

### **MEDIA CONTACT**

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**PRESIDENT**  
Robin Krout

### **ABOUT THE ART INSTITUTE OF OHIO – CINCINNATI**

Founded in 2004, The Art Institute of Ohio – Cincinnati is one of The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)), a system of more than 45 education institutions located throughout North America. The Art Institutes system is America's Leader in Creative Education providing an important source for design, media arts, fashion and culinary arts professionals. Several institutions included in The Art Institutes system are campuses of South University.

### **PROGRAMS**

#### Bachelor of Arts

Advertising  
Fashion Marketing & Management

#### Bachelor of Fine Arts

Interior Design  
Digital Filmmaking & Video Production  
Web Design & Interactive Media  
Media Arts & Animation  
Visual Communications

#### Bachelor of Applied Science

Culinary Management

#### Associate of Applied Science

Culinary Arts  
Fashion Merchandising  
Interior Design  
Web Design & Interactive Media  
Graphic Arts  
Video Production

#### Diploma Programs

Professional Baking & Pastry

### **INSTITUTIONAL ACCREDITATION**

The Art Institute of Ohio – Cincinnati, as a branch of The Illinois Institute of Art, is accredited by the Higher Learning Commission and a member of the North Central Association (30 S. LaSalle Street, Suite 7-500, Chicago, IL 60604-1413, [www.ncahlc.org](http://www.ncahlc.org)).

**STATE LICENSING**

The Art Institute of Ohio — Cincinnati holds a provisional Certificate of Authorization for its academic programs by The Ohio Board of Regents, 30 East Broad Street, Columbus, OH 43215, 614.466.6000. The provisional authorization expires on December 31, 2012. The Art Institute of Ohio — Cincinnati is licensed by the Ohio State Board of Career Colleges and Schools, 35 E. Gay Street, Columbus, OH 43266-0591 (614-466-2752).

The Indiana advertising code is AC0165. This code is to be placed on every television advertisement, newspaper advertisement, and will accompany the copy sheet for use on radio, but the code need not be mentioned on air.

The Art Institute of Ohio — Cincinnati is regulated by the Indiana Commission on Proprietary Education, 302W Washington St., Room E201, Indianapolis, IN 46204-2767; telephone 1.317.232.1320 in-state, TOLL FREE 1.800.227.5695. IN Advertising Code: AC0165

**LOCATION**

The Art Institute of Ohio – Cincinnati  
8845 Governor's Hill Drive  
Cincinnati, Ohio 45249  
Phone: (513) 833-2400  
Toll-Free: (866) 613-5184  
[Map](#)

**WEBSITE**

[www.artinstitutes.edu/cincinnati](http://www.artinstitutes.edu/cincinnati)

**SOCIAL MEDIA**

Facebook: [www.facebook.com/ArtInstituteofOhioCincinnati](http://www.facebook.com/ArtInstituteofOhioCincinnati)  
Twitter: [www.twitter.com/AiOHC](http://www.twitter.com/AiOHC)

## MAP & DRIVING DIRECTIONS

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### Directions to Location

**From the North:** Take I-675 South to I-75 South. Travel on I-75 South and then take Exit 16, traveling onto I-275 East. Take the I-71 North ramp, and then Exit 19 (Mason Montgomery Road). Turn right onto Mason Road, then turn right onto Governor's Hill Drive.

