



# CATALOG ADDENDUM

Catalog 2010-2011

Publication date: April 1, 2011

## CATALOG ADDITIONS New Programs

Art of Cooking – Certificate  
Baking & Pastry—Certificate  
Digital Image Management – Certificate  
Fashion Retailing – Certificate  
Web Design & Development - Certificate  
Web Design & Interactive Communications – Certificate

The Art Institute of Charlotte  
00010522

Catalog Addendum  
Art of Cooking  
Certificate

Effective April 1, 2011

## Art of Cooking – Certificate

60 Credits, Five 11-week quarters, or 55 weeks

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

The general objectives for the program are:

- Establishing and maintain safety and sanitation procedures
- Prepare standardized recipes using a variety of cooking techniques which meet industry quality standards
- Prepare a variety of international recipes utilizing the correct techniques, ingredients and equipment which meet industry quality standards
- Define and articulate the core values of the culinary professional.  
Seek entry-level positions in commercial and institutional food service settings

<b>Course No.</b>	<b>Course Name</b>	<b>Credit</b>
CUL105	Fundamentals of Classical Techniques	6
CUL106	Concepts and Theories of Culinary Techniques	3
CUL115	Supervision & Career Development	3
CUL111	American Regional Cuisine	6
CUL221	Nutritional Cooking	3
CUL122	Menu Management	3
CUL133	Introduction to Baking and Pastry Techniques	6
CUL120	Latin Cuisines	3
CUL228	World Cuisines	3
CUL203	Garde Manger	6
CUL225	European Cuisines	3
CUL205	Sustainable Purchasing & Controlling Costs	3
CUL224	A La Carte & Service	6
CUL226	Asian Cuisines	3
CUL213	Food & Beverage Operation	3

### CORE COURSE DESCRIPTIONS

CUL105  
Fundamentals of Classical Cooking Techniques

(110CH/ 22LE, 88LB)

6 quarter credit hours

The fundamental concepts, skills, and techniques involved in basic cookery are covered in the course. Students learn the preparation of stocks, broths, glazes, soups, thickening agents, the grand sauces, and emulsion sauces. Lectures and demonstrations teach organizational skills in the kitchen, work coordination, and knife skills. The basics of vegetable cookery, starch cookery, and meat, fish, and poultry cookery are covered. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising, and frying. Students must successfully pass a practical cooking examination covering a variety of cooking techniques.

(Prerequisite: None)

CUL106

Concepts and Theories of Culinary Techniques

(33CH/ 33LE, 0LB)

3 quarter credit hours

The fundamental concepts, theories, and techniques involved in basic cookery are covered in this course. Through discussions and lectures, the how's and why's of culinary procedures, techniques, concepts, and applications are introduced.

(Prerequisite: None)

CUL115

Supervision & Career Development

(33CH/ 33LE, 0LB)

3 quarter credit hours

This is a multifaceted course that focuses on managing people from the hospitality supervisor's viewpoint, and developing job search skills. The management emphasis is on techniques for increasing productivity, controlling labor costs, time management, and managing change. It also stresses effective communication and explains the responsibilities of a supervisor in the food service industry. Students develop techniques and strategies for marketing themselves in their chosen fields. Emphasis will be placed on students assessing their marketable skills, developing a network of contacts, generating interviews, writing a cover letter and resume, preparing for their employment interview, presenting a professional appearance, and interview follow-up.

(Prerequisite: None)

CUL111

American Regional Cuisine

(110CH/ 22LE, 88LB)

6 quarter credit hours

American Regional Cuisine explores the use of indigenous ingredients in the preparation of traditional and contemporary American specialties. Each of the following regions is considered: New England, the Mid-Atlantic, Florida, the Central Plains, the Southwest, the Rocky Mountains, California, the Pacific Northwest, and Hawaii. The course reinforces the knowledge and skills learned in the preceding classes and helps students build confidence in the techniques of basic cookery. The development of knife skills, mise en place, timelines, plate presentation, organization, and teamwork in a production setting are introduced and accentuated.

(Prerequisite: CUL105 Fundamentals of Classical Techniques)

#### CUL221

##### Nutritional Cooking

(55CH/ 11LE, 44LB)

3 quarter credit hours

This course centers on an explanation of the basic principles of nutrition and their relationship to health. The structure, functions, and sources of nutrients, including carbohydrates, fats, vitamins, minerals, and water are discussed. Current issues in nutrition are reviewed, including dietary guidelines, energy balance, vitamin supplements, and food fats. Students also focus on the principles of planning wholesome, nutritionally balanced meals using traditional foods and ingredients. Students will plan, analyze, and prepare menus that meet nutritional guidelines.

(Prerequisite: None)

#### CUL122

##### Menu Management

(33CH/ 33LE, 0LB)

3 quarter credit hours

The course prepares future food service managers with a clear picture of the role of the menu within food service operations. This course covers topics ranging from menu development and pricing, menu uses in production, service and evaluations. It also includes layout and design. Students will benefit because the understanding that menus are crucial to the success of any foodservice operation, i.e. a planning tool, control document, and a merchandising method for reaching patrons.

(Prerequisite: None)

#### CUL133

##### Introduction to Baking and Pastry Techniques

(110CH/ 22LE, 88LB)

6 quarter credit hours

This course is a combination of theory, lecture, demonstration, and hands-on production to provide an introduction to baking and pastry techniques for use in a commercial kitchen. Special focus is placed on the study of ingredient functions, product identification, and weights and measures as applied to baking and pastry techniques. Instruction is provided on the preparation of yeast-raised dough mixing methods, roll-in doughs, pie doughs, basic cake mixing methods, fillings, icings, pastry cream, and finishing techniques. Emphasis is also placed on dessert plating and presentation. Students must pass a practical exam.

