



**Addendum to
The Art Institute of Atlanta 2007 Catalog
for**

The Art Institute of Atlanta – Decatur

One West Court Square, Decatur, Georgia 30030

www.artinstitutes.edu/decatur

1.800.856.6203

Date of publication: November 2007

MISSION

The Art Institute of Atlanta is a private college of creative professional studies. We prepare students for careers in design, media arts, and culinary arts by providing an educational environment, with attention to changing technologies and other requirements of the global marketplace. Our success is measured by our ability to:

- provide a curriculum that integrates conceptual and analytical skills with education;
- offer education by qualified professionals; and
- prepare students for career entry, placement, and growth in their respective fields.

The Art Institute of Atlanta-Decatur is a campus of The Art Institute of Atlanta, which is accredited by the Commission on Colleges of the Southern Association of Colleges and Schools (1866 Southern Lane, Decatur, Georgia 30033-4097; telephone number 404.679.4501). The Art Institute of Atlanta-Decatur is approved by the State of Georgia to award the associate in arts degree, the bachelor of arts degree, and the bachelor of fine arts degree; approved for the training of veterans and eligible veterans' dependents; and authorized under federal law to enroll non-immigrant alien students.

Contents

Welcome

About this Addendum -----	3
About Decatur -----	4
About The Art Institute of Atlanta-Decatur -----	4
About Student Life -----	5
Getting the Most From Your Education -----	6
Academic Calendar -----	6

Academics

Degree Programs:

Advertising -----	7
Fashion & Retail Management -----	9
Graphic Design -----	11
Interior Design -----	13
Media Arts & Animation -----	15
Web Design & Interactive Media -----	17

Diploma Programs:

Advertising Design -----	19
Digital Design -----	19
Residential Interiors -----	19
Web Design -----	20

Foundations and General Education:

Art Foundations -----	21
General Education -----	21

Course Prefixes -----	23
Course Descriptions -----	23

ABOUT THIS ADDENDUM

As a campus of The Art Institute of Atlanta, The Art Institute of Atlanta-Decatur is subject to the policies contained in the catalog for the main campus. The general information and policies section of the main catalog should be referenced for this information. The current catalog for The Art Institute of Atlanta is Volume XLV, Number 1. The next version of the catalog is scheduled to be published and available in January 2008. The curriculum included in this addendum reflects the revised curriculum that will be published in January 2008 and that will be taught at the Decatur campus with its planned January 2008 opening.

WELCOME

ABOUT DECATUR

A short drive or MARTA ride from downtown Atlanta, in Decatur, you'll find a traditional small-town atmosphere – and the sophistication and excitement of a college town – along with all the benefits of being right in the center of a major metropolis.

Everybody walks in Decatur and if you take a stroll around town, you'll find tree-lined streets, parks and playing fields, a wonderful library, a community recreation center, and a great city pool. There also are unique shops, theatres, galleries, and restaurants that range from neighborhood pubs to gourmet dining. With more than 200 shops, restaurants, galleries, salons, and services, and most destinations within walking distance, why go anywhere else? Founded in 1823, Decatur is proud of its history, much of which can be discovered at the Decatur Historical Society, located in the Old Courthouse on the Square, as well as the old Decatur Cemetery, the Decatur Railroad Depot, recently saved and renovated by the Decatur Preservation Alliance, and beautiful old homes dating as far back as 1820.

The schedule of festivals, concerts, and special events fill the calendar each year. The Decatur Arts Festival is an annual Memorial Day Weekend event, and the Decatur Book Festival, featuring major authors, takes place over the Labor Day Weekend. In August, you'll enjoy the BBQ, Blues & Bluegrass Festival, and in May and September, just steps away from the Decatur campus, you'll enjoy music of every kind during the Wednesday noon Blue Sky Concerts, and the Saturday evening Concerts on the Square.

Decatur is just minutes east of downtown Atlanta, minutes west of Stone Mountain, and the Decatur MARTA station is directly behind the campus. Welcome to a lovely small town – right in the middle of Atlanta!

ABOUT THE ART INSTITUTE OF ATLANTA – DECATUR

As a satellite location of The Art Institute of Atlanta, which is located in the city of Sandy Springs on the north side of the greater Atlanta area, the Decatur location offers the advantages

of the main campus in a small town atmosphere, as well as a convenient location on the eastern edge of the metro area. Students at The Art Institute of Atlanta-Decatur have three options to complete their programs of study: take all classes at the Decatur campus, take some classes at the main campus and some in Decatur, or combine online classes with either of the first two options.

The year-round average class size for The Art Institute of Atlanta-Decatur is estimated to be 22 or fewer students. Class size, however, will not exceed 35 students in lab sessions and 40 students in lecture sessions. Equipment provided at The Art Institute of Atlanta – Decatur is specific to each program of study. This includes, but is not limited to, PC and Macintosh computers, printers, and art studios. The college also offers a gallery open to the public for display of student and faculty work, as well as other exhibits relating to the programs of study offered at The Art Institute.

The Art Institute of Atlanta – Decatur is a satellite location of The Art Institute of Atlanta, a wholly owned subsidiary of The Art Institutes International, Inc., which through two intermediary limited liability companies is a subsidiary of Education Management Corporation.

The Board of Directors of Education Management Corporation includes:

Adrian Jones

Managing Director, Merchant Banking Division, Goldman Sachs & Company

Jeffrey T. Leeds

President, Leeds Equity Partners, LLC

John R. McKernan Jr.

Executive Chairman
Education Management Corporation

Leo F. Mullin

Chief Executive Officer (retired), Delta Airlines

Todd S. Nelson

Chief Executive Officer and President
Education Management Corporation

Paul J. Salem

Senior Managing Director and Founder,
Providence Equity

Peter Wilde

Managing Director, Providence Equity

The Art Institute of Atlanta Board of Trustees is an independent governing body whose primary functions are to elect corporate officers of The Art Institute of Atlanta, and to set broad policy for how the college is run. The board also sets the college's mission statement. This oversight extends to the satellite and branch campuses of The Art Institute of Atlanta. The Board of Trustees includes:

John W. Kraft, Ph.D.

Chair

Principal Consultant, Delta Development Group, Inc., Orlando, FL

I. N. Rendall Harper Jr.

President and CEO of American Micrographic Company, retired, Pittsburgh, PA

Hank Holliday

Owner, The Planters Inn, Peninsula Grill, Doubletree Guest Suites, Hank's Seafood Restaurant, and Mercato, Charleston, SC

Daniel K. O'Day

Vice President, Finance – Marketing, Advertising & Admissions, Education Management Corporation, Pittsburgh, PA

Sue D. Wislar

Owner, Sue Wislar Interiors, Inc., Atlanta, GA

Janet S. Day, Ex-Officio

President, The Art Institute of Atlanta

The Art Institute, as well as clubs and organizations oriented to students' professional or personal interests. Reduced price tickets are often available for events in Decatur and Atlanta. The student affairs department coordinates college community service programs and quarterly blood drives. Besides being enjoyable, student activities provide opportunities for making new friends and trying new experiences, as well as offering a great way to gain leadership experience. Beyond the college, students can enjoy everything a major metropolitan area can offer, from clubs and concerts to galleries and museums, Braves baseball games to rollerblading in the park. For practical advice, student affairs is ready to help with housing, counseling, organized activities, or referrals to career services to find a part-time job. Even after graduation, students remain part of The Art Institute family, with ongoing assistance from career services as they develop professionally, and the opportunity to enjoy a variety of alumni activities.