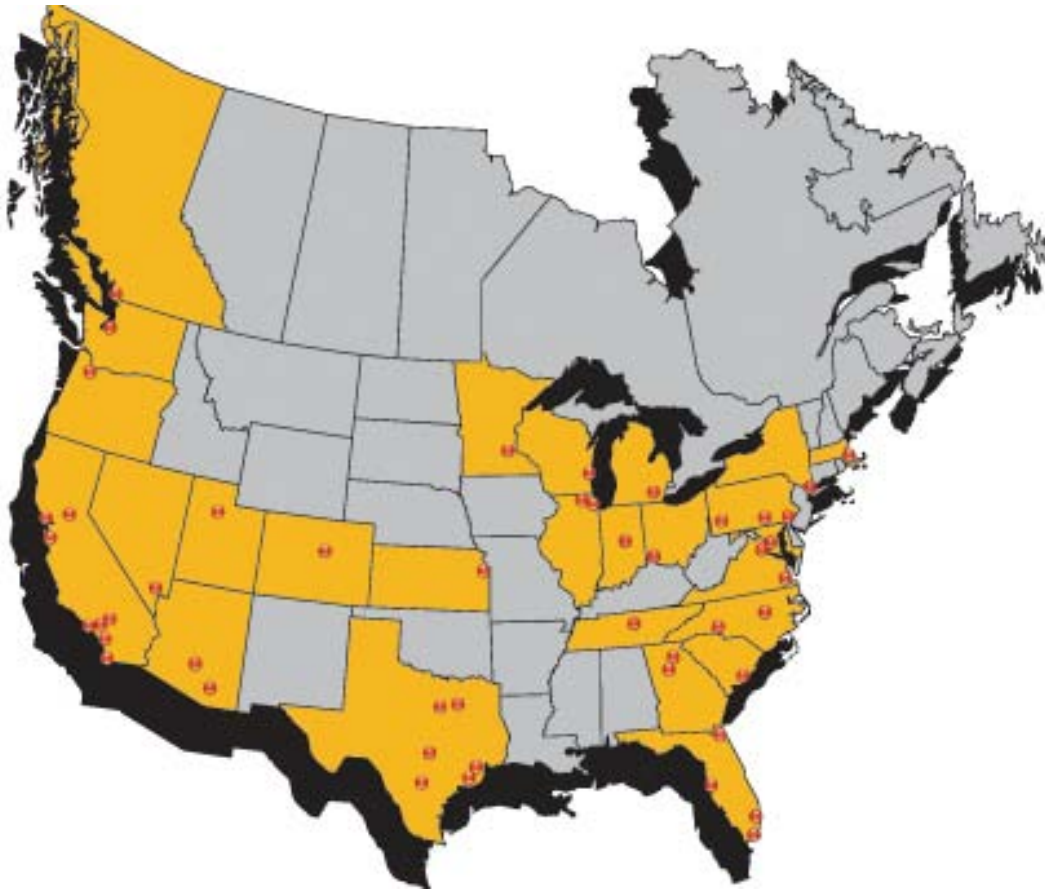
**From the South:** Travel on I-71 North (I-75 North – Cincinnati) and take Exit 19 (Mason Montgomery Road). Turn right onto Mason Road, then turn right onto Governor's Hill Drive.

**From the West:** Travel on I-74 East and continue onto I-275 North. Take Exit 49 and merge onto I-71 North. Continue on I-71 North (Columbus) and take Exit 19 (Mason Montgomery Road). Turn right onto Mason Road, then turn right onto Governor's Hill Drive.

**From the East:** Take OH-73 west to I-71 South (Cincinnati). Follow I-71 South and take Exit 19 (Mason Montgomery Road). Turn left onto Mason Montgomery Road, then turn right onto Governor's Hill Drive.

### PHYSICAL ADDRESS

The Art Institute of Ohio – Cincinnati  
8845 Governor's Hill Drive  
Cincinnati, Ohio 45249  
Phone: (513) 833-2400  
Toll-Free: (866) 613-5184



**The Art Institutes**

The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)) is a system of more than 45 education institutions located throughout North America. The Art Institutes system is America's Leader in Creative Education providing an important source for design, media arts, fashion and culinary arts professionals. Several institutions included in The Art Institutes system are campuses of South University.