(Prerequisite: None)

### CUL120

Latin Cuisines

(55CH/ 11LE, 44LB)

3 quarter credit hours

This course emphasizes both the influences and ingredients that create the unique character of selected Latin cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of Mexico, South America and the Caribbean Islands. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.

(Prerequisite: CUL105 Fundamentals of Classical Techniques)

### CUL228

World Cuisines

(55CH/ 11LE, 44LB)

3 quarter credit hours

This course emphasizes both the influences and ingredients that create the unique character of selected World cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of Spain, Middle East, Turkey, Greece, Africa and India. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.

(Prerequisite: CUL105 Fundamentals of Classical Techniques)

### CUL203

Garde Manger

(110CH/ 22LE, 88LB)

6 quarter credit hours

This course provides students with skills and knowledge of the organization, equipment and responsibilities of the "cold kitchen". Students are introduced to and prepare cold hors d'oeuvres, sandwiches, salads, as well as basic charcuterie items while focusing

on the total utilization of product. Reception foods and buffet arrangements are introduced. Students must pass a written and practical exam.  
(Prerequisite: CUL105 Fundamentals of Classical Techniques)

#### CUL225

European Cuisines

(55CH/ 11LE, 44LB)

3 quarter credit hours

This course emphasizes both the influences and ingredients that create the unique character of selected Classical European Cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of British Isles, Italy, France, and Germany, Austria, Switzerland, and Scandinavia countries. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.

(Prerequisite: CUL105 Fundamentals of Classical Techniques)

#### CUL205

Sustainable Purchasing & Controlling Costs

(33CH/ 33LE, 0LB)

3 quarter credit hours

This course introduces the student to the methodologies and tools used to control costs and purchase supplies. This course helps the student value the purchasing, planning, and control processes in the food and beverage industry. Primary focus is on supplier selection, planning, and controlling costs, with an introduction to the study of sustainable products and approaches. Topics include planning and controlling costs using budgeting techniques, standard costing, standardized recipes, performance measurements, and food, beverage, and labor cost controls.

(Prerequisite: None)

#### CUL224

A La Carte & Service

(198CH/ 33LE, 165LB)

6 quarter credit hours

Introduces students to the A La Carte kitchen, emphasis is on “a la minute” method of food preparation, plus dining room service standards. Industry terminology, correct application of culinary skills, plate presentation, organization and timing in producing items off both a fixed-price menu and a la carte menu are stressed. The principles of dining room service are practiced and emphasized. The philosophy of food are further explored and examined in light of today's understanding of food, nutrition and presentation. Prior work experience or field study experience requires supervised, verifiable experience in the culinary field with a minimum of 90 work hours in food

production. Students are responsible for securing the field experience site and may seek assistance through The Institute. Field Experience is a semi-structured and supervised situation in which students receive basic training and directed work experience in selected entry-level positions consistent with career preference. Emphasis is on job competence, performance, professionalism and work relations. Documentation must be completed during the course.  
(Prerequisite: None)

#### CUL226

Asian Cuisines

(55CH/ 11LE, 44LB)

3 quarter credit hours

This course emphasizes both the influences and ingredients that create the unique character of selected Asian cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of the four regions of China, Japan, Korea, Vietnam, Thailand, and Indonesia. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.

(Prerequisite: CUL106 Concepts and Theories of Culinary Techniques)

#### CUL213

Food & Beverage Operation

(33CH/ 0LE, 33LB)

3 quarter credit hours

This course addresses front-of-the-house operations and is designed to provide students with an introduction from a managerial perspective of providing exceptional service to increasingly sophisticated and demanding guests. Survey of the world's leading wines classified by type, as well as other distilled beverages. Topics covered include the management and training of personnel to be responsible, professional alcohol servers, product knowledge, the income statement, job descriptions, sales forecasting and cost control. The students will produce a complete dining room and bar operation manual. This project should be saved on diskette or jump drive, as it will be used during Capstone or the development of a business plan.

(Prerequisite: None)

The Art Institute of Charlotte  
M01018

Catalog Addendum  
Baking & Pastry  
Certificate

Effective April 1, 2011

## **Baking & Pastry – Certificate**

60 Credits, five 11-week quarters, or 55 weeks

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

The general objectives for the program are:

- Prepare standardized recipes using a variety of cooking, baking and pastry techniques as well as appropriate equipment and tools.
- Produce various baked goods and a variety of international and classical pastries and desserts using basic as well as advanced techniques, which meet industry quality standards.
- Design, produce, assemble and decorate display and wedding cakes using various finishing methods which meet industry quality standards.
- Seek employment in retail, commercial and institutional food service settings in entry-level job positions.

