

## **Programs Offered (updates p. 5)**

### **The Art Institute of Dallas**

#### **Bachelor of Science (BS)**

Culinary Management

#### **Bachelor of Fine Arts (BFA)**

Advertising Design

Digital Filmmaking & Video Production

Fashion & Retail Management

Fashion Design

Graphic Design

Interior Design

Media Arts & Animation

Photography

Web Design & Interactive Media

#### **Associate of Applied Arts (AAA)**

Fashion Design

Graphic Design

#### **Associate of Applied Science (AAS)**

Baking & Pastry

Culinary Arts

Photography

Restaurant & Catering Management

Video Production

#### **Certificate (C)**

Baking & Pastry

Culinary Arts

Digital Image Management

Fashion Retailing

Web Design & Development I

Web Design & Development II

### **The Art Institute of Fort Worth**

#### **Bachelor of Fine Arts (BFA)**

Advertising Design

Fashion & Retail Management

Graphic Design

Interior Design

Media Arts & Animation

Photography

Web Design & Interactive Media

#### **Associate of Applied Arts (AAA)**

Graphic Design

#### **Associate of Applied Science (AAS)**

Photography

Web Design & Interactive Media

#### **Certificate (C)**

Digital Image Management

Fashion Retailing

Web Design & Development

Web Design & Development II

## **Additions and Updates to Course Listings**

### **CU2283 Asian Cuisine**

Prepare, taste, serve, and evaluate traditional, regional dishes of Asia. Emphasis will be placed on ingredients, flavor profiles, preparations, and techniques representative of the four Regions of China, Korea, Japan, Indonesia, Thailand, the Philippines, and Vietnam.

*Prerequisite: CU1003 and CU1036*

### **DPH1123 Fashion Photography**

This course examines the stylistic concerns of fashion photography, and involves studio as well as location shoots. Special emphasis centers on directing models and lighting garments. The fashion photograph as drama and storytelling is analyzed.

*Prerequisite: DPH1043*

### **DPH2003 Internship**

Through a field internship experience, students will be able to apply their skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. The student will gain the experience needed to enter the field when they graduate

### **DPH2013 Portfolio Exploration (AAS)**

Students begin the portfolio process by exploring creative and professional possibilities to determine a direction for their work that forms the foundation for their graduate portfolio. Students investigate industry standards and current trends in portfolio presentation.

*Prerequisite: 5<sup>th</sup> Quarter (AAS)*

### **DPH2023 Web Photographic Portfolio**

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

*Prerequisite: 5<sup>th</sup> Quarter (AAS) & 11<sup>th</sup> quarter (BFA)*

### **DPH2223 Fine Art Marketing**

Students will learn how to effectively market their photographic works through traditional and electronic means. Students will also discuss the concepts of product, price, promotion, distributions, and benefit as they relate to a photography business model.

*Prerequisite: DSN3073*

### **DPH3203 Video Production**

This course introduces the student to the various technical aspects of video production. Students examine the basic techniques of production, including camera, lenses, framing and composition, studio facilities, and personnel.

*Prerequisite: DPH3023*

### **DPH2123 Alternative Processes**

Students express their artistic visions through unconventional approaches to photography. Topics such as toy camera photography, pinhole photography, simulation of antique photographic processes, multiple exposures, and other camera and lens alternatives to digital/analog hybrids are explored. Students are required to go above and beyond the technical requirements of each assignment, allowing their aesthetic concerns to flourish.

*Prerequisite: FND1063 & DPH1113*

#### DPH4203 History of Cinema

This course provides a historical foundation for students interested in cinematography and motion pictures. Salient practitioners in the field will be discussed and their work critically analyzed. Students will also compare and contrast the film industry to the photography industry.

#### DPH4223 Advanced Web Production

Students will learn advanced techniques to communicate their artistic medium through Internet websites. Effective use of software to create a website that is aesthetically pleasing and functionally sound will be discussed. Usability issues related to navigation, sequence, and consistency will also be addressed.

*Prerequisite: DPH3113*

#### DPH4233 E-Business Solutions

This course focuses on the effective use of electronic media for the distribution of artistic work. Specific emphasis will be placed on the development and use of an Internet website as a vehicle to communicate with customers.

*Prerequisite: DPH3113*

#### DPH4333 Documentary Photography

This course provides the opportunity to expand photojournalism skills through a hands-on exploration of the documentary format. Students will learn stylistic principles of documentary delivery and critically examine existing work of major practitioners in this medium.

*Prerequisite: DPH1063*

#### DPH3133 Nature Photography

This course focuses on the skills required for the effective photography of natural environments, plant life and animal life. Students will work both in the field and studio to practice skills and techniques in this photographic medium.

*Prerequisite: DPH3053*

#### DPH3143 Food Styling

This course focuses on the skills required for the effective photography of food. Lighting, tabletop design, plate component design, and artistic flow are discussed. Students will work with culinarians in a studio environment to practice critical skills and techniques in this photographic medium.