ABOUT STUDENT LIFE

From the moment students are accepted, they become part of an environment that supports their efforts to reach their educational and career goals. At The Art Institute of Atlanta-Decatur, students enjoy small classes, hands on learning, and close relationships with faculty and staff. Full-time and adjunct faculty bring solid academic credentials, as well as a wealth of experience in their fields, to the task of assisting students in developing the competencies required for each course. But it's not all study, classes, and labs. Between classes, students can grab a snack in the student lounge or catch the newest gallery exhibit. There are plenty of social activities at

GETTING THE MOST FROM YOUR EDUCATION

At The Art Institute of Atlanta – Decatur, our role is to provide educational services to help you develop your potential. An Art Institute education is not something we do to our students. Instead, it is a process where we learn and explore with you. We cannot simply hand you skills and knowledge. You must be a full partner in this interactive learning process. At The Art Institute, you become part of a vibrant, energetic learning community, where you are supported and encouraged to do your best. It's a community where we celebrate diversity. It's a community bound by mutual respect for individuality and creativity. Your responsibilities as a student of The Art Institute of Atlanta – Decatur include:

- Meet deadlines
- Attend class
- Arrive on time
- Make use of faculty and staff
- Ask questions

Reading and understanding the policies in this catalog, the application booklet, the student handbook, and any policies subsequently provided to you, are also your responsibility. The doors of our faculty and staff are open to you. If you have any questions, don't hesitate to ask our faculty, staff, and administrators!

STATEMENT OF STUDENT COMMITMENT

- I perceive myself as artistic and creative.
- I believe in myself and am committed to the work I do.
- I demonstrate ethics in the work I produce.
- I possess clear career goals.
- I choose to attend regularly and participate actively in learning activities.

ACADEMIC CALENDAR 2008

Winter Quarter 2008

Orientation	January 5, 2008
First Day of Classes	January 7, 2008
Martin Luther King Jr. Day*	January 21, 2008
Mid-Quarter Start	February 14, 2008
Presidents' Day Holiday*	February 15, 2008
Portfolio Show	March 20, 2008
End of Quarter	March 22, 2008

Spring Quarter 2008

Orientation	March 29, 2008
First Day of Classes	March 31, 2008
Mid-Quarter Start	May 8, 2008
Memorial Day*	May 26, 2008
Portfolio Show	June 13, 2008
Graduation	June 13, 2008
End of Quarter	June 14, 2008

Summer Quarter 2008

Orientation	July 5, 2008
First Day of Classes	July 7, 2008
Mid-Quarter Start	August 14, 2008
Labor Day Holiday	September 1, 2008
Portfolio Show	September 12, 2008
End of Quarter	September 13, 2008

Fall Quarter 2008

Orientation	September 26-27, 2008
First Day of Classes	September 29, 2008
Other dates to be announced	

This schedule is subject to change.

* No classes

Advertising Bachelor of Arts

The bachelor of arts program in advertising at The Art Institute of Atlanta offers a unique combination of courses in the business of advertising, including marketing, principles of marketing research, organizational behavior, media and strategic planning, sales, brand strategy, public relations and promotion, and financial management. In concert with these business courses are some course offerings from the graphic design world, such as color theory, design skills, and graphic symbolism. Students also learn the basics of interactive design for the Web.

Students in the advertising program apply practical concepts gleaned from case studies in a variety of areas such as branding, online marketing, strategic management, and account planning, and are taught by industry-experienced faculty who have worked in businesses or advertising agencies in sales management, account management, and media planning. Advertising program graduates will frequently act as liaisons for client and creative teams, conveying key industry trends and metrics in effective visual language. The growth of interactive commerce has led to the demand for advertising and marketing on-line, and graduates of The Art Institute's program will be prepared to address this industry trend.

An internship in the field of advertising is a required part of the program, and the fast-growing advertising community in Atlanta and the southeast provides a range of opportunities for students to develop skills in the field before graduation. Advertising program graduates will learn a unique skill set for careers in a broad range of industries and specialties, including account service, public relations, brand management, corporate marketing, entertainment and the arts, and human relations and marketing research.

**192 quarter credits required.
(144 quarter credits in program, 48 quarter credits in general education)**

All courses are 4 credits unless otherwise indicated.

TYPICAL COURSE SEQUENCE

First quarter (16 credits)

AD 100 Survey of Advertising
ART 122 2D Design
CAA 106 Introduction to Design Applications
EN 101 English I *

Second quarter (16 credits)

ART 123 Color Theory
ART 230 Rapid Visualization
P 104 Digital Photographic Production
EN 102 English II *

Third quarter (16 credits)

AD 223 Dynamics of Integrated Marketing
GD 121 Design Elements
GD 240 Print Production
MT 113 Ideas of Mathematics

Fourth quarter (16 credits)

AD 202 Marketing Concepts
GD 214 Computer Illustration
P 200 Digital Photography
PS 101 Introduction to Psychology

Fifth quarter (16 credits)

AD 222 Media and Advertising Design
AD 351 Business of Advertising
GD 221 Graphic Symbolism
VID 210 Scriptwriting for Television & Film

Sixth quarter (16 credits)

AD 235 Branding
AD 333 Advertising Copywriting
GD 160 Basic Web Design
HA 217 Art History III

Seventh quarter (16 credits)

AD 312 Organizational Behavior
AD 321 Persuasion and the Consumer
GD 350 Conceptual Interactive Design
HA 301 Contemporary Art

Eighth quarter (16 credits)

AD 322 Marketing Research Principles
AD 332 Account Planning
AD 345 Advertising Presentations
EN 105 Public Speaking

Ninth quarter (16 credits)

AD 324 Media Planning and Buying
AD 412 Account Planning
HU 305 Critical Thinking
General Education Elective I

Tenth quarter (16 credits)

AD 331 Public Relations and Promotion
AD 415 Interactive Advertising
Program Elective I
General Education Elective II (Humanities)

Eleventh quarter (16 credits)

AD 411 Sales
AD 422 Advanced Advertising Campaigns
General Education Elective III
General Education Elective IV (Social Sciences)

Twelfth quarter (16 credits)

AD 399 Internship
AD 431 Global Business Perspectives
AD 433 Advertising Portfolio
GD 432 Art Direction

* Or honors equivalent for qualified students

Fashion & Retail Management Bachelor of Arts

Fashion and retail management is the business that sets the trends and moves the world's fashion and merchandise from the designer's imagination to showroom and department store floors and into the hands of the consumer. This fast-paced industry requires talented, creative professionals who have both a great sense of style and a solid knowledge of the business world. The fashion and retail management program prepares students in both these areas.