<b>Course No.</b>	<b>Course Name</b>	<b>Credit</b>
CUL105	Fundamentals of Classical Techniques	6
CUL106	Concepts and Theories of Culinary Techniques	3
CUL115	Supervision & Career Development	3
CUL133	Introduction to Baking and Pastry Techniques	6
CUL221	Nutritional Cooking	3
CUL122	Menu Management	3
CUL111	American Regional Cuisine	6
CUL134	Artisan Breads and Baking Production	6
CUL135	Advanced Patisserie and Display Cakes	6
CUL136	European Cakes and Tortes	3
CUL205	Sustainable Purchasing & Controlling Costs	3
CUL224	A La Carte & Service	6
CUL137	Chocolate, Confections and Centerpieces	3
CUL213	Food & Beverage Operation	3

### **CORE COURSE DESCRIPTIONS**

CUL105

Fundamentals of Classical Cooking Techniques

(110CH/ 22LE, 88LB)

6 quarter credit hours

The fundamental concepts, skills, and techniques involved in basic cookery are covered in the course. Students learn the preparation of stocks, broths, glazes, soups, thickening agents, the grand sauces, and emulsion sauces. Lectures and demonstrations teach organizational skills in the kitchen, work coordination, and knife skills. The basics of vegetable cookery, starch cookery, and meat, fish, and poultry cookery are covered. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising, and frying. Students must successfully pass a practical cooking examination covering a variety of cooking techniques.

(Prerequisite: None)

CUL106

Concepts and Theories of Culinary Techniques

(33CH/ 33LE, 0LB)

3 quarter credit hours

The fundamental concepts, theories, and techniques involved in basic cookery are covered in this course. Through discussions and lectures, the how's and why's of culinary procedures, techniques, concepts, and applications are introduced.

(Prerequisite: None)

CUL115

Supervision & Career Development

(33CH/ 33LE, 0LB)

3 quarter credit hours

This is a multifaceted course that focuses on managing people from the hospitality supervisor's viewpoint, and developing job search skills. The management emphasis is on techniques for increasing productivity, controlling labor costs, time management, and managing change. It also stresses effective communication and explains the responsibilities of a supervisor in the food service industry. Students develop techniques and strategies for marketing themselves in their chosen fields. Emphasis will be placed on students assessing their marketable skills, developing a network of contacts, generating interviews, writing a cover letter and resume, preparing for their employment interview, presenting a professional appearance, and interview follow-up.

(Prerequisite: None)

CUL133

Introduction to Baking and Pastry Techniques

(110CH/ 22LE, 88LB)

6 quarter credit hours

This course is a combination of theory, lecture, demonstration, and hands-on production to provide an introduction to baking and pastry techniques for use in a commercial kitchen. Special focus is placed on the study of ingredient functions, product identification, and weights and measures as applied to baking and pastry techniques. Instruction is provided on the preparation of yeast-raised dough mixing methods, roll-in doughs, pie doughs, basic cake mixing methods, fillings, icings, pastry cream, and finishing techniques. Emphasis is also placed on dessert plating and presentation. Students must pass a practical exam.  
(Prerequisite: None)

#### CUL221

##### Nutritional Cooking

(55CH/ 11LE, 44LB)

3 quarter credit hours

This course centers on an explanation of the basic principles of nutrition and their relationship to health. The structure, functions, and sources of nutrients, including carbohydrates, fats, vitamins, minerals, and water are discussed. Current issues in nutrition are reviewed, including dietary guidelines, energy balance, vitamin supplements, and food fats. Students also focus on the principles of planning wholesome, nutritionally balanced meals using traditional foods and ingredients. Students will plan, analyze, and prepare menus that meet nutritional guidelines.  
(Prerequisite: None)

#### CUL122

##### Menu Management

(33CH/ 33LE, 0LB)

3 quarter credit hours

The course prepares future food service managers with a clear picture of the role of the menu within food service operations. This course covers topics ranging from menu development and pricing, menu uses in production, service and evaluations. It also includes layout and design. Students will benefit because the understanding that menus are crucial to the success of any foodservice operation, i.e. a planning tool, control document, and a merchandising method for reaching patrons.  
(Prerequisite: None)

#### CUL111

##### American Regional Cuisine

(110CH/ 22LE, 88LB)

6 quarter credit hours

American Regional Cuisine explores the use of indigenous ingredients in the preparation of traditional and contemporary American specialties. Each of the following regions is considered: New England, the Mid-Atlantic, Florida, the Central Plains, the Southwest, the Rocky Mountains, California, the Pacific Northwest, and Hawaii. The course reinforces the knowledge and skills learned in the preceding classes and helps students build confidence in the techniques of basic cookery. The development of knife skills, mise en place, timelines, plate presentation, organization, and teamwork in a production setting are introduced and accentuated.

(Prerequisite: CUL105 Fundamentals of Classical Techniques)

#### CUL134

##### Artisan Breads and Baking Production

(110CH/ 22LE, 88LB)

6 quarter credit hours

Building on previous knowledge from Baking, students learn to mix, shape, bake, store, and distribute handmade breads and rustic-style rolls. Students also learn production speed and increase their proficiency in meeting production deadlines with quality products. Emphasis will be placed on increased use of traditional fermentation methods, such as pre-ferments and sourdough starters as well as specialty flours and equipment, and methods that emphasize flavor, texture, and appearance as well as techniques that increase shelf life.

(Prerequisite: CUL133 Introduction to Baking & Pastry Techniques)

#### CUL135

##### Advanced Patisserie and Display Cakes

(110CH/ 22LE, 88LB)

6 quarter credit hours

Building on previous knowledge, students learn the preparation and decoration of display pieces and classical and contemporary wedding cakes. Topics covered will include chocolate, sugar, and marzipan; finishing techniques using an air brush, and use of molds and templates. Students will prepare, cost, and price three-dimensional decorations, centerpieces, cakes for special events, and wedding cakes. Topics to be covered will include: small cakes decorated as a whole; cakes finished in molds or rings, and items that can be used for cakes, desserts, or individual pastries. Students will use specialized equipment, practice new presentation methods, and focus on fresh products, simplicity of style, and ease of production.

