" students. Virtual students who register for two online courses, one each session, are not permitted to withdraw from an individual course. Doing this would cause the student to no longer be in attendance. Therefore, virtual students who wish to withdraw must withdraw from both courses, which will withdraw them from enrollment for the quarter. Students in this situation must apply for readmission into the college the subsequent quarter.

Students withdrawing from school before the end of their online course will either receive a "W" or "WF" grade based upon the same deadlines stated above. However, if a student withdraws after their first session online course ends, they will receive a final letter grade in that course.

### Online Orientation

Students wishing to take an online course must complete an online orientation to familiarize themselves with the platform that will be used in the virtual classroom. There are exercises to be completed during the orientation. Students not completing the orientation prior to the quarterly deadline published in the Online information packet will not be allowed to participate in the online course. Students will have access to 24-hour software support via a toll-free number throughout the class to assist them should they have any problems. Students will also have access to email through The Art Institute of Pittsburgh's Web site, [www.aionline.edu](http://www.aionline.edu), to address any questions or concerns that arise.

### Online Faculty

Faculty who teach online courses possess the same subject matter credentials and experience as faculty who teach the same course on-ground. In addition, all faculty who teach online are required to successfully complete a six-week online training course. In many cases, faculty who teach online courses teach the same courses on-ground in The Art Institutes system.

### Student Services for Students Taking Online Courses

The Art Institute provides a wide variety of support services to students in order to assist them in completing their educational programs and reaching their career goals. Every student is encouraged to take advantage of these support services. Advising and other student services are the same for all programs regardless of on-ground or online delivery. Student services are available on-ground at The Art Institute for all students who reside locally or via email and telephone (1-866-583-7961) for students who do not reside in the immediate area or do not wish to meet face-to-face. In addition, educational support is offered through The Art Institute of Pittsburgh's Online Division for many online courses. Students should speak to the online facilitator or the online advocate for additional information or educational support.

### Online Course Textbooks

Textbooks for online courses are listed in syllabi located at The Art Institute of Pittsburgh Web site, [www.aionline.edu](http://www.aionline.edu). Textbooks can be purchased online from The Art Institute of Pittsburgh's online textbook partner through the "Buy Supplies" link located on the campus homepage at [www.aionline.edu/campus/](http://www.aionline.edu/campus/). They provide a secure site and 48-hour delivery for most books. Credit cards are accepted for payment.

### Criteria for Honor Designation

To promote academic excellence and to recognize exemplary academic achievement, students are recognized on a quarterly basis and upon graduation. Any student who enrolls for and completes 12 credits or more and meets the following criteria, may receive the corresponding designation:

#### Quarter GPA Honor Designation

- 4.0 President's Honor Roll
- 3.7-3.9 Dean's Honor Roll
- 3.5-3.6 Honor Roll

### Honor Designation at Graduation

Any student who achieves a CGPA of 3.5 or better is designated as an Honor Graduate. (Transitional studies classes are not considered when evaluating honor designations.)

### Requirements for Graduation:

#### Eligibility for Graduation

To be qualified to graduate, an Art Institute student must:

- Receive a passing grade or credit for all required coursework.
- Earn the minimum required credits for the program.
- Achieve a minimum CGPA of not less than 2.0.
- Meet portfolio or other requirements as outlined by the student's degree program.
- Satisfy all financial obligations to The Art Institute.

### Satisfactory Academic Progress Policy (SAPP)

Applicable to every student enrolled in diploma and undergraduate degree programs, the

Satisfactory Academic Progress Policy ensures that students make satisfactory progress towards successful completion of their academic programs. The evaluation points and milestones contained in the policy are meant to identify problems for which actions of early intervention and/or remediation can be taken. Most critical to this policy is a student's ability to enroll in and complete courses in a consistent manner. This ability is measured in two ways: Incremental Completion Rate (ICR) and Cumulative Grade Point Average (CGPA). Failure to complete courses successfully for any reason may negatively affect academic progress. Failing courses or withdrawing from courses could result in the loss of financial aid. In order for a student to graduate, the minimum requirements are a CGPA of 2.0, and completion of the program in no more than 150% of total program credits.

### Satisfactory Academic Progress Policy Milestones and Evaluation Points

Associate, Bachelor	Evaluation Point End of Second Quarter End of Third Quarter	Milestones (CGPA and ICR) Less than 1.0 and/or 33.33% Less than 1.0 and/or 33.33%	Required Action Academic Probation Dismissal
	End of Third Quarter	Less than 1.5 and/or 50% Greater than 1.0 and 33.33%	Academic Probation
	End of Sixth Quarter* and every other quarter thereafter	Less than 2.0 and 66.67%	Dismissal

*"If a student's CGPA falls below 2.0, but is at least 1.8 and/or the ICR is below 66.67% but at least 60%, the student may be placed on probation one time after he or she has moved beyond his or her sixth quarter. The student would then need to achieve the 2.0 and 66.67% milestones at the next evaluation point or be dismissed."*

**Please note that a student may be terminated for academic reasons without previous academic action.**

#### Maximum Allowable Time Frame

To be awarded the designated degree of the academic program, the student must successfully complete all the program requirements within the maximum allowable time frame, which is 150% of the program length. The maximum allowable time frame is calculated, as a period of time during which a student attempts 1.5 times the number of credit hours required to complete the program. For example:

- Student in a 112-credit program can attempt no more than 168 credits.
- Student in a 192-credit program can attempt no more than 288 credits.

**Note: The trigger for the student's academic progress is evaluated at the end of each quarter. Extended Enrollment Status**

While ACICS allows for an extended enrollment status, The Art Institute will not be participating in this portion of the criteria. Denial of Graduation with a Degree Any student failing to achieve a CGPA of 2.0 at the completion of all required

program credits will not be allowed to graduate with a degree. ACICS allows for a student to be awarded a certificate of completion in this situation, however, The Art Institute will not be participating in this portion of the criteria.

### Procedure for Appealing Academic Termination

Any student wishing to appeal an academic termination may do so in writing to the Dean of Academic Affairs. The written appeal must state the mitigating circumstances that contributed to the termination. The written appeal must be supported with appropriate documentation of the mitigating circumstances with explanation on how the circumstances have been remedied or changed. The Dean of Academic Affairs or a committee will review a student's appeal and will determine whether the student's circumstance(s) and academic status warrant consideration for reinstatement. The student may be asked to appear in person during the review process when deemed necessary by the Dean or the Committee. Mitigating circumstances are generally events that are outside the student's control and are unavoidable. A student who is granted an appeal may be reinstated and if otherwise eligible, receive financial aid; however, the student will be placed on probation for that quarter.

