



The Art Institute of Dallas, a campus of South University
The Art Institute of Fort Worth, a campus of South University

CATALOG ADDENDUM

Catalog 2010-2011

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1. CATALOG ADDITIONS

New Certificate Program Offerings

Baking & Pastry – Certificate
Culinary Arts - Certificate
Digital Image Management - Certificate
Fashion Retailing – Certificate
Web Design & Development I - Certificate
Web Design & Development II - Certificate

Catalog Addendum

Baking & Pastry – Certificate

Offered only at The Art Institute of Dallas

57 Credits, Five quarters

Baking and Pastry Certificate students obtain a foundational knowledge and skills in the fundamental techniques and theories of the baking and pastry arts and in industry practices. Through applied coursework and hands-on experiences students will build the necessary skills and abilities to confidently meet the challenges of the baking, pastry and food service industry. The curriculum is based on classical principles emphasizing modern techniques and trends in both the classroom and the kitchen. Students are prepared for entry-level employment in the culinary industry such as entry-level pastry cooks, entry level bakers, entry prep cooks, and entry level line cooks.

The general objectives for the program are:

- Establish and maintain safety and sanitation procedures.
- 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.

Course No.	Course Name	Credit
CU1003	Concepts and Theories in Culinary Arts	3
CU1016	American Regional Cuisine	6
CU1036	Fundamentals of Classical Techniques	6
CU1046	Introduction to Baking and Pastry Techniques	6
CU1123	Menu Management	3
CU2026	A La Carte & Service	6
CU2183	Nutritional Cooking	3
CU2313	Supervision & Career Development	3
CU2346	Artisan Breads & Baking Production	6
CU2353	European Cakes & Tortes	3
CU2366	Advanced Patisserie & Display Cakes	6
CU2373	Chocolate, Confections and Centerpieces	3
CU2403	Sustainable Purchasing & Controlling Costs	3
Totals		57

Catalog Addendum

Culinary Arts – Certificate

Offered only at The Art Institute of Dallas

57 Credits, Five quarters

Culinary Diploma students obtain a foundational knowledge and skills in the fundamental techniques and theories of the culinary arts and in industry practices. Through applied coursework and hands-on experiences students will build the necessary skills and abilities to confidently meet the challenges of the food service industry. The curriculum is based on classical principles emphasizing modern techniques and trends in both the classroom and the kitchen. Students are prepared for entry-level employment in the culinary industry such as entry-level prep cooks, line attendants, and entry-level pastry assistants.

The general objectives for the program are:

- Establish and maintain safety and sanitation procedures.
- Prepare standardized recipes using a variety of cooking techniques which meet industry quality standards.
- Prepare a variety 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.

Course No.	Course Name	Credit
CU1003	Concepts and Theories in Culinary Arts	3
CU1016	American Regional Cuisine	6
CU1036	Fundamentals of Classical Techniques	6
CU1046	Introduction to Baking and Pastry Techniques	6
CU1123	Menu Management	3
CU1163	Latin Cuisines	3
CU2006	Garde Manger	6
CU2026	A La Carte & Service	6
CU2183	Nutritional Cooking	3
CU2283	Aisan Cuisines	3
CU2293	Food & Beverage Operations	3
CU2313	Supervision & Career Development	3
CU2323	World Cuisines	3
CU2403	Sustainable Purchasing & Controlling Costs	3
Totals		57

Catalog Addendum

Digital Image Management – Certificate

48 Credits, Four quarters

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

Course No.	Course Name	Credit
DMP1003	Principles of Digital Photography	3
DPH1023	Printing	3
DPH1113	Digital Image Illustration	3
DPH2023	Web Photographic Portfolio	3
DPH2033	Business of Photography	3
DPH3023	Video for Photography	3
DPH3083	Color Management	3
DPH3103	Digital Publishing	3
DPH3113	Multimedia for the Internet	3
DPH4013	Portfolio Exploration	3
DPH4073	Business Operations & Management	3
DPH5063	Digital Asset Management	3
DPH5073	Digital Image Management Portfolio	3
DSN2103	Advanced Digital Imaging	3
DSN3073	Design Marketing	3
FND1063	Image Manipulation	3
Totals		48

Catalog Addendum

Fashion Retailing – Certificate

48 Credits, Four quarters

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.

Course #	Course	Credit
IC0033	Fundamentals of Business	3
FDB1103	Textiles	3
FDB4033	Trends & Concepts	3
FRM1013	Introduction to Retailing	3
FRM1023	Current Designers	3
FRM1033	Apparel Evaluation & Construction	3
FRM2013	Sales & Promotion in Fashion	3
FRM2023	Retail Math	3
FRM2033	Visual Merchandising	3
FRM2043	Events Production	3
FRM2073	Merchandise Management	3
FRM2103	Elements of Retail & Operational Technology	3
FRM3043	Brand Marketing	3
FRM3053	Introduction to Manufacturing	3
FRM4033	Consumer Behavior	3
FRM4043	Public Relations & Promotion	3
Totals		48

Catalog Addendum

Web Design & Development I - Certificate

48 Credits, Four quarters

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 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 professional visual communication skills through the use of graphic illustrations, photography, and graphics.
- Integrate composition and design in support of concept.
- Demonstrate the ability to program and code to functional requirements of media projects.

Course #	Course	Credit
GDB1083	Digital Color	3
GDB3013	Advanced Digital Imaging	3
IMD2003	Programming Logic	3
IMD2013	Concepts in Motion Design	3
MM2093	Desktop Video Production	3
WA2113	Web Site Development for Front End Designers	3
WA2123	Front End Designers Studio	3
WDM1013	IMD Fundamentals	3
WDM1023	Introduction to Web	3
WDM1033	User-Centered Design	3
WDM1093	Audio Production	3
WDM2003	Intermediate Client Side Languages	3
WDM2103	WDIM Portfolio	3
WDM3003	Advanced Client Side Languages	3
WDM3053	Design for Mobile Devices	3
WDM4033	Usability Testing	3
Totals		48

Catalog Addendum

Web Design & Development II - Certificate

48 Credits, Four quarters

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.

Course #	Course	Credit
GDB1083	Digital Color	3
IMD2003	Programming Logic	3
IMD2013	Concepts in Motion Design	3
IMD2023	Interaction Motion Design	3
MM2093	Desktop Video Production	3
WA2113	Web Site Development for Front End Designers	3
WA2123	Front End Designers Studio	3
WDM1013	IMD Fundamentals	3
WDM1023	Introduction to Web	3
WDM1033	User-Centered Design	3
WDM1093	Audio Production	3
WDM2003	Intermediate Client Side Languages	3
WDM2103	WDIM Portfolio	3
WDM3003	Advanced Client Side Languages	3
WDM3053	Design for Mobile Devices	3
WDM4053	Design for Mobile Devices II	3
Totals		48