The courses, taught by faculty with industry experience, are designed to develop a student's passion for the fashion and retail world through in-depth study of fashion history, business, sales, and marketing.

Students first build a basic foundation in drawing and design, as well as learning software for the applied arts. They continue with studies in the history of fashion, along with modern fashion illustration concepts and techniques, and the relationships between clothing design and social, political, economic and geographical factors. Students also learn the basics of clothing design and construction, from fabrics and trims to the role of the designer in the manufacturing process. Basic business principles from retail math to the elements of retail operation and technology to sales and event promotion round out the program.

Optional study abroad opportunities for fashion & retail management students include trips to Paris or Milan between quarters, or a quarter of study abroad in France.

Industry-experienced faculty guide students and help them learn the skills needed to create a portfolio to show prospective employers. Students have the opportunity to make valuable contacts with professionals in the field through professional organizations and internships.

Marketing, visual merchandising, manufacturing, buying and merchandising, and publicity are just a handful of the entry-level positions in this field. Upon completion of the program, graduates are prepared to begin their fashion and retail management careers in entry-level positions with in-store and mall management, event planning and promotion,

sales, product and sales development, and small business ownership.

BACHELOR OF ARTS DEGREE

192 quarter credits required.

(144 quarter credits in program, 48 quarter credits in general education)

All courses are 4 credits unless otherwise indicated.

TYPICAL COURSE SEQUENCE

First Quarter (16 credits)

ART 111 Drawing
CAA 106 Introduction to Design Applications
FRM 101 Introduction to Retailing
EN 101 English I *

Second Quarter (16 credits)

ART 123 Color Theory
FRM 111 Fashion Drawing
FRM 115 Fashion History I
MT 113 Ideas of Mathematics

Third Quarter (16 credits)

FRM 116 Fashion History II
FRM 143 Retail Math
GD 121 Design Elements
EN 102 English II *

Fourth Quarter (16 credits)

FRM 130 Textiles
FRM 141 Fundamentals of Business
FRM 221 Dynamics of Integrated Marketing
EN 105 Public Speaking

Fifth Quarter (16 credits)

FRM 231 Apparel Evaluation & Construction
FRM 241 Principles of Accounting
FRM 326 Consumer Behavior
PS 101 Introduction to Psychology

Sixth Quarter (16 credits)

FRM 243 Business Ownership
FRM 251 Visual Merchandising
FRM 321 Brand Strategy & Brand Marketing
EN 305 Professional Communication

Seventh Quarter (16 credits)

FRM 121 Sales & Event Promotion
FRM 245 Introduction to Manufacturing
FRM 353 Merchandise Management & Inventory Control
HU 305 Critical Thinking

Eighth Quarter (16 credits)

FRM 252 Elements of Retail Operation
FRM 323 Event & Fashion Show Production
FRM 331 Trends & Concepts in Apparel
HA 215 Art History I

Ninth Quarter (16 credits)

FRM 345 Product Development &
Manufacturing
FRM 442 Principles of Marketing Research
GD 160 Fundamentals of Web Design
HA 216 Art History II

Tenth Quarter (16 credits)

FRM 342 Sales & Sales Management
FRM 421 Public Relations & Promotions
FRM 427 Web Marketing for Fashion & Retail
Management
General Education Elective I

Eleventh Quarter (16 credits)

CD 245 Career Development
FRM 422 Media Planning & Buying
FRM 444 Human Resource Management
General Education Elective II

Twelfth Quarter (16 credits)

FRM 425 International Marketing & Buying
FRM 490 Portfolio
FRM 499 Internship
General Education Elective III

* Or honors equivalent for qualified students

Graphic Design Associate in Arts Bachelor of Fine Arts

Graphic design encompasses the creative and unique integration of type and image to convey a message to the public. Designers create corporate identity programs, brochures, product packaging, posters and information systems, direct mail, and interactive Web media. Graphic designers inform, motivate, sell, and educate by combining the principles of page design, file management, and production, as well as effectively communicating with output resources. Graphic design is the basis for some of today's most dynamic fields—Web and print advertising, publishing, and television.

Students in the graphic design program initially develop an understanding of color and composition, design and typography, and drawing skills. As they progress through the program, they study the history of art, including the history of graphic design, and they learn to solve creative problems and to offer solutions that will be effective in the business world. The market is continually evolving and presenting new challenges to the design industry. With input from The Art Institute's program advisory committee specific to graphic design, the program grows and specializes to meet the demands of the industry.

Students learn both Macintosh and PC computer platforms as they develop skills in computer graphics, electronic imaging, and production. Their tools include scanners, digital cameras, and computer-based hardware and software. They learn the conceptual theory concerning design software, so that their skills do not become outdated by specific versions of a product.

Bachelor of Fine Arts

In the bachelor's program students build on their foundations of art and design with additional courses in conceptual thinking, creativity, problem solving, project management and art direction, business practices, research, interactive design, and advanced and specialized design skills.

Students in the bachelor's program have opportunities for a study-abroad quarter in

France or Germany. They may also choose to take an internship in the field of graphic design.

Following completion of the sequence of courses leading to the production of a portfolio, graduates may join the creative staffs of design studios, digital production studios, publishing house, and corporate communications departments in entry-level positions such as graphic designer, associate art director, or production coordinator. Many entrepreneurial graduates enter the market as freelance designers or open their own design studios.

Associate in Arts

In the associate program students begin with courses in art and design and then move to a focus on page-design theory and formatting, appropriate color and imaging, and print and interactive production. Before graduation they develop the portfolio required of the associate program.

Graduates in the associate program may choose to continue in the bachelor's program, or with their marketable, production-based portfolio, they are prepared for entry-level positions in an increasingly technical and competitive industry. These graduates may join the production staffs of printing companies, digital service bureaus, and in-house corporate communications departments in entry-level positions such as production artist or assistant designer.

ASSOCIATE IN ARTS DEGREE

**96 quarter credits required.
(68 quarter credits in program, 28 quarter credits in general education)**

All courses are 4 credits unless otherwise indicated.