### Procedure for Reentry after Academic Termination

#### Termination Reentry Process

A student terminated for violating the SAPP must appeal in writing to the Dean of Academic Affairs for reentry before the start of the quarter in which he/she wishes to return. Also, any student who ceased attendance and whose grades in the last quarter of attendance caused him or her not to meet the minimum standards of the SAPP must go through the same appeal process. The appeal procedure described in the preceding section applies. If the appeal is granted, the reentering student will be placed on probation during the quarter of return. The student must meet the minimum standards of the SAPP to continue in the program. The student must successfully retake courses previously failed so that the recalculated GPA and successful completion percentage meets or exceeds the minimum requirements. A student is allowed one and only one reentry appeal after being academically terminated.

#### The Art Institute Student Reentry Process

Any student who has left the Institute for any time period must go through the formal reentry process and each student's academic status must be reviewed before they can be considered for reentry. For details, please refer to the school's procedure for readmission.

#### Class Schedule

Classes are in session six (6) days a week, Monday through Saturday. Each student is scheduled by The Art Institute to meet his/her total weekly hour requirement through a combination of morning, afternoon, and evening classes. The weekly hour requirement is scheduled to be completed in a minimum of three (3) days and a maximum of six (6) days during each week. Classes are assigned and generally announced to the student in advance of each quarterly start date. The Art Institute will not require an evening student to attend during the day. Days of attendance will vary for students according to their program of study and may

change from quarter to quarter. Some classes may be scheduled on Saturdays. The average length of instruction is 20 hours per week for a student taking a full load (16 credits) except for Culinary Arts students. Culinary Arts students will attend an average of 22 hours per week. A student must take a minimum of 12 credits in order to be considered a full-time student.

#### Class Session Hours

Classes may be scheduled to begin at 7:00 a.m. and end at 11:00 p.m., Monday through Saturday. The Art Institute reserves the right to modify the school calendar, curriculum, and class schedules as it deems necessary. When size and curriculum permit, classes may be combined to contribute to the level of interaction among students. From time to time instructional activities may occur at an off-campus location appropriate for the particular activity. Days of attendance will vary for students according to their program of study, and may change from quarter to quarter. Homework In addition to regular attendance at scheduled classes, each student will be required to devote additional time each week outside the classroom to study and work on assigned projects.

### Attendance

#### Attendance Policy

Developing and maintaining a good class attendance record is an important facet of each student's professional development. The attendance record is included in the student's permanent file. A student is expected to attend all classes as scheduled, on time, and to remain in the classes for the full duration. Outside employment is not to be scheduled during class hours. The Art Institute reserves the right to schedule or reschedule students and/or classes at any time necessary to accommodate classroom and facility usage needs. There are no excused absences. However, it is recognized that a student may be absent from class due to serious illness or family emergency. Documented absences of this nature will be considered prior to attendance suspension or termination.

#### "720" Attendance Policy

720 minutes = 12 hours = 3 days

Students may not miss 720 minutes of instructional time per class, per quarter. Any student who misses 720 minutes in a single class will receive an "F" grade for that class. No exceptions.

#### Attendance Recording

All student attendance is recorded from the first (1st) day of the quarter. There are no excused absences. Should a student adjust his/her schedule within the Schedule Adjustment Period, he or she will be marked absent for any class missed. The attendance recording, monitoring, and follow-up procedures are as follows:

1. Full Absence: A full day of absence is defined as being absent for the total number of hours classes are scheduled each day for the program in which the student is enrolled. Absences are recorded from the first day of the quarter regardless of the reason for absence.
2. Partial Absence: A student who arrives late or leaves class early is charged in 15-minute increments of absenteeism. This absence accumulates toward total absenteeism on a student's quarterly record.

### Attendance Withdrawal

Students who do not attend any classes for fourteen (14) consecutive calendar days and fail to notify the Academic Affairs Department, will be withdrawn from school. In addition, the student may be involuntarily withdrawn at the discretion of the Academic Director, and with the approval of the Dean of Academic Affairs, at any time. Attendance Appeal If a student is withdrawn due to a violation of the Attendance Withdrawal Policy, the student must appeal in writing to the Dean of Academic Affairs to be reinstated for the same quarter in which the violation occurred. The written appeal must address the circumstances that caused the withdrawal policy to be invoked and how the circumstances have been remedied or changed so as to now allow the student to be successful in his/her education endeavors. The Dean of Academic Affairs and/or an Appeals Committee will review the student's appeal and determine if the student is to be re-instated or the appeal is to be denied. The student may be asked to appear in person during the review process when deemed necessary by the Dean or the Committee. If the student does not appeal the attendance violation, he/she will be eligible to return in the next quarter as a reentry as long as he/she is in good academic standing. Tuition Rate Policy for Withdrawn Students Students who leave school and are approved to return are required to sign a new enrollment agreement and are subject to the current tuition rate as printed on their new enrollment agreement. Students who have been gone due to mitigating circumstances for one quarter or less may be eligible to maintain their previous tuition rate. Students must request their previous tuition rate in writing prior to their return the school. The request must be submitted to the Assistant Director of Readmissions.

### Transfer of Credit to Other Institutions

The Art Institute of California – Sunnysvale is licensed by the Bureau for Private Postsecondary and Vocational Education to confer Associate of Science and Bachelor of Science degrees and accredited by the Accrediting Council for Independent Colleges and Schools, an accrediting agency recognized by the United States Department of Education. However, the fact that a school is licensed and accredited is not necessarily an indication that credits earned at that school will be accepted by another school. In the U.S. higher education system, transferability of credit is always determined by the receiving institution taking into account such factors as course content, grades, accreditation, and licensing.

The mission of The Art Institute is to help students to prepare for entry-level employment in students' chosen field of study. The value of programs like those offered by The Art Institute is their deliberate focus on marketable skills. The credits earned are not intended as a steppingstone for transfer to another institution. For this reason, it is unlikely that the academic credits students earn at The Art Institute will transfer to another school. For example, if a student enters as a freshman, he/she will likely be a freshman if he/she enters another college or university at some time in the future even though he/she earned credits at our school. In addition, if he/she earns a degree in our program, in most cases it will probably not serve as a basis for obtaining a higher level degree at another college or university. This statement is provided in accordance with California Private Postsecondary and Vocational Education Reform Act §94816(b), January 1, 1998. Programs offered by one school within The Art Institutes system may be similar to but not identical to programs offered at another school within the system. This is due to differences imposed by

state law, use of different instructional models, and local employer needs. Therefore, if a student decides to transfer to another school within The Art Institutes system, not all of the credits you earned at The Art Institute may be transferable into that school's program. If a student considers transferring to either another Art Institute or an unaffiliated school, it is the student's responsibility to determine whether that school will accept The Art Institute's credits. We encourage students to make this determination as early as possible. The Art Institute does not imply, promise, or guarantee transferability of its credits to any other institution.