(Prerequisite: CUL133 Introduction to Baking & Pastry Techniques)

#### CUL136

##### European Cakes and Tortes

(55CH/ 11LE, 44LB)

3 quarter credit hours

Students will build on methods previously learned in Introduction to Pastry and Baking Techniques and apply those skills into new products to create more elaborate tortes and gateau using complex finishing methods by applying glazes, using decorative sponges, and building multi-component cakes. Topics to be covered include comparison of classical and modern preparations, classical cakes; glazed, iced, molded, and cream-filled tortes, and bombes.

(Prerequisite: CUL133 Introduction to Baking & Pastry Techniques)

CUL205

Sustainable Purchasing & Controlling Costs

(33CH/ 33LE, 0LB)

3 quarter credit hours

This course introduces the student to the methodologies and tools used to control costs and purchase supplies. This course helps the student value the purchasing, planning, and control processes in the food and beverage industry. Primary focus is on supplier selection, planning, and controlling costs, with an introduction to the study of sustainable products and approaches. Topics include planning and controlling costs using budgeting techniques, standard costing, standardized recipes, performance measurements, and food, beverage, and labor cost controls.

(Prerequisite: None)

CUL224

A La Carte & Service

(198CH/ 33LE, 165LB)

6 quarter credit hours

Introduces students to the A La Carte kitchen, emphasis is on “a la minute” method of food preparation, plus dining room service standards. Industry terminology, correct application of culinary skills, plate presentation, organization and timing in producing items off both a fixed-price menu and a la carte menu are stressed. The principles of dining room service are practiced and emphasized. The philosophy of food are further explored and examined in light of today's understanding of food, nutrition and presentation. Prior work experience or field study experience requires supervised, verifiable experience in the culinary field with a minimum of 90 work hours in food production. Students are responsible for securing the field experience site and may seek assistance through The Institute. Field Experience is a semi-structured and supervised situation in which students receive basic training and directed work experience in selected entry-level positions consistent with career preference.

Emphasis is on job competence, performance, professionalism and work relations.  
Documentation must be completed during the course.  
(Prerequisite: None)

#### CUL137

Chocolate, Confections and Centerpieces

(55CH/ 11LE, 44LB)

3 quarter credit hours

This course introduces students to the principles involved in tempering chocolate, creating chocolate sculptures, forming simple centerpieces, and preparing chocolates and other confections with soft, hard, and liquid centers. Students learn to use both traditional and contemporary production methods in creating confections by hand and with special equipment. Efficient methods to increase productivity in this highly specialized field will be highlighted.

(Prerequisite: CUL133 Introduction to Baking & Pastry Techniques)

#### CUL213

Food & Beverage Operation

(33CH/ 0LE, 33LB)

3 quarter credit hours

This course addresses front-of-the-house operations and is designed to provide students with an introduction from a managerial perspective of providing exceptional service to increasingly sophisticated and demanding guests. Survey of the world's leading wines classified by type, as well as other distilled beverages. Topics covered include the management and training of personnel to be responsible, professional alcohol servers, product knowledge, the income statement, job descriptions, sales forecasting and cost control. The students will produce a complete dining room and bar operation manual. This project should be saved on diskette or jump drive, as it will be used during Capstone or the development of a business plan.

(Prerequisite: None)

The Art Institute of Charlotte  
00010522

Catalog Addendum  
Digital Image Management  
Certificate

Effective April 1, 2011

## Digital Image Management – Certificate

48 Credits, Four 11-week quarters, or 44 weeks

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

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

The general objectives for the program are:

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

<b>Course No.</b>	<b>Course Name</b>	<b>Credit</b>
PH204	Color Management	3
PH203	Digital Illustration	3
PH101	Principles of Photography	3
DFP102	Fundamentals of Video Production	3
PH403	Digital Illustration II	3
PH320	Creative Concepts	3
PH220	Printing	3
PH313	Special Topics	3
PH222	Photo Criticism	3
PH315	Digital Publishing	3
PH223	Business of Photography	3

PH302	Web Photographic Portfolio I	3
PH304	Marketing	3
PH423	Business Operations & Management	3
PH221	Special Topics	3
PH414	Web Photographic Portfolio II	3

## **CORE COURSE DESCRIPTIONS**

PH204

Color Management

(44CH/ 22LE, 22LB)

3 quarter credit hours

A course in setting up, calibrating and maintaining a consistent color managed workflow for the professional photographer. The workflow covers all aspects of image management from digital capture, through image control and manipulation, through output to inkjet printers, electronic media and the four color printing press.

(Prerequisite: None)

PH203

Digital Illustration I

(44CH/ 22LE, 22LB)

3 quarter credit hours

In this course the student will apply the digital image manipulation process to their work, demonstrating strong research, concept, and execution through the use of advanced raster-image software.

(Prerequisite: None)

PH101

Principles of Photography

(44CH/ 22LE, 22LB)

3 quarter credit hours

In this fundamental course, students will identify basic photographic tools and their intended purposes, including the proper use of various camera systems, light meters, and film selection. Students will analyze photographs to determine their positive and negative attributes and apply these principles to produce their own visually compelling images by employing the correct photographic techniques.