TYPICAL COURSE SEQUENCE

First quarter (16 credits)

ART 111	Drawing
ART 122	2D Design
CAA 106	Introduction to Design Applications
EN 101	English I *

Second quarter (16 credits)

ART 123	Color Theory
GD 141	Typography
GD 214	Computer Illustration
EN 102	English II *

Third quarter (16 credits)

GD 131 Layout
 GD 221 Graphic Symbolism
 P 104 Digital Photographic Production
 MT 112 College Geometry or
 MT 113 Ideas of Mathematics

Fourth quarter (16 credits)

GD 240 Print Production
 GD 241 Intermediate Typography
 HA 215 Art History I
 PS 101 Introduction to Psychology

Fifth quarter (16 credits)

GD 160 Basic Web Design
 GD 331 Advanced Layout
 GD 355 Advanced Print Production
 HA 216 Art History II

Sixth quarter (16 credits)

GD 257 Portfolio
 GD 350 Conceptual Interactive Design
 GD 351 Business of Graphic Design
 HA 217 Art History III

BACHELOR OF FINE ARTS DEGREE**192 quarter credits required.****(144 quarter credits in program, 48 quarter credits in general education)**

All courses are 4 credits unless indicated otherwise.

BACHELOR OF FINE ARTS DEGREE**First quarter (16 credits)**

ART 111 Drawing
 ART 122 2D Design
 CAA 106 Introduction to Design Applications
 EN 101 English I *

Second quarter (16 credits)

ART 123 Color Theory
 ART 211 Life Drawing
 GD 214 Computer Illustration
 EN 102 English II *

Third quarter (16 credits)

ART 225 Visual Form and Content
 GD 141 Typography
 P 104 Digital Photographic Production
 MT 112 College Geometry or
 MT 113 Ideas of Mathematics

Fourth quarter (16 credits)

ART 121 3D Design

GD 131 Layout
 GD 221 Graphic Symbolism
 PS 101 Introduction to Psychology

Fifth quarter (16 credits)

GD 240 Print Production
 GD 241 Intermediate Typography
 P 200 Digital Photography for Non-Majors
 HA 215 Art History I

Sixth quarter (16 credits)

CD 245 Career Development
 GD 160 Basic Web Design
 GD 331 Advanced Layout
 HA 216 Art History II

Seventh quarter (16 credits)

GD 326 Advanced Typography
 GD 350 Conceptual Interactive Design
 GD 355 Advanced Print Production
 HA 217 Art History III

Eighth quarter (16 credits)

GD 312 Conceptual Thinking
 GD 324 Corporate Identity
 HA 301 Contemporary Art
 General Education Elective I

Ninth quarter (16 credits)

GD 301 History of Graphic Design
 GD 344 Creative Imaging
 GD 423 Publication Design
 HU 305 Critical Thinking

Tenth quarter (16 credits)

GD 426 Environmental Graphic Design
 GD 427 Package Design
 GD 441 Senior Project Research
 EN 105 Public Speaking

Eleventh quarter (16 credits)

GD 432 Art Direction
 GD 442 Senior Project
 EN 305 Professional Communication
 Program Elective I

Twelfth quarter (16 credits)

GD 457 Senior Portfolio
 GD 461 Interactive Senior Project
 General Education Elective II
 General Education Elective III

* Or honors equivalent for qualified students

Interior Design Bachelor of Fine Arts

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, including the use of sustainable materials for “green design,” the needs of special populations, and changing technology.

Students in interior design begin with the foundations of interior design as well as traditional art in courses focused on drawing, color, and 2- and 3-D design. Their study continues with the design process and how to apply the elements and principles of design to the development of interior space. As students expand their skills and learn how interior design affects human behavior and the natural environment, they begin to see the impact interior designers have on the lives of others by creating spaces in which people live, work, and play. They learn to develop and carry out a design concept from space planning to selection of materials, finishes, color, and furnishings.

Throughout the program, the prospective interior designers explore methods of visual communication necessary to communicate design ideas in manual and computer-aided drafting and rendering courses. The students 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.

Graduates are prepared for entry-level positions 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.

BACHELOR OF FINE ARTS DEGREE 192 quarter credits required. (144 quarter credits in program, 48 quarter credits in general education)

All courses are 4 credits unless indicated otherwise.

TYPICAL COURSE SEQUENCE

First quarter (16 credits)

ART 111	Drawing
ART 122	2D Design
ID 120	Introduction to Interior Design
MT 112	College Geometry or
MT 113	Ideas in Mathematics

Second quarter (16 credits)

ART 121	3D Design
CAA 106	Introduction to Design Applications
INT 130	Architectural Drafting
EN 101	English I *

Third quarter (16 credits)

ART 123	Color Theory
INT 133	Perspective
INT 168	Interior Space
EN 102	English II *

Fourth quarter (16 credits)

INT 237	Visual Presentation
INT 270	Design Process
P 104	Digital Photographic Production
COM 105	Public Speaking

Fifth quarter (16 credits)

INT 234	CAD (Computer-Aided Drafting)
INT 259	Textiles
INT 268	Space Planning
PS 101	Introduction to Psychology

Sixth quarter (16 credits)

INT 232	Working Drawings
INT 258	Interior Materials
INT 273	Design Development, Residential
SC 115	Science of Light

Seventh quarter (16 credits)

INT 352	Building Technology and Codes
INT 356	Lighting
INT 372	Corporate Design
HA 215	Art History I

Eighth quarter (16 credits)

GD 121 Design Elements
INT 240 History of Design to 1830
INT 373 Specialty Design
HA 216 Art History II

Ninth quarter (16 credits)

INT 341 History of Design, 1830–Present
INT 358 Interior Detailing
INT 377 Problems in Residential Design
HA 217 Art History III

Tenth quarter (16 credits)

INT 431 Advanced Corporate Design or
INT 434 Historic Preservation
INT 343 History of Nineteenth- and
Twentieth-Century Architecture
INT 406 Advanced Detailing
EN 305 Professional Communication

Eleventh quarter (16 credits)

INT 432 Hospitality Design
INT 460 Professional Practice
Program Elective I
General Education Elective I

Twelfth quarter (16 credits)

INT 468 Portfolio
HU 305 Critical Thinking
Program Elective II
General Education Elective II

* Or honors equivalent for qualified students

Media Arts & Animation Bachelor of Fine Arts

Location-based entertainment, film and video, architectural, virtual reality, broadcast television, advertising, education, gaming, medical sciences, and forensics are among the industries that benefit from the techniques of traditional and digital animation. Design, illustration, compositing, and 3D computer modeling are among the skills developed through the course of studies at The Art Institute. Students at the college begin the media arts & animation program with a foundation in drawing, color, writing, and character design along with introductory computer applications. Under the guidance of industry-experienced faculty, students begin to learn advanced 2D and 3D animation principles as well as story development, background design, scenic layout and special effects. In increasingly more advanced courses, students learn and become experienced with program-specific software, such as Macromedia Flash, Adobe Photoshop, Adobe After Effects, and Autodesk Maya. At the end of the program, students take a sequence of portfolio courses in which they design and execute specialized projects, which form a part of their digital portfolio to showcase their conceptual and creative skills and abilities in both traditional and digital 2D and 3D techniques. All students develop a Web site in order to present this portfolio to a wide audience of potential employers upon graduation.