**School Locations:**

Arlington, VA  
Atlanta, GA  
Austin, TX  
Brookline (Boston), MA  
Charleston, SC  
Charlotte, NC  
Chicago, IL  
Cincinnati, OH  
Dallas, TX  
Decatur, GA  
Denver, CO  
Durham, NC  
Fort Lauderdale, FL  
Fort Worth, TX  
Houston, TX (two locations)  
Indianapolis, IN

Jacksonville, FL  
Lenexa (Kansas City), KS  
Henderson (Las Vegas), NV  
Los Angeles, CA  
Miami, FL  
Milwaukee, WI  
Minneapolis, MN  
Nashville, TN  
New York, NY  
Novi, MI  
Philadelphia, PA  
Phoenix, AZ  
Pittsburgh, PA  
Portland, OR  
Sacramento, CA  
Draper (Salt Lake City), UT

San Antonio, TX  
San Bernardino, CA  
San Diego, CA  
San Francisco, CA  
Santa Ana, CA  
Santa Monica, CA  
Schaumburg, IL  
Seattle, WA  
Sterling, VA  
Sunnyvale, CA  
Tampa, FL  
Tucson, AZ  
Vancouver, BC  
Virginia Beach, VA  
York, PA

## WHO WE ARE

The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)), a system of more than 45 education institutions located throughout North America, is an important source of design, media arts, fashion, and culinary arts professionals. Led by President John M. Mazzoni, each school within The Art Institutes system is licensed by the state in which it is located and accredited by accrediting bodies recognized by the U.S. Department of Education.

The Art Institutes system of schools extends back to 1921, when The Art Institute of Pittsburgh opened its doors. In 1970, Education Management Corporation (EDMC) acquired the school and has served as the parent company of The Art Institutes ever since. EDMC is among the largest providers of private post-secondary education in North America, based on student enrollment and revenue. Founded in 1962, EDMC is headquartered in Pittsburgh.

## WHERE WE EDUCATE

The Art Institutes schools are located in these cities:

|                     |                    |
|---------------------|--------------------|
| Arlington, VA       | Milwaukee, WI      |
| Atlanta, GA         | Minneapolis, MN    |
| Austin, TX          | Nashville, TN      |
| Boston, MA          | New York, NY       |
| (Brookline)         | Orange County, CA  |
| Charleston, SC      | (Santa Ana)        |
| Charlotte, NC       | Philadelphia, PA   |
| Chicago, IL         | Phoenix, AZ        |
| Cincinnati, OH      | Pittsburgh, PA     |
| Dallas, TX          | Portland, OR       |
| Decatur, GA         | Sacramento, CA     |
| Denver, CO          | Salt Lake City, UT |
| Detroit, MI         | (Draper)           |
| (Novi)              | San Antonio, TX    |
| Durham, NC          | San Bernardino, CA |
| Fort Lauderdale, FL | San Diego, CA      |
| Fort Worth, TX      | San Francisco, CA  |
| Hollywood, CA       | Schaumburg, IL     |
| Houston, TX         | Seattle, WA        |
| (two locations)     | Sterling, VA       |
| Indianapolis, IN    | Sunnyvale, CA      |
| Jacksonville, FL    | Tampa, FL          |
| Kansas City, KS     | Tucson, AZ         |
| (Lenexa)            | Vancouver, BC      |
| Las Vegas, NV       | (Burnaby)          |
| (Henderson)         | Virginia Beach, VA |
| Los Angeles, CA     | York, PA           |
| Miami, FL           |                    |

The Art Institutes schools also offers many programs online.



## QUALITY

### What We Do

The Art Institutes offer a broad range of programs including Audio Production; Culinary Arts; Culinary Management; Fashion Design; Fashion Marketing; Graphic Design; Industrial Design; Web Design & Interactive Media; Interior Design; Media Arts & Animation; Photography; Restaurant Management; and Video Production. Not all programs are offered at all schools.

The Art Institutes schools offer programs in a variety of formats – including traditional classroom work, online learning, night and weekend programs, and study abroad opportunities. In addition, The Art Institutes sponsor a variety of art competitions each year, including programs focused on fashion design, graphic design, and film.



## COMMUNITY

### How Our Students are Making a Difference

Faculty members of The Art Institutes schools are not only skilled instructors, but also trained professionals in their fields, enabling students to graduate from the program with skills necessary to pursue rewarding careers in a highly-competitive industry. To allow students to sharpen their creative skills outside the classroom, The Art Institutes also coordinate a number of innovative programs – from the “Cool vs. Cruel” fashion design competition to a national “Web Raising” project, in which students create dozens of websites for not-for-profit organizations providing services in the arts, the environment, social programs, and education.