(Prerequisite: None)

## DFP102

### Fundamentals of Video Production

(44CH/ 22LE, 22LB)

3 quarter credit hours

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

(Prerequisite: None)

## PH403

### Digital Illustration II

(44CH/ 22LE, 22LB)

3 quarter credit hours

In this course the student demonstrates advanced research, conceptual development, and execution through the use of industry standard raster-image software. The student applies conceptual and photographic skills to create innovative and compelling visual composites, which portray the visual message of the concept.

(Prerequisite: PH203 Digital Illustration I)

## PH320

### Creative Concepts

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course concentrates upon the exploration of image concepts, content, symbolism, and narrative potential of photography. Emphasis will be placed upon experimenting with alternatives to the single "documentary style" traditional approach to photography. Students will be challenged to develop a wider understanding of possible photographic solutions to problems of communication and self-expression.

(Prerequisite: None)

## PH220

### Printing

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course will prepare students to execute a variety of output methods commensurate with industry needs. Students will refine printing skills and theory to create a benchmark for quality digital outputting. These refinements will be carried over into digital printing with ink-jet and other digital out-put systems. Students will develop proficiencies in file preparation, resolution selection, print-profiling, paper selection and soft-proofing techniques

(Prerequisite: PH101 Principles of Photography)

### PH313

#### Special Topics

(44CH/ 22LE, 22LB)

3 quarter credit hours

An intensive, individually directed course of study in one specific project chosen and developed by the students. Students will pursue relevant instructional material and technical expertise to assist them in achieving the images they desire to produce. Students will review the history of their topic and present a comprehensive proposal for their topic. A final project consisting of 12-15 finished prints on 13x19 paper will be due. (Prerequisite: Permission of Academic Director)

### PH222

#### Photo Criticism

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course will offer an in depth study into photographic criticism. To assist students in developing a vocabulary for critically analyzing photographs, they will look carefully at contemporary critical thought. Further study will examine how personal beliefs and cultural values are expressed and represented in photography. (Prerequisite: PH320 Creative Concepts)

### PH315

#### Digital Publishing

(44CH/ 22LE, 22LB)

3 quarter credit hours

An introduction to typography, layout and digital publishing. This course will examine the fundamentals of typography and layout for publication and web design. Students will explore practical application and use of fundamental typography, layout and digital publishing skills through the use of current software packages. (Prerequisite: PH204 Color Management)

### PH223

#### Business Photography

(44CH/ 22LE, 22LB)

3 quarter credit hours

In The Business of Photography, students learn the basic concepts and principles of running a photographic-related business. Emphasis is placed on the legal and pricing aspects that are specific to the photographic industry. (Prerequisite: None)

### PH302

#### Web Photographic Portfolio I

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students will learn the basic tools for placing their photographs on the Internet and for archiving their portfolio on CD. Students will acquire the skills needed to develop, design, and produce basic web pages.

(Prerequisite: PH203 Digital Illustration I)

### PH304

#### Marketing

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course explores professional development tools, including résumés, cover letters, networking, and interviewing. Students develop individual plans for marketing their talents and finding work after graduation, with emphasis on targeting markets to suit their personal goals.

(Prerequisite: PH223 Business of Photography)

### PH423

#### Business Operations & Management

(44CH/ 22LE, 22LB)

3 quarter credit hours

Important business management skills and a range of practical, legal, and ethical issues for the self-employed professional photographer form the basis of this course. Students learn how to set up a business, research potential clients and contacts, put together price lists and invoices, and gain a general recognition of client needs. Course material includes promotion, pricing, accounting, studio overhead, and the development of a business plan.

(Prerequisite: None)

### PH221

#### Special Topics

(44CH/ 22LE, 22LB)

3 quarter credit hours

An intensive, individually directed course of study in one specific project chosen and developed by the students. Students will pursue relevant instructional material and technical expertise to assist them in achieving the images they desire to produce. Students will review the history of their topic and present a comprehensive proposal for

their topic. A final project consisting of 12-15 finished prints on 13x19 paper will be due.  
(Prerequisite: None)

PH414

Web Photographic Portfolio II

(44CH/ 22LE, 22LB)

3 quarter credit hours

In this class students continue to refine and edit their work in a continuation of the portfolio process. Students more clearly articulate visually and verbally the underlying themes in their work.

(Prerequisite: PH403 Web Photographic Portfolio I)

The Art Institute of Charlotte  
00010522

Catalog Addendum  
Fashion Retailing  
Certificate

Effective April 1, 2011

## **Fashion Retailing – Certificate**

48 Credits, Four 11-week quarters, or 44 weeks

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

The general objectives for the program are:

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

<b>Course No.</b>	<b>Course Name</b>	<b>Credit</b>
FM212	Buying I	3
RS204	Principles of Marketing	3
FM204	Retail Management	3
FM213	Textiles	3
FM338	Apparel Evaluation	3
FM222	Buying II	3
FM232	Event Promotion	3
FM202	Visual Merchandising	3
FM203	Merchandise Marketing	3
FM311	Consumer Behavior	3
FM233	Garment Production	3
FM307	Survey of Fashion Designers	3
FM420	Special Topics in Fashion Marketing	3
FM309	Principles of Advertising	3
FM432	Professional Selling	3

**CORE COURSE DESCRIPTIONS**

## FM212

## Buying I

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course presents an analysis of the buyer's role in department and specialty stores and resident buying offices. Students thoroughly examine the buyer's merchandising responsibilities and study buying practice including research, planning, and forecasting. The research and planning in this course constitute the foundation for work in Buying II. (Prerequisite: Permission of Academic Director)