### Student Right to Know Act

The Student Right to Know Act requires the annual distribution of the school's graduation/completion rate to all students. Information on graduation/completion rates for first time, full-time students is available through the Admissions Office. These rates are calculated according to guidelines in the Student Right to Know Act.

### Graduate Employment Information

The Art Institute maintains graduate employment information. For specific employment data, contact the Director of Career Services. Retention of Records

The time period that The Art Institute of California – Sunnysvale maintains student records complies with federal, state, or local law or other legal requirements.

### Student Life



### Our Culture

Students come to The Art Institute of Austin from the U.S. and abroad. The multi-cultural student body includes men and women who have enrolled directly after completing high school, have transferred from other post-secondary schools, or are deciding on a new career.

### Orientation

An orientation program is held for all new students and their parents a few days before the start of each quarter. Students will be advised of the date, time, and events.

### Student Services

The Art Institute provides a wide variety of support services, including personal counseling (referral to public professional counseling service before a professional counselor is hired at the new campus), special needs support, insurance, and assistance with transportation issues. Student activities and leadership development opportunities are also offered. Every student is encouraged to take advantage of these support services.

### Advising Services

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

### Career Services

The Art Institute will assist in-school students in locating and securing part-time, freelance, and internship work and to assist eligible graduates in locating and securing full-time, field-related employment.

### Career Services/Full-time Services

Job search directories are maintained in the Career Services Office and/or the Library. Aggressive efforts are made in developing and maintaining employer contacts through telemarketing, promotional materials, and recruiting events. Portfolio shows are held, as appropriate, to enhance employment possibilities for graduates. While The Art Institute provides career services, it does not guarantee employment or any particular level of compensation following graduation. However, The Art Institute offers assistance in finding employment to all graduates at no additional charge.

### Career Services/Part-time Services

A student employment advisor is in contact with potential employers in order to assist in-school students with securing part-time jobs and internships. After the student registers with Career Services, the student employment advisor furnishes leads for part-time employment. The student is expected to follow up on all leads accepted and report progress to the advisor. The student also is expected to arrive on time and be dressed appropriately for scheduled interviews.

### Alumni Services and Benefits

As graduates progress in their careers, the continued assistance of The Art Institute Career Services will remain available through Alumni Relations. Continued contact with alumni is important to The Art Institute, and is maintained through periodic events, mailings, exhibitions, and newsletters. Alumni are eligible to use The Art Institute facilities when not in use by current students, and during regular open lab hours, for the purpose of upgrading skills and portfolios. Alumni who are interested in using The Art Institute facilities should contact the Career Services Office to make those arrangements.

### Library

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

### Residential Life & Housing Services

The Art Institute is a non-residential campus and currently does NOT provide school-sponsored housing. When school-sponsored housing becomes available in the future, students enrolled at the college and prospective students will be informed accordingly.

Alternatively, there are limited resources available for enrolled students interested in exploring non-school-sponsored housing; however, The Art Institute does not guarantee assistance to students in locating non-school-sponsored housing.

### Facilities and Equipment

The Art Institute of California – Sunnysvale occupies approximately 53,000 square feet. In addition to classrooms, studios, laboratories, offices, student lounges, a library, and an exhibition gallery, The Art Institute maintains an art supply store for the convenience of students. Equipment provided at The Art Institute of California – Sunnysvale is specific to the program of study. This includes, but is not limited to, projectors, editing decks, PC and Macintosh computers, printers, and equipped kitchens. Class size will not exceed 35 students in lab sessions and 40 students in lecture sessions. Each student will be able to acquire an understanding of the fundamental principles of equipment that he/she would be likely to encounter in an entry-level position in the field. Such equipment must be shared by students. Accordingly, The Art Institute cannot guarantee students hands-on usage of equipment beyond that called for in the curriculum. To complete the requirements of the program, each student may find it necessary to schedule use of the equipment outside the normal classroom hours. The Art Institute is not responsible for loss or damage of student property, including artwork or tapes.

### Exhibition of Student Work

Student artwork is important to The Art Institute. It is of great benefit in teaching other students and in demonstrating the nature and value of the programs. Artwork is used by admissions representatives to show prospective students and counselors what Art Institute students have achieved. Student artwork is also a basic part of the catalog and other publications and exhibitions illustrating the programs at The Art Institute. The Art Institute reserves the right to make use of the artwork of its students for such purposes, with student permission. The Art Institute also reserves the right to select artwork that is appropriate to a given circumstance and may choose not to display work that might be viewed as objectionable by some audiences.

### Study Trips

The Art Institute arranges study trips to local cultural and commercial sites. These visits are an integral part of each student's training and offer a chance for valuable exposure to places and events relating to the student's field of study. In addition to local study trips to support the curriculum, out-of-town seminars and visits are planned in individual programs. The costs related to optional study trips are not included in regular tuition or fees.

### Special Programs

Special programs may be offered by The Art Institute each summer for art teachers and educators; contact the Admissions Office at The Art Institute for further information.

### Summer Teen Programs

A one-week program corresponding to the degree programs offered may be scheduled in the summer for high school students. For information and individual campus requirements, check with the Admissions Office.

### Language of Instruction

All instruction at The Art Institute is conducted in English. No other language is utilized. In addition, The Art Institute does not provide instruction in English as a second language.

### Disability Services

The Art Institute of California – Sunnysvale provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting their success at The Art Institute of California – Sunnysvale. The Art Institute of California – Sunnysvale is committed to providing qualified students with a disability an equal opportunity to access the benefits, rights and privileges of college services, programs and activities in compliance with The Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973. Students who believe they are in need of accommodations should contact the Disability Services office. If a student has a concern or complaint in this regard, please contact the Dean of Student Affairs at The Art Institute of California – Sunnysvale. Complaints will be handled in accordance with the school's complaint procedures. Appropriate Attire Students are requested to dress in the manner appropriate for their profession while attending The Art Institute.

### Smoking Policy

The Art Institute provides a smoke-free environment, and all faculty and staff strictly enforce this restriction. Smoking is permitted in the outside designated area only. Smoking is not permitted outside the main entrance areas, and it is not permitted anywhere inside the buildings.