## GROWTH

### Who We Educate

With a collective enrollment of 76,500 students as of Fall 2009, The Art Institutes schools continue strong enrollment and geographic growth as students seek a respected program in design, media arts, fashion, culinary arts, and more. To expand its reach to more students and honor the service of our nation’s veterans, The Art Institutes are actively working with the U.S. Department of Veterans Affairs in the “Yellow Ribbon” reduced tuition program, part of the post-9/11 G.I. Bill.



THE  
INTERNATIONAL  
CULINARY  
SCHOOLS<sup>SM</sup>  
at The Art Institutes

## CULINARY ARTS PROGRAM BACKGROUNDER

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### MEDIA CONTACT:

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Dining is more than just eating; it's the full experience of taste, aroma, and presentation. Few professions offer the creativity, excitement, and opportunities found in the culinary arts. And, America's interest in culinary arts is growing and prospering. Restaurants, hotels, clubs, resorts, convention centers, lifestyle communities, hospitals and entertainment facilities all offer growing career opportunities for the culinary profession.

The Art Institutes schools' Culinary Arts programs began in 1991 at The Art Institute of Atlanta and have grown exponentially, building a strong reputation in culinary circles.

Culinary Arts programs are offered at more than 35 Art Institutes schools throughout North America.

The Art Institutes introduced The International Culinary Schools at The Art Institutes on November 6, 2007 in order to address the world's growing appetite for international cuisine and employers' demand for talented people to satisfy it. The International Culinary Schools at The Art Institutes is North America's largest system of culinary programs offered at over 30 Art Institutes schools.

The curriculum for The International Culinary Schools at The Art Institutes is based on classical Escoffier, Asian and Latin culinary techniques, emphasizing progressive trends and practices and introduces a variety of international cuisines. Students have the opportunity to learn in modern kitchens and receive practical, hands-on experience.

Our culinary curriculum is designed to develop and sharpen fundamental cooking techniques and professional skills – from using kitchen tools, to managing a menu, to working as part of a team. Once the basics are covered, then it's on to explore a world of cuisines—from the classics to those emerging in popularity.

The International Culinary Schools at The Art Institutes can provide students with unique opportunities for a culinary education beyond the classroom. Real-world internships, student-run school restaurants, guest lectures and webinars, and study abroad programs are available to help broaden the scope of learning.

Program offerings vary at each school. Prospective students should check the course offerings at The Art Institutes school they are interested in attending before enrolling.



## GRAPHIC DESIGN PROGRAM BACKGROUNDER

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Corporate identity programs, brochures, product packaging, advertisements, video graphics, computer imagery, signs, exhibits, interactive Web and multimedia – all of these are created by graphic designers to communicate effectively with consumers. Graphic designers are visual communicators who combine principles of page design, color, typography, symbology, graphic and photographic imagery, and illustration in creative, innovative ways to inform, motivate, sell, educate or entertain.

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

Graphic Design students begin with foundation classes in color and design, drawing and computer skills and typography. Then student move into courses like electronic print production and communications. As part of their coursework, all students create a portfolio of their work to show to prospective employers.

Emphasis is placed on learning the hands-on skills and techniques of both computer graphics and traditional design and production tools, such as the drawing board and drawing instruments. Advanced training includes the execution of assignments encountered by professionals in the field. Students learn both Macintosh and PC computer platforms, with industry-related software, for print, interactive, and Web design and production.

Armed with a marketable, production-based portfolio assembled in their classes, graduates of a Graphic Design program are prepared to seek entry-level positions including advertising designer, computer artist, freelance artist, graphic designer and layout artist in organizations such as advertising agencies, design studios, TV studios and publishing houses.

Program offerings vary by school. The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)) is a system of more than 45 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.



## INTERIOR DESIGN PROGRAM BACKGROUNDER

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The importance of interior design is apparent throughout our daily lives. Producing an environment that is functional and aesthetically pleasing is the goal of every good interior designer. Interior design is a visual art. Interior design is a technical art. Interior design is a practical art. The challenge of interior design education is to address the artistic, intellectual, technical and practical considerations necessary to provide students with a stable base upon which to begin to practice the art of interior design.