## RS204

## Principles of Marketing

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course examines the basic principles of marketing, integrating the concepts of consumer motivation with modern marketing strategizing and planning. Students investigate the importance marketing plays in the success of modern business. (Prerequisite: None)

## FM204

## Retail Management

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students obtain the requisite management skills to make decisions successfully, set goals, and train, direct, and motivate employees. Attention is given to the value of diversity and of developing sensitivity to the needs of various groups and individuals. Leadership styles are explored within the context of management needs at varying levels. (Prerequisite: None)

## FM213

## Textiles

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course explores textiles from fiber to finished fabric. Characteristics of the final product are addressed in relation to its intended use. Students also examine textile sources and the fundamental operations of the textile industry. (Prerequisite: None)

### FM338

#### Apparel Evaluation

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students learn to analyze construction standards and techniques used in the production of garments for the ready-to-wear industry. Research serves as the foundation for developing skills in garment specifications, assembly and finishing.

(Prerequisite: FM213 Textiles)

### FM222

#### Buying II

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course gives the student strategies and formulas necessary to develop and implement a six-month buying plan. Buying concepts examined include vendor sourcing, consumer research, industry fluctuation, and timing. Related technologies also are included. This course builds on the research and planning completed by the student in Buying I.

(Prerequisite: FM212 Buying I)

### FM232

#### Event Promotion

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course includes a study of the role of event promotion in projecting a company's image and in reaching its target market. Students engage in the process of planning an event from concept through implementation, and receive evaluation.

(Prerequisite: None)

### FM202

#### Visual Merchandising I

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students are introduced to visual merchandising techniques as applied to retail interiors and exteriors. Emphasis is placed on understanding the philosophy and psychology of visual presentations as well as the impact of visuals on the retail industry. Students will actively observe, critique, and design visual presentations.

(Prerequisite: None)

### FM203

### Merchandise Marketing

(44CH/ 22LE, 22LB)

3 quarter credit hours

In this course, students examine the concept of advertising and salesmanship. Emphasis is placed on the principles and procedures of advertising, selling techniques, and steps in the sales process. Students explore e-commerce and virtual shopping environments and applications of technology in the retailing industry.

(Prerequisite: None)

### FM311

#### Merchandise Marketing

(44CH/ 22LE, 22LB)

3 quarter credit hours

This survey course gives students an overview of the fashion industry and various careers within the industry. Students explore domestic and foreign markets as well as consumer characteristics which influence the market. Students research specific work environments in the local market leading to the selection of a potential work-internship site.

(Prerequisite: FM204 Retail Management)

### FM233

#### Garment Production

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course explores the manufacturing process within the fashion industry and analyzes the quality of design, materials, and construction techniques used in commercially produced apparel and accessories. Comparisons are made of manufacturing processes, sizing standards, principles of fit, and pricing in relation to the target customer in various markets. Students develop a specialized collection of apparel and prepare all technical information necessary for sourcing and production.

(Prerequisite: None)

### FM307

#### Survey of Fashion Designers

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course examines the work of the great names and creative geniuses of fashion, past and present. The history of fashion interpretation from Charles Frederick Worth to the most current designers will be examined.

(Prerequisite: None)

#### FM420

##### Special Topics in Fashion Marketing

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course is a comprehensive exploration of the requirements for success in planning, developing and managing new products. This course involves a particular aspect of marketing not covered in other marketing courses. The interests of both the student and the instructor determine the specific topics of this course.

(Prerequisite: None)

#### FM309

##### Principles of Advertising

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course is an examination of the creative process, from strategy to execution, of advertising and promotional material. Students are required to develop the strategies, media plans, and draft executions of advertising and promotional materials.

(Prerequisite: RS204 Principles of Marketing)

#### FM432

##### Professional Selling

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students will study and apply the fundamentals of personal selling, sales training methods, motivating sales representatives, behavioral aspects of persuasion, social, ethical, legal responsibilities, activities performed by the sales executive, sales demonstrations, expense accounts and the sales interview.

(Prerequisite: None)

#### FM122

##### Forecasting Trends

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course explores how fashion professionals analyze, plan, and project fashion trends. Students learn forecasting and complete an analysis of its importance and how it relates to all fashion industries. Students also examine current trends in both domestic and foreign markets. (Prerequisite: None)

The Art Institute of Charlotte  
00010522

Catalog Addendum  
Web Design & Development  
Certificate

Effective: April 1, 2011

## Web Design & Development – Certificate

48 Credits, Four 11-week quarters, or 44 weeks

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

Students will develop abilities in aspects of Web design, computer languages, and multimedia skills, along with developing a professional portfolio as a formal transition into the workplace. Students will also learn to adapt the most up-to-date programs, techniques and standards in a field that is quickly and continuously changing. According to the Bureau of Labor Statistics (BLS), Web designers and developers need to stay current on industry trends for continued success, and increasing knowledge level and skills is important in maintaining a career advantage.

The general objectives for the program are:

- Compare and contrast various usability issues that arise when a web site is implemented with those when maintained
- Create applications that solve specified problems through a variety of scripting techniques.
- Critique and evaluate appropriate design solutions.
- Demonstrate debugging and troubleshooting skills as related to web scripting

<b>Course No.</b>	<b>Course Name</b>	<b>Credit</b>
GD121	Image Manipulation	3
IMD206	Introduction to Scripting Languages	3
IMD208	Introduction to User Center Design	3
GD112	Typography	3
GD207	Digital Illustration	3
IMD212	Intermediate Scripting Languages	3
IMD230	Audio for Interactive Design	3
GD123	Design Layout	3
IMD232	Desktop Video	3
IMD301	Advanced Scripting Languages	3
IMD122	Introduction to Authoring	3
IMD124	Advanced Image Manipulation	3

IMD236	Motion Graphics	3
IMD215	Usability Testing	3
IMD203	Intermediate Authoring	3
IMD255	Portfolio	3

## **CORE COURSE DESCRIPTIONS**

### **GD121**

#### Image Manipulation

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students develop basic image manipulation skills in a vector and raster-based computer environment. Emphasis is placed on mastering the fundamentals of scanning, color management, photo retouching, imaging, special effects, and filters and masks.