During their studies at The Art Institute, students are encouraged to apply for internships, participate in active student and professional organizations, enter national contests and film festivals, and attend conferences, such as SIGGRAPH, all of which enable the student to become familiar with a developing industry and with the people who make the industry such a vibrant one in today's world of communications and entertainment.

Media arts and animation graduates enter various aspects of the animation industry, specializing in fields such as computer-generated lighting, compositing and rendering, storyboarding, texturing, special effects, motion graphics, and others. In addition, the need for 2D and Flash animators continues to grow in

order to support Web-based corporate communications, e-commerce and marketing.

BACHELOR OF FINE ARTS DEGREE 192 quarter credits required. (144 quarter credits in program, 48 quarter credits in general education)

All courses are 4 credits unless indicated otherwise.

TYPICAL COURSE SEQUENCE

First quarter (16 credits)

ART 111	Drawing
ART 122	2D Design
CAA 106	Introduction to Design Applications
EN 101	English I *

Second quarter (16 credits)

ART 123	Color Theory
ART 211	Life Drawing
P 104	Digital Photographic Production
MT 112	College Geometry

Third quarter (16 credits)

MA 131	Writing for Animation
MA 141	Sculpture for Animators
MA 211	Character and Object Design
COM 105	Public Speaking

Fourth quarter (16 credits)

GD 214	Computer Illustration
MA 110	History and Trends in Animation
MA 133	Storyboarding and Animatics
EN 102	English II *

Fifth quarter (16 credits)

MA 201	Introduction to 3D Modeling
MA 231	Introduction to 2D Animation
MA 241	Advanced Drawing for Animators
HA 215	Art History I

Sixth quarter (16 credits)

MA 238	Intermediate 2D Animation
MA 251	Acting for Animators
MA 302	Intermediate 3D Modeling
HA 216	Art History II

Seventh quarter (16 credits)

MA 304	Advanced 3D Modeling
MA 312	Introduction to 3D Animation
MA 341	Digital Ink and Paint
HA 217	Art History III

Eighth quarter (16 credits)

MA 321 Intermediate 3D Animation
MA 344 Digital Video Editing
HU 212 Introduction to Film Studies
SC 115 Science of Light

Ninth quarter (16 credits)

MA 324 Advanced 3D Animation
MA 345 Special Effects
MA 351 Materials and Lighting
HA 301 Contemporary Art

Tenth quarter (16 credits)

MA 333 Animation for Interactive Production
MA 430 Senior Project I
PS 101 Introduction to Psychology
Program Elective I

Eleventh quarter (16 credits)

MA 424 Special Topics in Animation
MA 440 Senior Project II
HU 305 Critical Thinking
General Education Elective I

Twelfth quarter (16 credits)

MA 412 Business Fundamentals and Career
Development
MA 490 Portfolio Presentation
Program Elective II
General Education Elective II

* Or honors equivalent for qualified students

Web Design & Interactive Media Associate in Arts Bachelor of Fine Arts

The Web design & interactive media program prepares students for careers designing and developing Web sites and interactive/multimedia software products. Design for the World Wide Web and interactive media is a dynamic and rapidly evolving multi-billion dollar industry that includes products running not only on conventional computers but also on devices such as kiosks, museum displays, personal digital assistants, and cell phones. Design for interactive media and the Web is an essential part of businesses worldwide, as well as the education, scientific, and entertainment industries.

Students begin the program by developing artistic skills in drawing and design, while learning the fundamentals of digital imaging and basic Web technologies. Intermediate courses introduce students to Web standards, scripting, interface design concepts, media integration and team-based project skills. Students continue to develop their Web skills, learning programming and scripting techniques using Flash® and JavaScript® for design, animation, and data handling.

Throughout the program students have access to industry-standard technology and work with faculty who are experienced professionals in various aspects of the interactive media design field and who bring their practical experience and their own projects into the classroom. These faculty emphasize the learning process as they critique student work.

Bachelor of Fine Arts

In advanced courses in the bachelor of fine arts program, students focus on conceptual problem solving, usability research, accessibility principles, and design of interactive communication solutions. They expand their understanding of the structure and technologies of Web and interactive media projects, and learn techniques for designing and managing large projects. They develop these projects, often for real clients from the non-profit sector. Finally, students produce their own professional-quality digital portfolios as interactive media presentations of their own work and abilities.

These students may have also gained professional experience through internships, freelance work, or community-service projects. As in other programs, students have opportunities for study abroad. In the summer of 2006, some Atlanta students in interactive media design spent the quarter studying design and new media in Berlin, Germany. Students with a bachelor of fine arts degree are prepared to enter the workforce in such entry-level positions as Webmasters or creative directors, digital media producers, project coordinators in fields like education, law, medicine, corporate communications, film, or advertising. Some graduates start their own companies, and many freelance in the field.

Associate in Arts

After developing an interactive portfolio, students in the associate degree program may enter the field of interactive media design as interface Web site designers or graphic artists developing interactive media products. Associate degree graduates are prepared for entry-level Web designer positions in fields like education, law, medicine, corporate communications, film, or advertising. Many Art Institute students choose to continue in the bachelor's program. Courses in the associate program transfer fully into the bachelor's program if students wish to continue their studies at the more advanced level.

ASSOCIATE IN ARTS DEGREE

**96 quarter credits required.
(68 quarter credits in program, 28 quarter credits in general education)**

All courses are 4 credits unless indicated otherwise.

TYPICAL COURSE SEQUENCE

First quarter (16 credits)

ART 111	Drawing
ART 122	2D Design
CAA 106	Introduction to Design Applications
EN 101	English I *

Second quarter (16 credits)

GD 214	Computer Illustration
IMD 100	Fundamentals of Interactive Design
P 104	Digital Photographic Production
MT 113	Ideas of Mathematics

Third quarter (16 credits)

IMD 110 Interactive Design Concepts
 IMD 140 Concepts in Motion Design
 EN 102 English II *
 PS 101 Introduction to Psychology

Fourth quarter (16 credits)

IMD 200 Information Architecture
 IMD 215 Web Page Layout and Design
 IMD 240 Audio for Interactive Media
 HA 215 Art History I

Fifth quarter (16 credits)

IMD 220 User-Centered Interface Design
 IMD 280 Introduction to Motion Scripting
 IMD 315 Designing Interactive Interfaces
 HA 216 Art History II

Sixth quarter (16 credits)

IMD 320 Production Team
 IMD 390 Portfolio
 CD 245 Career Development
 HA 217 Art History III

* Or honors equivalent for qualified students

BACHELOR OF FINE ARTS DEGREE

192 quarter credits required.

(140 quarter credits in program courses, 52 quarter credits in general education)

All courses are 4 credits unless indicated otherwise.