The interior design program is based on the premise that interior design is both an art and a science. As the discipline that interfaces between architecture and the user, its purpose is to enhance the quality of life and facilitate human activity within the built environment.

The interior design curriculum combines the critical thinking skills and broad, cultural knowledge inherent in the liberal arts with the creative, technical, and professional skills necessary for interior design practice. Coursework focuses on issues relevant to current design practice—environmental concerns, the needs of special populations and changing technology.

Students build on an art foundation of drawing, color, and 2- and 3-D design, and go on to study the design process and how to apply the elements and principles of design to the development of interior space. They study how interior design affects human behavior and the natural environment.

Students also learn to develop and carry out a design concept from space planning to selection of materials, finishes, color and furnishings. Students explore methods of visual communication necessary to communicate design ideas in manual and computer-aided drafting and rendering courses. Students also focus on the relationship of interior space to architecture in courses such as interior detailing, building systems, lighting and codes and regulations.

Industry-experienced faculty guide students as they hone their skills to create a portfolio to show prospective employers and clients. Students have the opportunity to make valuable contacts with professionals in the field through professional organizations and internships. Upon graduation, students of the Interior Design program will possess the portfolio that can be professionally presented to any prospective employer.

Graduates are prepared to seek entry-level positions such as, assistant designer, interior designer, space planner, resource librarian or draftsman, with interior design firms or companies specializing in facilities or space planning. After gaining additional on-the-job experience, graduates may become independent consultants or open their own firms.

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## WEB DESIGN & INTERACTIVE MEDIA PROGRAM BACKGROUNDER

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Web design and interactive media are exciting new fields of integrated electronic communications that is becoming an essential part of the business, education and entertainment industries. The advent of multimedia has established a regeneration of energy in business that has led to the creation of employment opportunities, which require an individual who can combine sound, graphic arts, text and video/film to enhance the dissemination of information.

Compounding this is how the Internet is changing the scope of business today, resulting in the creation of a vast new electronic marketplace where commercial transactions take place in web-based applications.

By definition, working on computers has always been an interactive experience. Computers and software are tools and their purpose is to help people interact with words, numbers and pictures. What's different today is that computers are being used for activities that never used to be considered interactive – such as reading, watching, or simply being entertained. This means that the audience, not the designer, now controls the sequence, the pace, and most importantly, what to look at and what to ignore.

Web design and interactive media design is about communicating concepts and ideas. Good design simultaneously challenges and fulfills expectations. Interactive media design success is often measured by how quickly and effectively the designer is able to communicate their ideas to the end user.

The individual interested in this field is one who feels comfortable with and challenged by technology, and who has specialized skills as an artist or technician. Faculty are industry professionals committed to helping students combine their creative abilities with technical skills for entry into the multimedia-related professions of entertainment, publishing, electronic games, education, marketing, corporate communications and consumer information delivery. Web-based applications present an improved measurability of information effectiveness via click-throughs, leads and sales.

By working in classrooms and computer labs, students develop a foundation in drawing and design, image manipulation, multimedia system design, scriptwriting, sound, video and animation. More complex coursework involves combining animation tools to integrate text, sound, images, animation and video to complete a project.

Students also learn about the structure of electronic games, information design, interactive authoring, computers in animation and video/teleconferencing. Faculty are committed to student success and bring first-hand interactive media design experience from such arenas as education, corporate communications, film and advertising.

As an outcome of the program, each student uses all of the skills learned to create an individualized digital portfolio. Graduates from The Art Institutes are prepared for entry-level positions in this rapidly expanding and fascinating field.

Interactive media design is part of an overlapping architecture of thinking and collaboration made visual. And while our understanding of such digital technologies is still in its infancy, huge challenges and opportunities await professionals who can produce ground-breaking solutions by marrying technical ability with a design sensibility.