(Prerequisite: None)

### **IMD206**

#### Introduction to Scripting Languages

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students develop and refine basic programming skills. The student acquires skills needed to design, develop, and produce practical applications with a specific scripting or programming language.

(Prerequisite: None)

### **IMD208**

#### Introduction to User Centered Design

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course introduces students to the concepts and processes of developing web sites which have, as a primary goal, addressing and solving user needs. By exploring the process step-by-step, students identify where user issues are raised and how they are answered. During the course, students physically create either a Web site or a prototype. Students present and defend their decisions.

(Prerequisite: None)

### **GD112**

#### Typography

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students are introduced to lettering skills and the history and foundations of letterforms. The placement of display and text type in a formatted space is studied as well as the

relationship between the appearance and readability of letterforms. Students work in the traditional context of hand-rendering type and are introduced to contemporary typesetting technology.

(Prerequisite: None)

#### GD207

Digital Illustration

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course assists students to communicate and design with the computer as a professional tool. Using different software applications, the student learns to demonstrate an understanding of electronic illustration. The course explores rasterized and vector-based graphic applications.

(Prerequisite: GD121 Image Manipulation)

#### IMD212

Intermediate Scripting Languages

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students develop and refine intermediate programming skills. The student acquires skills needed to design, develop, and produce practical applications with a specific scripting or programming language.

(Prerequisite: IMD206 Introduction to Scripting Languages)

#### IMD230

Audio for Interactive Design

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course focuses on the principles and practices of digital audio in an interactive design setting. Students learn to use current digital audio programs for recording, editing, sequencing, and mixing for a variety of outputs and applications.

(Prerequisite: None)

#### GD123

Design Layout

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course, in conjunction with Electronic Design (GD206), enables the student to design with type and visuals and to utilize technology in problem-solving. Emphasis is placed on the process of design development from roughs to comprehensives, layout and marker techniques, and the use of a grid system for multi-component layouts.

(Prerequisite: None)

### IMD232

Desktop Video

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students demonstrate knowledge of editing using non-linear editing software and hardware in a computer lab. Students produce and edit video and audio using digital desktop video techniques.

(Prerequisite: GD121 Image Manipulation)

### IMD301

Advanced Scripting Languages

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students will refine dynamic scripting skills to develop complex interactivity and applications. The course also examines client-side forms in conjunction with server-side scripting applications.

(Prerequisite: IMD212 Intermediate Scripting Languages)

### IMD122

Introduction to Authoring

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course introduces the student to concepts and designs utilized in the development of education, sales, and marketing presentations. Students create an integrated, interactive multimedia presentation using the basic concepts and principles of multimedia and graphic design.

(Prerequisite: GD121 Image Manipulation)

### IMD124

Advanced Image Manipulation

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course is designed to further enhance the skills acquired in previous image manipulation and technology-based classes. Emphasis is placed on advanced applications and the appropriate selection of variables for the required task. Integration of programs to achieve a required project also is emphasized.

(Prerequisite: GD121 Image Manipulation)

### IMD236

#### Motion Graphics

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course focuses on motion design, concepts and techniques. Students create motion graphics using design principles for timeline-based media.

(Prerequisite: IMD232 Desktop Video)

### IMD215

#### Usability Testing

(44CH/ 22LE, 22LB)

3 quarter credit hours

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

(Prerequisite: IMD125 Advanced Image Manipulation)

### IMD203

#### Intermediate Authoring

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course builds on the skills taught in the Introduction to Authoring class. Students design production-quality interactive presentations using intermediate-level scripting techniques that focus on good user-interface design and usability.

(Prerequisite: IMD122 Introduction to Authoring)

### IMD255

#### Portfolio

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course focuses on the completion of the portfolio and enables students to begin their career search. The student should come into this course with work for the portfolio and determine the quality of the work so enhancements can be made. The student also completes a professional resume and begins the job search. This course requires a grade of C- or greater to meet graduation requirements.

(Prerequisite: Permission of Academic Director)

The Art Institute of Charlotte  
00010522

Catalog Addendum  
Web Design & Interactive  
Communications  
Certificate

Effective April 1, 2011

## Web Design & Interactive Communications – Certificate

48 Credits, Four 11-week quarters, or 44 weeks

The Web Design & Interactive Communications Certificate program teaches students how to create the look, feel and functionality of World Wide Web pages for client Web sites with a specific emphasis on professional standards and practical deployment. This course of study extends foundation principles in visual communications and interactive media as related to dynamic delivery through multiple channels including mobile technologies. Students will develop abilities in computer languages, usability principles and information architecture in a team oriented environment that prepares them for the professional world. Students will also be trained in current web technologies and in project management on assignments that will enhance their personal portfolio. According to the Bureau of Labor Statistics (BLS), Web designers and developers need to stay current on industry trends for continued success, and increasing knowledge level and skills is important in maintaining a career advantage.