TYPICAL COURSE SEQUENCE**First quarter (16 credits)**

ART 111 Drawing
 ART 122 2D Design
 CAA 106 Introduction to Design Applications
 EN 101 English I *

Second quarter (16 credits)

GD 214 Computer Illustration
 IMD 100 Fundamentals of Interactive Design
 P 104 Digital Photographic Production
 MT 113 Ideas of Mathematics

Third quarter (16 credits)

GD 121 Design Elements
 IMD 110 Interactive Design Concepts
 IMD 140 Concepts in Motion Design
 EN 102 English II *

Fourth quarter (16 credits)

ART 225 Visual Form and Content
 IMD 200 Information Architecture
 IMD 215 Web Page Layout and Design
 HA 215 Art History I

Fifth quarter (16 credits)

IMD 220 User-Centered Interface Design
 IMD 240 Audio for Interactive Media
 IMD 280 Introduction to Motion Scripting
 PS 101 Introduction to Psychology

Sixth quarter (16 credits)

IMD 315 Designing Interactive Interfaces
 IMD 340 Video for Interactive Media
 EN 105 Public Speaking
 HA 216 Art History II

Seventh quarter (16 credits)

IMD 300 Interactive Motion Graphics
 IMD 320 Production Team
 IMD 410 Dynamic Web Applications
 HA 217 Art History III

Eighth quarter (16 credits)

IMD 360 Nonlinear Narrative
 IMD 400 Interactive Motion Scripting
 IMD 405 Marketing Basics
 HU 305 Critical Thinking

Ninth quarter (16 credits)

IMD 420 Advanced Interface Design
 IMD 440 Interactive Message Design
 IMD 450 History of Communications Media
 HA 301 Contemporary Art

Tenth quarter (16 credits)

IMD 445 Usability Evaluation and Accessibility
 IMD 465 Senior Project Design
 IMD 470 Special Topics
 General Education Elective I

Eleventh quarter (16 credits)

IMD 480 Portfolio Preparation
 IMD 485 Senior Project Production
 Program Elective I
 General Education Elective II

Twelfth quarter (16 credits)

IMD 490 Senior Portfolio
 Program elective II or Internship
 General Education Elective III
 General Education Elective IV

* Or honors equivalent for qualified students

Diploma Programs

Advertising Design Digital Design Residential Interiors Web Design

Diploma programs offer those who are already working in business, foodservice, or agencies an opportunity to broaden and deepen their skills or to learn the basic skills needed to change careers. These programs do not include general education classes. Diploma programs are intended for students who have graduated from high school at least two years before the date of application.

ADVERTISING DESIGN DIPLOMA

40 quarter credits required.

All courses are 4 credits unless otherwise indicated.

TYPICAL COURSE SEQUENCE

First Quarter (8 credits)

ART 111 Drawing
CAA 106 Introduction to Design Applications

Second Quarter (8 credits)

ART 122 2-D Design
P 104 Digital Photographic Imaging

Third Quarter (8 credits)

GD 121 Design Elements
GD 214 Computer Illustration

Fourth Quarter (8 credits)

AD 213 Introduction to Marketing and Mass Communication
GD 160 Introduction to Web Applications

Fifth Quarter (8 credits)

AD 222 Media and Advertising Design
AD 233 Branding

DIGITAL DESIGN DIPLOMA

40 quarter credits required.

All courses are 4 credits unless otherwise indicated.

TYPICAL COURSE SEQUENCE

First Quarter (8 credits)

ART 111 Drawing
CAA 106 Introduction to Design Applications

Second Quarter (8 credits)

ART 122 2-D Design
P 104 Digital Photographic Imaging

Third Quarter (8 credits)

GD 121 Design Elements
GD 214 Computer Illustration

Fourth Quarter (8 credits)

GD160 Basic Web Design
GD 221 Graphic Symbolism

Fifth Quarter (8 credits)

GD 240 Print Production
GD 350 Conceptual Interactive Design

RESIDENTIAL INTERIORS DIPLOMA

48 quarter credits required.

All courses are 4 credits unless otherwise indicated.

TYPICAL COURSE SEQUENCE

First Quarter (8 credits)

ART 111 Drawing
INT 120 Introduction to Interior Design

Second Quarter (8 credits)

ART 122 2D Design
INT 130 Architectural Drafting

Third Quarter (8 credits)

INT 168 Interior Space
INT 259 Textiles

Fourth Quarter (8 credits)

INT 133 Perspective
INT 258 Interior Materials

Fifth Quarter (8 credits)

INT 240 History of Design to 1830
INT 270 Design Process

Sixth Quarter (8 credits)

INT 273 Design Development, Residential
INT 341 History of Design, 1830 – Present

WEB DESIGN DIPLOMA

48 quarter credits required.

All courses are 4 credits unless otherwise indicated.

TYPICAL COURSE SEQUENCE

First Quarter (8 credits)

ART 122 2D Design
P 104 Digital Photographic Production

Second Quarter (8 credits)

IMD 100 Fundamentals of Interactive Design
IMD 140 Concepts in Motion Design

Third Quarter (8 credits)

IMD 110 Interactive Design Concepts
IMD 200 Information Architecture

Fourth Quarter (8 credits)

IMD 215 Web Page Layout and Design
IMD 220 User-centered Interface Design

Fifth Quarter (8 credits)

IMD 240 Audio for Interactive Media
IMD 280 Introduction to Motion Scripting

Sixth Quarter (8 credits)

IMD 315 Designing Interactive Interfaces
IMD 400 Interactive Motion Scripting

Art Foundations

Art foundations courses provide students an opportunity to explore the basic elements of art and the general principles of design through class projects, lectures, and exercises. Students learn to communicate their original ideas clearly, quickly, and innovatively as they become familiar with the creative process. Class assignments encourage students to explore a variety of ways to find solutions to creative challenges, including problem seeking, problem solving, critical thinking, perception, and observation. Foundation coursework emphasizes developing ideas and concepts through sketching, rough drafts, and completed projects. Students work with a wide range of media and materials varying in size and scale. In addition to hands-on creative work, students learn the vocabulary, language, and terminology of art and design. Through their work in art foundations, students learn to produce work that shows well-developed concepts, a strong use of composition, and the ability to follow directions by producing well-crafted assignments and projects.

Beginning students in all programs take classes in visual expression, drawing, color, 2-D and 3-D design. They explore the elements of line, shape, texture, value, and color, as well as the principles of design, such as variety, unity, balance, contrast, repetition, rhythm, movement, emphasis, and economy in class projects.

Classes include students from a variety of programs, fostering interdisciplinary sharing of ideas, talents, and relationships. Students explore different media outside their program of study, which gives them an appreciation and an understanding of other disciplines.