### Student Conduct

Students at The Art Institute are generally men and women who are preparing for career employment. An integral part of their career and professional development is the expectation that they will conduct themselves during the educational processes in the same manner as will be expected in an employment situation. The Art Institute reserves the right to suspend or terminate any student whose conduct is detrimental to the training environment within the classrooms; to the well-being of fellow students and/or faculty and staff members within The Art Institute; at any Art Institute sponsored activity or facility; or who causes damage to the appearance or structure of The Art Institute facilities and/or equipment therein; or who copies or otherwise plagiarizes the artwork or assignments/projects of other students or professionals; or who otherwise displays conduct detrimental to his or her own academic progress or ultimate success in the field for which he or she is being educated. Students are encouraged to refer to the Student Handbook for the complete Student Code of Conduct Policy. The Art Institute informs all students, through the Student Handbook, of the detailed requirements of the Drug-Free Schools and Communities Act Amendments of 1989, Public Law 101-226, and what The Art Institute requires of all staff and students. Employees and students are prohibited from the unlawful manufacture, distribution, possession, or use of illicit drugs or alcohol. This prohibition applies while on the property of the school, or parking facilities, or when participating in any institutional activity. Students or employees who violate this policy will be subject to disciplinary action up to and including expulsion from school or termination of employment. The Art Institute will make a good faith effort to maintain a drug-free and alcohol-free school and workplace through implementation of the above policy, and has established a drug and alcohol awareness program.

### Appeal Procedures



A student wishing to appeal a disciplinary decision may do so in accordance with the procedure outlined in the Student Handbook.

### General Student Complaint Procedure

If a student has a general complaint or concern regarding any aspect of The Art Institute, the student should first see his/her academic department director. If the issue raised has not been resolved in a satisfactory manner, the student is directed to contact the Dean of Academic Affairs for academic issues or the Dean of Student Affairs for non-academic issues. If the concern or complaint is still not adequately resolved, the student may prepare a detailed written statement about the complaint or concern and all relevant issues that would be helpful in best presenting this concern (including the names and titles of individuals involved, if any), and send or give the statement to The Art Institute President at the campus he/she is attending. If the student has exhausted the above procedure and has still not received a satisfactory response, the student may submit a written statement similar to the statement described above and send or give the statement to the Department of Consumer Affairs, 1625 North Market Boulevard, Suite S-308, Sacramento, CA 95834. Telephone: 916-574-8200 or 1-800-952-5210. Email: bppve@dca.ca.gov., or the Accrediting Council of Independent Colleges and Schools at 750 First Street NE, Suite 980; Washington, DC 20002-4241 or at (202) 336-6780. A copy of BPPVE's consumer complaint form is available at the school and may be obtained by contacting the Dean of Academic Affairs.

### Anti-Hazing Policy

Hazing involving The Art Institute of California – Sunnysvale students or student groups is strictly prohibited. Hazing is defined as any action or situation that recklessly or intentionally endangers the mental or physical health or safety of a student for the purpose of initiation or admission into or affiliation with any club or organization operating under the sanction of an institution of higher education. For purposes of this definition, any activity as described in this definition that the initiation or admission into or affiliation with a club or organization is directly or indirectly conditioned shall be presumed to be "forced" activity, the willingness of an individual to participate in such activity notwithstanding. This policy is applicable to all students and members of a student club or organization at The Art Institute of California – Sunnysvale. Every student and member of a student club or organization is responsible for complying with this policy. Individuals and/or student clubs that force, require, and/or endorse violations will be held directly responsible through the College's student conduct process and if appropriate, through local authorities, which may pursue criminal action. Students who wish to make a complaint under this policy should contact the Dean of Student Affairs. The negligence or consent of a student or any assumption of risk by the student is not a defense to an action brought pursuant to this policy. Student club activities or programs must not interfere with the rights and activities of others and should always reflect the best interests of the members of the organization it represents and the College community as a whole. In all cases of alleged violations of this policy, faculty and staff advisors and the national/international headquarters, if applicable, of any organization will be notified. Student Grievance Procedure for Discrimination & Harassment The Art Institute of

California – Sunnyvale does not discriminate or harass on the basis of race, color, national origin, sex, gender, sexual orientation, disability, age, religion or any other characteristic protected by state, local or federal law, in our programs

and activities. The following person has been designated to handle inquiries and coordinate the school's compliance efforts regarding the non-discrimination policy:

**The Art Institute of California – Sunnyvale**  
**1120 Kifer Road**  
**Sunnyvale, CA 94086**  
**1-866-583-7961**  
**Director of Human Resources**

Students who believe they have been subjected to discrimination or harassment in violation of this policy should follow the procedure outlined below. This complaint procedure is intended to provide a fair, prompt and reliable determination about whether The Art Institute of California – Sunnyvale nondiscrimination 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 for non-academic matters with the Director of Human Resources or for academic matters with the Dean of Academic Affairs. 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. In most cases, the person accused of discrimination will be notified of the complaint by the Director of Human Resources or Dean of Academic Affairs.
2. The person accused of discrimination will have fourteen calendar days to respond to the complaint in writing. The signed written response should be submitted to the Director of Human Resources or the Dean of Academic Affairs.
3. The Director of Human Resources or the Dean of Academic Affairs will investigate the allegations. 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.
4. The Director of Human Resources or the Dean of Academic Affairs will determine whether a violation of The Art Institute of California – Sunnyvale non discrimination policy has occurred.
5. The Director of Human Resources or the Dean of Academic Affairs will issue a written determination as promptly as practicable. If the Director of Human Resources or the Dean of Academic Affairs determines that the policy has been violated, the Director of Human Resources or the Dean of Academic Affairs will also recommend corrective action.

6. The decision of the Director of Human Resources or the Dean of Academic Affairs may be appealed by petitioning the President's Office of The Art Institute of California – Sunnyvale. The written appeal must be made within twenty calendar days of receipt of the determination letter from the Director of Human Resources or the Dean of Academic Affairs. The President, or his/her designee, will render a written decision on the appeal within thirty calendar days from receipt of the appeal. The President's decision shall be final.
7. 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. For more information about a student's rights under the federal laws prohibiting discrimination, please contact the Office for Civil Rights at the U.S. Department of Education or visit the Web site at [www.ed.gov/ocr](http://www.ed.gov/ocr).