## DIGITAL FILMMAKING & VIDEO PRODUCTION PROGRAM BACKGROUNDER

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The film industry is a multi-billion dollar business centered on film as a story-telling medium. The Art Institutes Digital Filmmaking & Video Production program offers a comprehensive program preparing students for this exciting industry by helping them to develop the creative principles of narrative filmmaking, as well as the culture, discipline, and professional protocols of the business.

According to the U.S. Department of Labor 2006-2007 *Occupational Outlook Handbook* (<http://www.bls.gov/oco/cg/cgs038.htm>), “Wage and salary employment in the motion picture and video industries is projected to grow 14 percent between 2008 and 2018, compared with 11 percent growth projected for wage and salary employment in all industries combined. Also, more films will be needed to meet in-home demand for videos, DVDs, and films over the Internet.” The *Handbook* further noted: “Responding to an increasingly fragmented audience will create many opportunities to develop films. The international market for domestic films is expected to continue growing as more countries and foreign individuals acquire the ability to view U.S.-made movies.”

Film is much more than just moviemaking. Students enrolled in the Digital Filmmaking & Video Production bachelor’s degree program have the opportunity to write and critique screenplays, shoot, direct, and edit several narrative films in collaboration with their peers and under the guidance of faculty with years of direct experience in the film industry.

The program is hands-on from the start. The digital production aspect of the program focuses on camera operation, lighting, linear and non-linear editing, compositing and sequencing, and more. Students learn to use pre- and post-production techniques with the industry-relevant editing software systems. Students prepare thesis projects, which serve as valuable tools to show potential employers and help student to launch their careers.

Graduates are prepared to seek entry-level positions such as free-lance professionals in the production of feature films, shorts, music videos, and commercials or to embark on a career as a well-rounded, independent filmmaker.

In addition to the bachelor’s degree program, the Art Institutes offer a Master of Fine Arts degree in Film. The MFA program provides the opportunity for students to design their own unique education geared toward individual tastes, needs and ambitions. It will also ensure that students have a broad-based education in the field and are qualified to teach or work at various levels.

During the first four terms of the MFA program, students develop a comprehension of all aspects of the narrative-based film industry from writing, to production, to exhibition. Prior to graduation, each student

will have the opportunity to develop and complete a self-designed thesis under the guidelines of the school's film thesis committee.

Bureau of Labor Statistics, U.S. Department of Labor, *Career Guide to Industries, 2010-11 Edition*, Occupational Outlook Handbook, Motion Picture and Video Industries, on the Internet at [www.bls.gov/oco/cg/cgs038.htm](http://www.bls.gov/oco/cg/cgs038.htm) (visited January 19, 2011).



## FASHION MARKETING & MANAGEMENT PROGRAM BACKGROUNDER

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Fashion marketing and management is the business that sets the trends and moves the world's fashion and merchandise from the designer's mind to the showroom and department store floors and into the hands of consumers.

This fast-paced industry requires talented, creative professionals who have a strong business sense and an eye for style. The fashion and retail industry demands people who have knowledge and training in marketing and design. That's what The Art Institutes bachelor's degree program in Fashion Marketing and Management prepares students to do.

Courses are designed to develop a student's passion for the fashion and retail industry through in-depth training in business, sales and marketing. Students learn how to develop effective sales strategies. They learn computer programs for cost analysis, inventory control and store operations. Working with designers, managing fashion events and influencing trends are a key emphasis of the curriculum.

According to the U.S. Department of Labor 2010-11 *Occupational Outlook Handbook* (<http://www.bls.gov/oco/cg/cgs022.htm>) "Clothing, accessory, and general merchandise stores—one of the largest employers in the Nation—had about 4.5 million wage and salary jobs in 2008. In contrast to many industries, this industry employs workers in all sections of the country, from the largest cities to the smallest towns."

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

Graduates of the bachelor's degree program are prepared to seek entry-level positions such as sales manager, department store manager, associate buyer, buyer, display manager, online sales manager, stylist, special events coordinator and visual merchandiser.