*Prerequisite: DPH1093*

#### FDB1033 Construction II

In this course, students will demonstrate a working knowledge of basic and advanced construction techniques as they apply the methods to complex garments. Students will further explore industrial sewing techniques to expand their skill level.

Prerequisite: FDB1003

#### IMD1013 IMD Fundamentals

This course is a survey of the interactive media industry, technologies, authoring tools, and Web-based tools that support the student's learning process. Students will subscribe to a personal web hosting service and social networking applications for use throughout the WDIM program. Students will also be introduced to the curriculum and expectations for learners in the program including requirements for Portfolio.

#### IMD2043 Bachelor of Fine Arts Internship

This internship for School of Design Bachelor of Fine Arts degree candidates is required for Web Design and Interactive Media (WDIM) students but is an option for Advertising Design or Graphic Design Bachelor of Fine Arts degree candidates. Eligibility requirements are: Eighth Quarter student and departmental approval for WDIM. Advertising Design or Graphic Design students must be ninth quarter or above, have departmental approval and have a Cumulative Grade Point Average of 3.0 or above. This class is used to give the student actual work experience in a related field for classroom credit. Students will complete a minimum of 88 hours in an approved workplace. Students participating in an internship must complete assignments and criteria each week during the quarter running concurrent with their internship course.

*Prerequisites: Eighth Quarter student and departmental approval for WDIM. Advertising Design or Graphic Design students must be ninth quarter or above, have departmental approval and have a Cumulative Grade Point Average of 3.0 or above.*

#### RCM2203 Dining Room & Catering Management

This course provides experience in a practical setting. All students rotate through the traditional brigade stations in our dining facility. The emphasis is on quality food preparation and timing to adequately prepare each student for á la carte restaurant employment. Students will also learn the skills and techniques of the "front of the house" personnel by rotating through all of the dining room positions from waiter to manager, learning and practicing their skills. Emphasis will be on basic serving techniques and on customer satisfaction. Students will also be exposed to practical management theory applications utilizing a point-of-sale computer system.

Prerequisite: CU2006, CU2293

The following course descriptions remain the same but have an additional prerequisite guideline, "by permission of Academic Director":

DPH1113 Digital Image Illustration

DPH2033 Business of Photography

DPH3023 Video for Photography

DPH3083 Color Management

DPH3113 Multimedia for the Internet

DPH4013 Portfolio Exploration

DPH5063 Digital Asset Management

DPH5073 Digital Image Management Portfolio  
DSN3073 Design Marketing  
FND1063 Image Manipulation  
FRM2023 Retail Math  
FRM2073 Merchandise Management  
FRM4043 Public Relations and Promotion  
GDB1083 Digital Color  
IMD2003 Programming Logic  
WDM1023 Introduction to Web  
WDM1033 User-Centered Design  
WDM2003 Intermediate Client Side Languages  
WDM3053 Design for Mobile Devices I  
WDM4053 Design for Mobile Devices II

The following course descriptions remain the same but have a new prerequisite guideline:

CU2026 A La Carte & Service – Prerequisite: CU1046  
CU2183 Nutritional Cuisine – Prerequisite: CU1003 and CU1036  
CU2323 World Cuisine – Prerequisite: CU1003 and CU1036  
CU2403 Sustainable Purchasing & Controlling Costs – Prerequisite: CU1123  
GE0024 Oral Communication – Prerequisite: none  
GE0054 Psychology – Prerequisite: none  
GE2024 Art History I – Prerequisite: GE0124  
GE2044 Cognitive Psychology – Prerequisite: none  
GE2054 Social Psychology – Prerequisite: none  
GE2064 Developmental Psychology – Prerequisite: none  
GE2114 Physics of Light, Sound & Motion – Prerequisite: GE0014 or GE1014  
GE2134 Survey of Art History – Prerequisite: GE0124  
GE3024 Environmental Science – Prerequisite: GE0014 or GE1014  
GE3104 Introduction to Chemistry – Prerequisite: GE0014 or GE1014  
GE4004 Visual Anthropology – Prerequisite: GE0124  
GE4034 Sociology – Prerequisite: GE0124 and GE0024  
GE4054 Astronomy – Prerequisite: GE0014 or GE1014  
FND1023 Observational Drawing – Prerequisite: None  
FND1043 Color Fundamentals – Pre/Co-Requisite: FND1013

## **Changes/Updates to Catalog Text and Policies**

- p. 11:  
The Culinary Management BS Degree should have two Humanities electives in the listing. The current catalog only lists one Humanities elective.
- p. 38:  
The Art Institute of Fort Worth now offers the Bachelor of Fine Arts degree in Media Arts & Animation.
- p. 44:  
The Art Institute of Fort Worth now offers the Associate of Applied Science degree in Photography.
- p.81:  
“Collup, Mark” should read “Collop, Mark” in the faculty listing 3<sup>rd</sup> column.
- p.83:  
“Shackelford, James” should read “Shackelford, Jim” in the faculty listing 3<sup>rd</sup> column.