#### **Arbitration**

A student and The Art Institute of California – Sunnyvale agree that any dispute or claim between them and The Art Institute (or any company affiliated with The Art Institute, or any of its officers, directors, trustees, employees or agents) arising out of or relating to the enrollment agreement or, absent such agreement, the student's enrollment or attendance at The Art Institute, whether such dispute arises before, during, or after a student's attendance and whether the dispute is based on contract, tort, statute, or otherwise, shall be, at the student's or The Art Institute's election, submitted to and resolved by individual binding arbitration pursuant to the terms described herein. If a student decides to initiate arbitration, they may select either, JAMS or the National Arbitration Forum ("NAF") to serve as the arbitration administrator pursuant to its rules of procedure. If The Art Institute intends to initiate arbitration, it will notify the student in writing by regular mail at the latest address on file with The Art Institute, and the student will have 20 days from the date of the letter to select one of these organizations as the administrator. If the student fails to select an administrator within that 20-day period, The Art Institute will select one. The Art Institute agrees that it will not elect to arbitrate any individual claim of less than \$5,000 that is brought in small claims court (or in a similar court of limited jurisdiction subject to expedited procedures). If that claim is transferred or appealed to a different court, however, or if the student's claim exceeds \$5,000, The Art Institute reserves the right to elect arbitration and, if it does so, the students agrees that the matter will be resolved by binding arbitration pursuant to the terms of this Section. If either the student or the Art Institute chooses arbitration, neither party will have the right to a jury trial, to engage in discovery, except as provided in the applicable arbitration rules, or otherwise to litigate the dispute or claim in any court (other than in small claims or similar court, as set forth in the preceding paragraph, or in an action to enforce the arbitrator's award). Further, the student will not have the right to participate as a representative or member of any class of claimant's pertaining to any claim subject to arbitration. The arbitrator's decision will be final and binding. Other rights that the student or The Art Institute would have in court also may not be available in arbitration. The arbitrator shall have no authority to arbitrate claims on a class action basis, and claims brought by or against the student may not be joined or consolidated with claims brought by or against any other person. Any arbitration hearing shall take place in the federal judicial district in which the student resides. Upon the student's written request, The

Art Institute will pay the filing fees charged by the arbitration administrator, up to a maximum of \$3,500 per claim. Each party will bear the expense of its own attorneys, experts, and witnesses, regardless of which party prevails, unless applicable law or this Agreement gives a right to recover any of those fees from the other party. If the arbitrator determines that any claim or defense is frivolous or wrongfully intended to oppress the other party, the arbitrator may award sanctions in the form of fees and expenses reasonably incurred by the other party (including arbitration administration fees, arbitrators' fees, and attorney, expert, and witness fees), to the extent such fees and expenses could be imposed under Rule 11 of the Federal Rules of Civil Procedure. The Federal Arbitration Act ("FAA"), 9 U.S.C. §§ 1, et seq., shall govern this arbitration provision. This arbitration provision shall survive the termination of the student's relationship with The Art Institute. If the student has a question about the arbitration administrators mentioned above, they can contact them as follows: JAMS, 45 Broadway, 28th Floor, New York, NY, 10006, [www.jamsadr.com](http://www.jamsadr.com), 800-352-5267; National Arbitration Forum, P.O. Box 50191, Minneapolis, MN, 55405, [www.arbforum.com](http://www.arbforum.com), 800-474-2371. The above supersedes any inconsistent arbitration provision published in any other document.

#### **Family Educational Rights and Privacy Act**

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 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 the Dean of Academic Affairs. 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, job placement, or receipt of honors. In addition, the term "education record" does not include certain types of records such as, records of instructional, supervisory, administrative, and certain educational personnel who 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 Education Records**

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

1. To The Art Institute officials who have been determined by the school to have legitimate educational interests in the records. A school official is: (a.) a person employed by the school in an administrative, supervisory, academic or research, or support staff position; 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 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, 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 corporate or Art Institutes school, upon request, 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).)
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).

#### **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 The Art Institute officials with legitimate educational interests and disclosures of directory information (or other exceptions described in the applicable regulations), The Art Institute will maintain a record 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 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; and
11. Enrollment status (i.e., enrolled, continuing, future enrolled student, reentry, leave of absence, etc.) Notice of these categories and of the right of an individual in attendance at The Art Institute 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, at the campus they are attending. 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 Education 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. The student must ask the Dean of Academic Affairs 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 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 will arrange for a hearing and notify the student reasonably in advance of the date, place, and time of the hearing. The hearing will be conducted by an individual who does not have a direct interest in the outcome of the hearing. That individual may be an official of The Art Institute. The student shall be afforded a forum for the opportunity to present evidence relevant to the issues raised in the original request to amend the student's education records. The student may be assisted by other people, including an attorney.
4. The Art Institute will prepare a written decision based solely on the evidence presented at the hearing. The decision will include a summary of the evidence, and the reasons for the decision.
5. If, because of the hearing, The Art Institute decides that the information is inaccurate, misleading, or otherwise in violation of the privacy rights of the student, it will (a) amend the record accordingly; and (b) inform the student of the amendment in writing.
6. If, as a result of the hearing, The Art Institute decides that the information in the education record is not accurate, 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 six above, The Art Institute will: (a) maintain the statement with the contested part of the record for as long as the record is maintained, and (b) disclose the statement whenever it discloses the portion of the record to which the statement relates.

#### **VI. Student Right to File Complaint**

A student has the right to file a complaint with the United States Department of Education concerning alleged failures by The Art Institute to comply with the requirements of FERPA. The name and address of the governmental office that administers FERPA is: Family Policy Compliance Office United States Department of Education 400 Maryland Avenue, S.W. Washington, DC 20202-4605 SITE Definition of Sexual Harassment Sexual harassment consists of unwelcome sexual advances, requests for sexual favors, or other verbal or physical conduct of a sexual nature where: (a.) submission to such conduct is an explicit or implicit term or condition of a person's status in a course, program or activity or in admission, or in an academic decision; (b.) submission to or rejection of such conduct is used as a basis for an academic decision; 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 work or educational environment. Examples of sexual harassment include, but are not limited to: unwanted sexual advances; demands for sexual favors in exchange for favorable treatment; verbal abuse of a sexual nature; graphic commentary about an individual's body, sexual prowess, or sexual deficiencies; leering; whistling; touching; pinching; assault; coerced sexual acts; suggestive, insulting or obscene comments or gestures; stalking; and displaying sexually suggestive objects or pictures. The Art Institute

of California – Sunnyvale prohibits all conduct of this nature whether or not such conduct violates any applicable laws.

### **Other Forms of Harassment**

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

### **Complaint Procedure**

Students who feel they have been harassed should follow the Student Grievance Procedure for Internal Complaints of Harassment & Discrimination. Promptly after learning of such alleged conduct, The Art Institute of California – Sunnyvale will conduct an investigation for the purpose of determining whether prohibited harassment has occurred. Efforts will be made to ensure confidentiality to the extent consistent with the goal of conducting an appropriate investigation. Students who initiate or participate in such investigations in good faith will be protected against school-related retaliation. If an investigation confirms the allegations, The Art Institute of California – Sunnyvale will take prompt corrective action, which may include discipline, up to and including immediate dismissal. Counseling Services Centers Art Institute of Austin students may utilize the Student Assistance Program, which is a service available to students at no charge that provides confidential counseling via the telephone 24 hours per day, 7 days a week. The program counselor may refer the student for limited visits with an area network mental health provider or assist the student with locating resources within the local community. For more information on this service, contact the office of the Dean of Academic Affairs.