Bureau of Labor Statistics, U.S. Department of Labor, *Career Guide to Industries, 2010-11 Edition*, Clothing, Accessory, and General Merchandise Stores, on the Internet at <http://www.bls.gov/oco/cg/cgs022.htm> (visited January 19, 2011).



## ADVERTISING PROGRAM BACKGROUNDER

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From magazines and newspapers to billboards and the Web, advertising is everywhere. It is an industry of ideas that informs, inspires, and entertains. Advertising is dynamic, constantly searching for new ways to reach people with innovative design and writing. A sharp advertising mind must be able to think like a business marketer and a consumer, an analyst and an artist.

Print advertising, online marketing and advertising, media placement, direct mail, point-of-purchase, billboards, web banners, television and radio commercials are all ways to attract consumers to buy products or services in today's market driven environment. Good advertising effectively communicates the message to the masses, whether it's launching new products or increasing or maintaining the sale of existing brands.

Employment of advertising, marketing, promotions, public relations, and sales managers is expected to increase by 13 percent through 2018, according to the U.S. Department of Labor 2010-11 *Occupational Outlook Handbook* (<http://www.bls.gov/oco/ocos020.htm#outlook>). "Job growth will be spurred by competition for a growing number of goods and services, both foreign and domestic, and the need to make one's product or service stand out in the crowd. In addition, as the influence of traditional advertising in newspapers, radio, and network television wanes, marketing professionals are being asked to develop new and different ways to advertise and promote products and services to better reach potential customers," according to the U.S. Department of Labor.

The bachelor's degree program in Advertising integrates a focus on traditional advertising and marketing, public relations, E-commerce marketing and business research. Students begin with a foundation in color and design, photographic imaging, graphics and layout. They continue with studies in marketing, while addressing business issues and industry concerns facing advertising agencies. Students learn basic Web site and publication design and study animation for multimedia. As part of the students' coursework, they complete internships and create portfolios of their work.

While many schools traditionally offer advertising classes through a business or journalism department, the program at The Art Institutes provides a solid art and design foundation combined with hands-on courses in the business and marketing sides of advertising. Students learn industry-related software.

Students learn how to organize presentations, work in teams and initiate media buying plans that accompany their one-of-a-kind designs and advertising campaigns.

With a strong foundation in both the design and business sides of advertising, graduates are prepared for entry-level positions such as advertising artist, graphic artist or designer, associate media buyer and marketing coordinator. Advertising agencies, design studios, marketing firms, corporate and retail

marketing departments, and production companies are all looking for employees with the kind of skills taught in this program.

Bureau of Labor Statistics, U.S. Department of Labor, *Occupatioal Outlook Handbook, 2010-11 Edition*, Advertising, Marketing, Promotions, Public Relations and Sales Managers, on the Internet at <http://www.bls.gov/oco/ocos020.htm#outlook> (visited January 19, 2011)



## MEDIA ARTS & ANIMATION PROGRAM BACKGROUNDER

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Without a creative vision, the computer is just another tool. And without animation technology, our imaginations can never soar to new worlds and new possibilities. Computer animators work in 3-D, creating their characters with the subtleties and realistic motion of everyday life. This profession is a powerful and artful blend of creative vision and technology. In the Media Arts & Animation program, students will begin their studies by learning solid design skills and foundations of art. As students continue through their courses, faculty teach such skills as character and object design, color design, video production, and computer applications, developing storyboards, scriptwriting, scenic layout, audio for animation, and digital video editing. A student's ultimate educational goal is to build an impressive digital portfolio that demonstrates how well he or she brings animated characters and storytelling abilities to life.

Graduates of a Media Arts & Animation program will be prepared to seek entry-level positions including 2-D animator, 3-D animator, 3-D modeler, illustrator, assistant animator, graphic designer or production artist in organizations such as network and cable TV companies, commercial post-production facilities, interactive, game design, and film companies and advertising agencies.

Program offerings vary by school. The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)) is a system of more than 45 education institutions located throughout North America. The Art Institutes system is America's Leader in Creative Education providing an important source for design, media arts, fashion and culinary arts professionals. Several institutions included in The Art Institutes system are campuses of South University.