The general objectives for the program are:

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

<b>Course No.</b>	<b>Course Name</b>	<b>Credit</b>
GD207	Digital Illustration	3
IMD212	Intermediate Scripting Languages	3
GD123	Design Layout	3
IMD208	Introduction to User Centered Design	3
IMD116	Introduction to Audio/Video	3
IMD216	Designing for Dynamic Websites	3
IMD122	Introduction to Authoring	3
IMD124	Advanced Image Manipulation	3
IMD236	Motion Graphics	3
IMD215	Usability Testing	3
IMD203	Intermediate Audio	3
IMD223	Designing for Server Side Technology	3

IMD217	Interactive Motion Scripting	3
IMD301	Advanced Scripting Languages	3
IMD305	Special Topics	3
IMD255	Portfolio	3

## **CORE COURSE DESCRIPTIONS**

### **GD207**

#### **Digital Illustration**

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course assists students to communicate and design with the computer as a professional tool. Using different software applications, the student learns to demonstrate an understanding of electronic illustration. The course explores rasterized and vector-based graphic applications.

(Prerequisite: None)

### **IMD212**

#### **Intermediate Scripting Languages**

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students develop and refine intermediate programming skills. The student acquires skills needed to design, develop, and produce practical applications with a specific scripting or programming language.

(Prerequisite: None)

### **GD123**

#### **Design Layout**

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course, in conjunction with Electronic Design (GD206), enables the student to design with type and visuals and to utilize technology in problem-solving. Emphasis is placed on the process of design development from roughs to comprehensives, layout and marker techniques, and the use of a grid system for multi-component layouts.

(Prerequisite: None)

### **IMD208**

#### **Introduction to User Centered Design**

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course introduces students to the concepts and processes of developing web sites which have, as a primary goal, addressing and solving user needs. By exploring the

process step-by-step, students identify where user issues are raised and how they are answered. During the course, students physically create either a Web site or a prototype. Students present and defend their decisions.

(Prerequisite: None)

#### IMD116

Introduction to Audio/Video

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students learn the technical terms unique to audio/video production and industry uses of basic audio/video production equipment and techniques. Students also examine the tools and techniques used in multi-track recording and mixing. The course includes basics of critical listening, microphone techniques, console operation, tape machine operation, signal flow, signal processing, patching, and general studio operations.

(Prerequisite: None)

#### IMD216

Designing for Dynamic Websites

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students will apply user-centered design principles, database structures and server side scripting to create dynamic web sites. Particular attention will be paid to design issues relating to the display of dynamic content on the screen and how that dynamic content will be delivered.

(Prerequisite: IMD212 Intermediate Scripting Languages)

#### IMD122

Introduction to Authoring

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course introduces the student to concepts and designs utilized in the development of education, sales, and marketing presentations. Students create an integrated, interactive multimedia presentation using the basic concepts and principles of multimedia and graphic design.

(Prerequisite: None)

#### IMD124

Advanced Image Manipulation

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course is designed to further enhance the skills acquired in previous image manipulation and technology-based classes. Emphasis is placed on advanced applications and the appropriate selection of variables for the required task. Integration of programs to achieve a required project also is emphasized.

(Prerequisite: GD123 Design Layout)

### IMD236

Motion Graphics

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course focuses on motion design, concepts and techniques. Students create motion graphics using design principles for timeline-based media.

(Prerequisite: None)

### IMD215

Usability Testing

(44CH/ 22LE, 22LB)

3 quarter credit hours

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

(Prerequisite: IMD208 Introduction to User Centered Design)

### IMD203

Intermediate Authoring

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course builds on the skills taught in the Introduction to Authoring class. Students design production-quality interactive presentations using intermediate-level scripting techniques that focus on good user-interface design and usability.

(Prerequisite: IMD122 Introduction to Authoring)

### IMD223

Designing for Server Side Technology

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students will build on the skills taught in the Designing Dynamic Websites class.

Students will design and develop web content for server-based dynamic delivery.

Focus will be on incorporating server side solutions into user-centered web design in order to provide an exchange of information between client and server.

(Prerequisite: IMD216 Designing for Dynamic Websites)

### IMD217

#### Interactive Motion Scripting

(44CH/ 22LE, 22LB)

3 quarter credit hours

An advanced course that applies motion graphics as an integrated interactive solution, students script interaction, sequencing, and motion for interactive projects. Optimization is a critical consideration in the creation of the user-centered experience.

(Prerequisite: IMD203 Intermediate Authoring and IMD236 Motion Graphics)

### IMD301

#### Advanced Scripting Languages

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students will refine dynamic scripting skills to develop complex interactivity and applications. The course also examines client-side forms in conjunction with server-side scripting applications.

(Prerequisite: IMD223 Designing for Server Side Technology)

### IMD305

#### Special Topics

(44CH/ 22LE, 22LB)

3 quarter credit hours

Students, in consultation with the instructor, identify an area of special interest in interactive media design for focused skill development. Such skill development may include both community and curricular-based projects. At the end of the course, students will prepare, present, and defend a project suitable for a professional portfolio.

(Prerequisite: Permission of Academic Director)

### IMD255

#### Portfolio

(44CH/ 22LE, 22LB)

3 quarter credit hours

This course focuses on the completion of the portfolio and enables students to begin their career search. The student should come into this course with work for the portfolio and determine the quality of the work so enhancements can be made. The student also completes a professional resume and begins the job search. This course requires a grade of C- or greater to meet graduation requirements.

(Prerequisite: Permission of Academic Director)