### **Student Financial Planning Services and Policies**

The Art Institute has a Student Financial Services Office where students and their families develop a financial plan to help ensure students' completion of their programs. Specialists from this department help students complete applications for grants and loans applicable to students' circumstances. Once a student's eligibility for financial assistance has been determined, the student and the financial planning specialist develop a plan for meeting educational expenses. Students of The Art Institute may apply for scholarships, grants, or loans to assist with college expenses. Scholarships and grants are sums of money given to an eligible student to be applied toward the student's educational costs. Students do not repay scholarships or grants, but must meet specific requirements to receive them. Various loans are also available to assist students with educational costs. These loans must be repaid according to specific terms. All students who receive federal or state sponsored financial assistance must maintain satisfactory academic progress as defined above, for financial assistance eligibility.

### **Scholarships**



The Art Institute offers various merit and competitive scholarships, including the following: The Art Institute Merit Award Program The Art Institute Merit Award Program provides scholarships to students who show evidence

of merit and the motivation to complete the program, but who are unable to enter or continue classes without additional financial assistance. The award amount varies according to the student's unmet need. Details of the merit and need criteria are available from the Student Financial Services Department.

### **The Art Institute Best Teen Chef Competition**

High school seniors may compete in The Art Institute Best Teen Chef competition. Winners are awarded full or partial-tuition scholarships to Art Institutes schools that offer a Culinary Arts program. A minimum of 10 semi-finalists from each Art Institute school will be chosen following the preliminary competition. Those semi-finalists will then go on to compete in the regional cook-off competition. One finalist from each Art Institute school will be chosen following the regional cook-off and will advance to the national cook-off. Eighteen finalists will compete in the national cook-off. The first, second, and third place winners will be awarded a full scholarship, worth approximately \$30,000 each. The fourth, fifth, and sixth place winners will be awarded a half-tuition scholarship, worth approximately \$15,000 each. The seventh, eighth, and ninth place winners will be awarded a quarter-tuition scholarship, worth approximately \$7,500 each. Each remaining candidate not in the top 10 will be awarded a \$2,000 tuition scholarship. The full-tuition scholarships are for a two-year associate's degree in the Culinary Arts program. Details may be obtained by calling The Art Institute location of the student's choice.

### **The Art Institute Scholarship Competition**

High school seniors and international students may compete in The Art Institute Scholarship Competition. Scholarship awards are based on the quality of projects submitted by students. Up to six full-tuition scholarships are offered annually at each campus of The Art Institute to high school graduates who demonstrate ability and commitment in one of The Art Institute programs of study. To enter, a student must fulfill all general competition guidelines and individual program entry requirements for the program of their choice. Details may be obtained by calling The Art Institute campus to which the student is applying.

### **The Art Institute and Americans for the Arts Poster Design Competition**

This fresh approach to scholarship competition brought The Art Institutes together with Americans for the Arts, the nation's leading non-profit organization for advancing the arts in America. Together we are looking for original poster designs that support the Americans for the Arts theme "Life is Better with Art In It." This contest will reward high school graduating seniors interested in studying graphic design with a partial or full tuition scholarship at The Art Institute of their choice. The contest is also open to other qualifying students interested in other programs, as long as the rules are followed. More than \$200,000 in scholarships will be awarded, with the first place prize-winning student receiving a \$25,000 scholarship to study design at one of 33 Art Institutes locations throughout North America.

### **National Art Honor Society Scholarship**

High school seniors who belong to the National Art Honor Society may apply for an Art Institutes National Art Honor Society Scholarship. Senior class members of the National Art Honor Society are eligible to compete for these tuition scholarships: \$20,000 first place winner; \$10,000 second place winner; \$5,000 third place winner; \$3,000 fourth place winner; \$2,000 fifth place

winner. Details may be obtained by calling The Art Institutes location of the student's choice or 1-800-275-2440.

### **Evelyn Keedy Memorial Scholarship**

High school seniors who show dedication to their education and a desire for a creative career may apply for the Evelyn Keedy Memorial Scholarship through The Art Institutes. A \$30,000 tuition scholarship is awarded each year to a worthy high school senior enrolled at one of the 33 eligible Art Institutes locations. Details and applications may be obtained by contacting The Art Institutes location of the student's choice or 1-800-275-2440.

### **SkillsUSA Championship**

Students who belong to SkillsUSA may compete in local, state, and national championships. Winners at the national level are awarded a variety of scholarships. Winners of the culinary, advertising, design, and photography fields are awarded \$20,000 tuition scholarships. Winners of 3-D imaging/animation and the video production fields will be awarded \$10,000 tuition scholarships. Each Art Institutes location has a limited number of scholarships. Winners are permitted to choose their Art Institute location on a "first come, first served" basis. For more information about SkillsUSA, please visit their web site at [www.skillsusa.org](http://www.skillsusa.org).

### **The Scholastic Art & Writing Awards Competition**

Four \$10,000 tuition scholarships will be awarded by The Art Institutes to the Scholastic National Award recipients on a first-come-first-serve basis. Information may be obtained from Scholastic, Inc. at 1-212-343-6100 or from their website at [www.scholastic.com/artandwriting](http://www.scholastic.com/artandwriting) National winners must contact Julie Walsh at The Art Institutes, 1-800-275-2440.

### **Technology Student Association Competition**

Members of the Technology Student Association who win first place at the national championships in the high school category of Cyberspace Pursuit and Imaging Technology will receive a \$5,000 tuition scholarship to The Art Institutes location of their choice. Students who have questions regarding the organization or competition should contact the Technical Student Association at 1-703-860-9000 or by visiting their website at [www.tsaweb.org](http://www.tsaweb.org) Careers through Culinary Arts Program (C-CAP) Scholarship C-CAP students may compete for one, two-year scholarship of approximately \$49,000 for an associate program or approximately \$21,000 for a Baking & Pastry diploma program to be applied at The Art Institutes location of their choice. Only students enrolled in a C-CAP program are eligible for this scholarship. For more information, students should contact the C-CAP director at their high school. For more information, please visit the C-CAP Web site at [www.ccapinc.org](http://www.ccapinc.org) or call 212-974-7111.

### **ProStart**

First Place winners of the National ProStart Student Invitational Culinary Competition and Management Competition will receive a \$3,000 tuition scholarship to The Art Institutes. Second Place winners will receive a \$2,000 scholarship and Third Place winners will receive \$1,000. Applicants must be a student of a ProStart Culinary curriculum to participate. To find out more about ProStart, contact the National Restaurant Association at 1-800-765-2122, or visit their Web site at [www.nraef.org/prostart](http://www.nraef.org/prostart).

Winners of the National ProStart Student Invitational may contact Julie Walsh of The Art Institutes at 1-800-275-2440 for scholarship details.