ART FOUNDATIONS

ART 111	Drawing
ART 121	3D Design
ART 122	2D Design
ART 123	Color Theory
ART 200	Art and Visual Culture
ART 211	Life Drawing
ART 225	Visual Form and Content
ART 230	Rapid Visualization

General Education

Students in all programs take general education courses where they foster the skills, knowledge, creativity, and independent thinking needed for professional and personal success. They broaden and deepen their understanding of people, culture, ethics, mathematics, and the sciences, and learn to draw upon this understanding. The general education faculty are committed to supporting students' personal and career development by encouraging intellectual inquiry and appreciation of lifelong learning. We believe education is a shared enterprise; students and faculty learn from each other through the exchange of ideas, information, and points of view.

General education includes courses in a variety of disciplines – English, art history, social sciences, math, science, foreign language, and humanities. Some, such as English and math, are required for completion of a degree. Others are electives. In general education classes, students enjoy active, lively experiences where ideas are shared and different opinions are respected.

General education at The Art Institute offers caring teachers and course content related to design, media arts, and fashion to make general education classes relevant to each program of study.

General education faculty are well trained in their disciplines and have a passion for teaching. They understand applied arts students and how to help them succeed in coursework. The faculty are ready to give students extra help when they need it through regular office hours, tutoring, and e-mail communication.

General education courses apply course content to the interests of applied arts students and the skills they need to become successful professionals. Students explore how course materials relate to life and work in the professional world. In some classes, students may choose to illustrate a course concept with an art or design project.

GENERAL EDUCATION

ANT 211	Introduction to Anthropology
BU 401	Entrepreneurship
COM 105	Public Speaking
EC 310	Economics

EN 101 English I
 EN 102 English II
 EN 103H Honors English
 EN 203H Topics in Honors English
 EN 210 Creative Writing
 EN 220 Topics in Literature of the Western World I
 EN 221 Topics in Literature of the Western World II
 EN 222 Topics in World Literature
 EN 223 Topics in World Literature: The Artist in Literature
 EN 224 Topics in World Literature: Issues in the Study of the Christian New Testament
 EN 225 Topics in World Literature: Fantasy Literature Writing
 EN 305 Professional Communication
 EN 310 Topics in American Literature
 EN 425 Topics in British Literature
 GE 398 Independent Study
 HA 215 Art History I
 HA 216 Art History II
 HA 217 Art History III
 HA 301 Contemporary Art
 HA 302 The Art of Spain
 HA 310 Contemporary Art: 1945 to Present
 HS 300 Modern History
 HU 105 World Civilization and the Arts
 HU 120 World Music Development & Theory
 HU 212 Introduction to Film Studies
 HU 215 Topics in World Mythologies: General Survey
 HU 216 Topics in World Mythologies: Classical Survey
 HU 217 Topics in World Mythologies: The Hero's Journey
 HU 218 Topics in World Mythologies: Tolkien and Myth
 HU 250 Religions of the World
 HU 280 Philosophical Problems of Art
 HU 305 Critical Thinking
 HU 341 Topics in Film: Film Noir
 HU 342 Topics in Film: Asian Cinema
 HU 343 Topics in Film: The Hollywood Studio System
 HU 344 Topics in Film: Independent Filmmakers
 HU 345 Topics in Film: European Cinema
 MT 112 College Geometry
 MT 113 Ideas of Mathematics
 MT 115 Applied Mathematics
 MT 212 Solid Geometry
 MT 314 Statistics
 PS 101 Introduction to Psychology

PS 202 Psychology of Sexuality and Gender
 SC 101 Nutrition
 SC 105 Physical Science
 SC 106 Chemistry
 SC 115 Science of Light
 SC 116 Science of Sound
 SC 205 Human and Animal Anatomy
 SC 225 Physics
 SP 101 Beginning Spanish Conversation
 SP 102 Conversational Spanish

APPLIED STUDIES

CAA 106 Introduction to Design Applications
 CD 245 Career Development
 CD 445 Professional Development

TRANSITIONAL STUDIES

Transitional studies courses do not apply toward graduation credit and are not calculated in the GPA. One or two of these classes may be required of some students based on academic placement testing.

MT 0920 Beginning Algebra
 TS 090 College Skills

Please note that while all required general education courses are offered at the Decatur campus, some elective general education courses also included in the course list are offered only at the main campus in Sandy Springs.

PROGRAMS OF STUDY AND COURSE DESCRIPTIONS

COURSE PREFIXES

AD	Advertising
ANT	Anthropology
ART	Art Foundations
CAA	Computer Art Applications
CD	Career Development
EC	Economics
EN	English
FRM	Fashion & Retail Management
GD	Graphic Design
GE	General Education
HA	History of Art
HS	History
HU	Humanities
IMD	Web Design & Interactive Media
INT	Interior Design
MT	Mathematics
PS	Psychology
SC	Science
SP	Spanish
TS	Transitional Studies

The Art Institute of Atlanta-Decatur uses these prefixes to represent subject areas.

COURSE DESCRIPTIONS

AD 100 SURVEY OF ADVERTISING

This course is a basic introduction to advertising, its history, potential and limitations. We will examine the role of advertising and different methods of communication, as well as the advertising spiral, advertising objectives, advertising copy, and federal regulations. We will analyze media choices and strategies, research, target audiences and creating campaigns. The course will also help the student recognize emerging trends and capitalize on them.

AD 202 MARKETING CONCEPTS

This course identifies the components of the design process and explores research methods. Design solutions appropriate to a targeted market are emphasized. Exercises in creative problem solving strengthen and expand the student's concept generation skills. Critical analysis, problem identification, and idea refinement are the focus in producing media content for targeted audiences and intended delivery systems.

AD 222 MEDIA AND ADVERTISING DESIGN

Students examine the structures and communication skills used by the various members of a creative team and learn to further define the role of graphic design in an advertising context. The course emphasizes the processes of concept

development, media application, and design creation. Students examine the variety of media used by graphic designers and their suppliers and define and apply campaign strategies, based on media and marketing realities.

Prerequisites: GD 131, P 104

AD 223 DYNAMICS OF INTEGRATED MARKETING

This course explores the theory and application of the new media environment. Students are introduced to the major forms of mass communication, including television, radio, books, newspapers, magazines, the recording industry, the film industry, and the Internet. They examine a model of mass communication and analyze its application to technology. The course also highlights the interrelationships among media industries.

Prerequisite: EN 102 or EN 203H

AD 235 BRAND STRATEGY

Although good brands are easy to identify, they are hard to create. This course addresses the factors which make a brand successful, and then approaches the factors—like price pressure, fragmented markets and media and proliferating competition—that businesses must control to build a strong, successful brand.

Prerequisite: AD 223

AD 312 ORGANIZATIONAL BEHAVIOR

Students examine human relations theory and individual, group, and organizational performance as they relate to the overall organizational structures of contemporary businesses and public agencies.