### **New York City Public Schools Scholarship Competition**

New York City public high school students may compete in the All-City Student Art Exhibit. The winner will receive a \$25,000 tuition scholarship to The Art Institute of their choice. For information, call Art Institutes representative Ann Chiapparone at 1-718-428-6908 or Julie Walsh at 1-800-275-2440. Deadline is Spring 2007. All scholarship winners must adhere to the scholarship rules established by The Art Institute. Scholarship winners must apply to, and be accepted at, a location of The Art Institutes system of schools to validate the scholarship. Scholarships can be applied toward tuition only. For additional details on the above scholarships, please visit [www.artinstitutes.edu/financialaid\\_scholarships.asp](http://www.artinstitutes.edu/financialaid_scholarships.asp).

### **Federal Student Financial Aid**

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

### **Art Institutes Early Payment Incentive Credits (AIEPIC)**

The Art Institute Early Payment Incentive Credits (AIEPIC) program was devised to reward students and their families for making an earlier financial commitment to their education. What is AIEPIC? Simply said, AIEPIC provides a student's family with a risk-free financial incentive to make early monthly payments toward the cost of education so that future monthly education expenses at The Art Institute are more affordable. Benefits For every five on-time monthly payments made to the school before the student starts classes, they will receive an AIEPIC equal to the lowest monthly payment of those five payments. The credit is posted to the student's account upon 30 days attendance, once in school at The Art Institute. If for some reason the student does not start school, all payments received under this program will be refunded in full within 30 days of the request to return the funds.

Please contact the Financial Aid department for details.

### **Financial Aid Programs**

The Art Institutes is eligible for financial aid and participate in the following programs: Federal Pell Grant Federal Pell Grants are based on financial need, as defined by the U.S. Department of Education. To be eligible for a Federal Pell Grant, students must make application; prove U.S. citizenship or permanent resident status; be accepted for enrollment as regular students; not owe a refund on a federal grant nor be in default on a federal loan; and maintain satisfactory academic progress in school; and meet certain other Federal requirements.

### **Federal Supplemental Educational Opportunity Grants**

Federal Supplemental Educational Opportunity Grants (FSEOG) are for students who demonstrate exceptional financial need (with priority given to Pell Grant recipients). This is gift aid; it does not have to be repaid. Academic Competitiveness Grant (ACG)

Available to students who have graduated from high school (GED students not eligible) and are in the 1st or 2nd year of their program. The applicant will self-identify his or her eligibility for an ACG by identifying the rigorous secondary school program they completed from choices of approved programs provided by the Department of Education and available through the Financial Aid Office. Students must also be Pell Grant eligible. Please see a Financial Aid representative for more details.

### **SMART Grant**

This is a grant based on a student's major and available the third and fourth year of enrollment. Currently, the SMART Grant is only available to students enrolled in the Web Design & Interactive Media (BS) program. See Financial Aid for further details.

### **Federal Subsidized Stafford Loan**

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

### **Federal Unsubsidized Stafford Loan**

The Federal Unsubsidized Stafford Loan is a variable interest loan available to students through eligible lenders. Independent students may borrow the Unsubsidized Stafford Loan without credit requirements. The Stafford Loans repayment begins six months after the student's last day in school. Dependent students who do not meet the need requirements for a subsidized Stafford Loan, or whose parents are denied a PLUS Loan, may also apply for this loan.

### **Parent Loan for Undergraduate Students (PLUS)**

The Parent Loan for Undergraduate Students is a variable interest loan available to parents through eligible lenders. The PLUS loan is a credit-based loan available to parents of dependent students. The PLUS loan repayment begins 60 days after the loan is disbursed.

### **Federal Perkins Loan**

Federal Perkins Loans offer a low 5% interest rate and repayment terms as long as ten years. Because funds under this program are limited, priority is given to students with the greatest

financial need. Repayment on the loan generally does not begin until nine months after a student leaves school or coursework is reduced to less than a half-time basis.

### **Federal Work-Study**

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

### **California State Grant (Cal Grant)**

The Art Institute is approved by the California Student Aid Commission for students to receive Cal Grant funds under Cal Grant A, B, and C programs. Cal Grant programs require academic qualifications as derived from the Student Aid Commission Grade Point Average (GPA) Verification Form. Both the Free Application for Federal Student Aid (FAFSA) form and the GPA Verification (Cal Grant application) must be completed and postmarked by March 2 each year.

### **Suspension and Reinstatement of Financial Assistance: All Programs**

Students who are suspended from a program of study or terminated from The Art Institute are ineligible for financial assistance until they regain admission and comply with satisfactory academic progress requirements.

### **Financial Assistance Appeal**

Students who are denied or suspended from financial assistance may file an appeal under appropriate federal and state guidelines with The Art Institute Student Financial Assistance Review Committee.

### **Student Financial Assistance Review Committee**

This committee consists of The Art Institute President, key staff in Administrative and Financial Services and Student Financial Services. The committee is responsible for the review of all student financial aid awards when there is a question regarding a student's eligibility for such awards.

### **The Student:**

1. Must write a letter to the attention of The Art Institute staff in charge of Student Financial Services that details all mitigating circumstances. This letter must be received within 10 days after notification of financial aid denial.
2. Must attach any documents that evidence justification or reason for the student's situation leading to the denial of financial assistance.
3. May request a personal appearance before the Student Financial Assistance Review Committee.

### **The Review Committee:**

1. Will secure a copy of the student's academic and financial aid records.

2. May request the appearance of the student to clarify any materials/statements presented by the student.
3. Will review all materials presented by the student and available from The Art Institute, and renders a final decision regarding the student's financial assistance status.

## Refund Policy

### Refund Policy Prior to Matriculation

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

1. The Art Institute will notify the applicant, in writing, of his/her acceptance/rejection. All monies paid by an applicant, less the nonrefundable application fee, will be refunded if the applicant is not accepted for admission.
2. All monies, less the nonrefundable application fee paid by the applicant, will be refunded if requested by applicant within five business days after signing the Enrollment Agreement and making an initial tuition payment.
3. Applicants requesting cancellation more than five business days after signing the Enrollment Agreement (and making an initial tuition payment), but prior to the first day of classes, will receive a refund of all monies paid, less a cancellation fee of \$100.
4. All tuition and fee monies paid by an applicant, less the non-refundable application fee, will be refunded, if requested, within three business days after his/her first tour of the school and inspection of equipment or, if requested, within three business days of the student's attendance at the regularly scheduled orientation program for his/her starting date, whichever is sooner. Refunds will be made within 30 calendar days after the applicant's request or within 30 calendar days after his/her first scheduled class day.

### Refund Policy after Matriculation (All Quarter Starts)

If a student withdraws from their program after the first day of instruction for Associate, and Bachelor's degree programs, the student is entitled to only a partial refund. The refund policy is applied up to the 60 percent point of the quarter (period of attendance). A percentage of Federal Title IV Aid will be returned if the student withdraws during the first 60 percent of the quarter. The amount returned will be based on the percentage of days remaining in the quarter. The school will determine the calendar days completed in the quarter divided by the total number of calendar days in the quarter. If the amount is less than or equal to 60 percent, then that percent of the Federal Title IV Aid received is the amount that can be retained. The difference will be returned to the Federal Title IV Aid program from which funds were received in this order: Unsubsidized Stafford Loan, Subsidized Stafford Loan, Perkins Loan, PLUS Loan, Pell Grant, ACG, SMART, SEOG. If Federal Title IV Aid funds have been given to the student, and if the student withdraws during the first 60 percent of the quarter, the student may need to return some of those funds. If the student needs to return funds, the school will notify the student regarding how much is owed, and how it is to be returned.

### Adjustment of Charges

In accordance with California State policy, the school will earn tuition and fees on a proportional basis, up to the 60 percent point of each quarter. After the 60 percent point of each quarter, the school will earn 100 percent of the charges for that quarter. The school will first calculate how much needs to be returned under the Federal Return Of Title IV Aid policy. That amount will then be subtracted from the amount that was paid for the quarter of withdrawal to get the adjusted amount paid. The school will then calculate how much of the charges can be retained based on the State of California policy below. The amount that can be retained will be subtracted from the adjusted amount paid. If there are additional federal funds to be returned, they will be given to the student, or, with the student's permission, to the federal loans in this order: Unsubsidized Stafford Loans, Subsidized Stafford Loans, Plus Loans, and Perkins Loans. If there is a credit balance remaining after federal funds are returned, it will be refunded in this order: Unsubsidized Stafford Loan, Subsidized Stafford Loans, Plus Loans, Perkins Loans, other loans, students. If kits, components of the kit, books, or supplies, are returned to the bookstore in resalable condition within 21 days of withdrawal, a credit will be given. All refunds and return of funds will be made within 30 days of the date that the student notifies the school of the withdrawal. California Refund Policy Associate and Bachelor Programs If a student withdraws from the program after the first day of instruction, The Art Institute may retain earned tuition and fees up to the 60 percent point in the quarter. This calculation is as follows: Tuition and fees for the quarter divided by the number of hours in the quarter equals the cost per hour. Number of hours that the student was scheduled to attend multiplied by the cost per hour equals the amount of tuition and fees that The Art Institute can retain.

### California Policy - Withdrawal Refund Example

A student enrolls in a 112-quarter credit program. The quarter in which the student withdraws has a total of 220 hours of study. The tuition and fees charged for that quarter's hours of study are \$7,008 (not including equipment). The cost per hour is calculated by dividing the total tuition charge by the hours in the quarter of enrollment (charge period) =  $\$7,008/220 = \$31.86$  per hour.

From the date the student last attended the refund would be calculated as follows: 75 hours (number of class hours as of withdrawal date) X  $\$31.86 = \$2,389.50$  (amount the Institute can retain). The refund would be calculated as follows:  $\$7,008$  (amount student paid) -  $\$2,389.50$  (amount Institute retains) =  $\$4,618.50$  (refund).

The student in this example is assumed to have paid cash and received no financial aid.

### Student Withdrawal

A student may voluntarily withdraw from The Art Institute by notifying the Office of the Registrar in writing or in person. The refund policies outlined above shall apply in the event that a student withdraws, is suspended, or is terminated from school. In the calculation of refunds, a student is deemed to have withdrawn from a course of instruction when any of the following occur:

1. Student officially notifies The Art Institute that he/she is withdrawing at that time. The notification date is the date of withdrawal.
2. Student officially notifies The Art Institute that he/she is withdrawing at a later date. The later date is the last date of attendance and the notification date is the date of withdrawal.

3. Student does not notify The Art Institute that he/she is withdrawing but stops attending. The date that The Art Institute determines that the student is not attending the current term or is not returning for the next term is the date of withdrawal. This date must be within 14 calendar days of the students' last date of attendance if the student is withdrawn prior to the end of the quarter. This applies to students receiving Title IV funds.
4. The Art Institute terminates the student's enrollment in accordance with institutional policies. The termination date is the date of withdrawal. Refund is made within 30 calendar days from the date of withdrawal as described above.

### Cancellation of Start Date

Cancellation by The Art Institute of a scheduled class start date for any program shall entitle a student to a cancellation of the Enrollment Agreement with a full refund of all monies paid, including application and administrative fees. However, the student can elect to accept instead a guaranteed reservation in the next scheduled class for that program. Student Tuition Recovery Fund The Art Institute has been informed by the Bureau for Private Postsecondary and Vocational Education that the Student Tuition Recovery Fund fee is not to be collected until further notice California law requires that upon enrollment, a fee must be assessed in relation to the cost of tuition (New California Education Code §94945). These fees support the Student Tuition Recovery Fund (STRF), a special fund established by the California Legislature, to reimburse students who might otherwise experience a financial loss as a result of the (a) closure of the institution; (b) the institution's breach of or anticipatory breach of the agreement for the program of instruction; or (c) a decline in the quality or value of the program or instruction within the 30-day period before the institution's closure. The STRF fund protects only California students and The Art Institute participation is mandatory. Please note that (a) if a recipient of third party payer tuition and course cost, the student is not eligible for protection under the STRF, and (b) the student is responsible for paying the state assessment amount for the Student Tuition Recovery Fund. A third party payer means any employer, government program, or other payer that pays a student's total charges directly to the institution when no separate agreement for the repayment of the payment exists between the third-party payer and the student. Effective January 1, 2004 to December 31, 2004, the assessment that the institution was required to collect from each newly enrolled student was a STRF fee of \$2.50 per thousand dollars of tuition paid, regardless of the portion that is prepaid. As particular in the Student Tuition Recovery Fund, The Art Institute is also obligated by California Law to collect the name of the source of each loan, if the student has one or more governmentally guaranteed or insured loans for tuition purposes outstanding. It is important that enrollees keep a copy of an enrollment agreement, contract, or application to document enrollment; tuition receipts or canceled checks to document the total amount of tuition paid; and records, which will show the percentage of the courses completed. Such records would substantiate a claim for reimbursement from the STRF which, to be considered, must be filed within 60 days following school closure. For further information or instruction, contact: Department of Consumer Affairs, 1625 North Market Boulevard, Suite S-308, Sacramento, CA 95834. Telephone: 916-574-8200 or 1-800-952-5210. Email: [bppve@dca.ca.gov](mailto:bppve@dca.ca.gov).