Prerequisites: EN 102 or EN 203H, PS 101

AD 321 PERSUASION AND THE CONSUMER

This course covers persuasive communication techniques, particularly in the area of advertising, and examines the cultural, social, and individual variables involved in consumer behavior. Students examine the fields of logic and psychology and then discuss the framing effect, emotional hot buttons, mass appeal, snob appeal, subliminal messages, and the bandwagon effect. The course covers Maslow's hierarchy of needs, emotional reactions and how to achieve them, and the various types of media that can be used to achieve the appropriate desired response.

Prerequisites: EN 102 or EN 203H, PS 101

AD 322 MARKETING RESEARCH PRINCIPLES

This course focuses on the use of the marketing research process, both traditional and online, as a tool for solving management problems. Online advertising and other online marketing have both expanded the use of traditional market research and created new kinds of data. Students study the source of data, sampling procedures, questionnaire design, data collection, and analysis, and

are introduced to the concepts, availability, and use of this data. The course presents techniques that independently verify and validate the effectiveness of ads.

Prerequisites: AD 223, PS 101

AD 324 MEDIA PLANNING AND BUYING

Media as part of a delivery channel for a marketing message is the focus of this course. Topics include media as critical to the fulfillment of the overall marketing strategy, cost effectiveness, and alternative and new media. Students learn to create a media plan for trade and consumer segments, research, schedule and purchase broadcast and Web media and summarize the management functions associated with radio, TV, print, and online media.

Prerequisites: AD 322, EN 102, or EN 203H

AD 331 PUBLIC RELATIONS AND PROMOTION

Students examine the historical development of public relations, showing the principles, methods, and means of influencing public opinion. They study the elements of a successful promotional campaign and distinguish between public relations, publicity, and advertising. The course covers the value of various types of product promotion and trade shows, as well the role of public relations in managing issues, crises, and public opinion.

Prerequisite: AD 321

AD 332 ACCOUNT PLANNING

This course helps students understand the functions of account planning and integrate them into a successful approach to advertising and advertising campaigns. Students learn to analyze appropriate data to support an advertising decision or campaign, organize a test campaign to produce brand awareness and sales, provide client background for account planning, show the relationship between the creative process and communications during a project, identify the distinguishing features of good and great advertising and marketing ideas, and compare the various types of creative risks when developing advertising.

Prerequisites: AD 233, AD 322

AD 333 ADVERTISING COPYWRITING

Students learn to develop effective advertising strategies and copy executions that underlie and enable creative marketing and advertising campaigns, and cultivate clear, logical, and creative copywriting skills. They learn the unique characteristics of digital media and the creation of scripts for digital media production. Students also learn to conduct research for media writing projects.

Prerequisites: AD 322, EN 102 or EN 203H

AD 345 ADVERTISING PRESENTATIONS

Course Description: This course advances students skills enabling them to prepare and present various forms of

information (media) to professional audiences. Students will develop, prepare and present videos, moving graphics, graphics, and copy. They will create several short projects and a final project applying techniques and aesthetics discussed in the lectures, demos and readings.

Professionalism and presentation techniques are also covered.

AD 351 THE BUSINESS OF ADVERTISING

This course prepares students for the business environment and the transition into the graphic design and advertising professions. It emphasizes the concepts of professionalism and an overall understanding of self-marketing in the field. Professional development tools are presented, including resume and cover letter writing, networking and interviewing skills. This course includes the multiple facets of media business law, including intellectual property, copyright, and additional legal and ethical business issues, as they impact design and advertising professionals. Business operation practices such as negotiation of contracts, pricing and estimations of services, ethical guidelines, and pertinent tax laws are addressed.

Prerequisites: EN102, MT112 OR MT113, GD240. Must be taken in sixth quarter or beyond.

AD 399 INTERNSHIP

Through a required field internship experience, students apply their skills in a real and practical situation. The internship allows students the opportunity to observe and participate in the operation of successful businesses related to their field of study.

Prerequisite: Approval of department chair. Must be taken in last three quarters.

AD 411 SALES

This course focuses on the essential skills and knowledge needed to effect a sale, as well as ways to focus the sales pitch to solve customer problems. Students study the steps of the sales process, develop a plan to locate and capture clients and learn about sales management. After analyzing the function of a sales representative, students apply sales skills and present a sales pitch.

Prerequisites: AD 233, AD 312, AD 321

AD 412 ACCOUNT PLANNING

Students create an integrated marketing campaign consisting of three or more different applications of a single unified theme or concept, basing campaign strategy and tactics on media and marketing realities. Students learn basic advertising terminology and create advertising headlines, copy, and layout comprehensives in the campaign process. They also learn to use typography and visual images effectively in art direction, as well as to recognize campaign continuity.

Prerequisite: AD 333

AD 415 INTERACTIVE ADVERTISING

The astonishing growth of interactive commerce is one factor that has led to the demand for advertising and marketing on-line. In this course, students compare traditional and interactive outlets in order to develop a clear understanding of the differences and similarities between businesses in this new environment. Students learn to apply traditional principles where they are appropriate and to discover and apply a new fundamental understanding to developing and working within the various interactive environments. Marketing, advertising and sales on the Web, addressing the elements and requirements of information distribution will also be covered. Students will learn the unique characteristics and techniques of media writing and apply them to interactive media production.

AD 422 ADVANCED ADVERTISING CAMPAIGNS

In this course, students research and develop a fully integrated advertising/promotional campaign for a national name brand account, placing importance on deadline, budget, client relationship, and presentation as they relate to the design process. Students develop final projects that document, support, and argue the rationale and effectiveness of the campaign in written form. They also prepare, present, and defend a graduate project suitable for a professional audience.

Prerequisite: AD 412

AD 431 GLOBAL BUSINESS PERSPECTIVES

Students analyze world markets, consumer behaviors, advertising, foreign environments, and the marketing management required to meet the demands of dynamic global markets. The focus of this course is the problem of foreign competition, diminishing U.S. market share, and the U.S. economy's independence of world economy. Students analyze different foreign market entry strategies as well.

Prerequisite: Approval of department chair.

AD 433 PORTFOLIO

In this course, students complete their portfolios and begin their career searches. Students should enter the course with a cumulative collection of design work, copywriting, research, and account planning documents for the portfolio and determine the quality of the work so enhancements can be made. Students also complete a professional résumé and begin the job search.

Prerequisite: Approval of department chair. Must be taken in final quarter.

ART 111 DRAWING

This course is an introduction to descriptive drawing of observable subjects using a variety of techniques. Students develop compositional and drawing skills using traditional media while focusing on line, value, texture,

form, and space. Perspective and the modeling of forms in light and shade are included.

ART 121 3D DESIGN

Students are introduced to the elements and principles of three dimensional design through the design and construction of 3D forms. The visual and structural qualities of forms and their surrounding spaces are explored. Students work with low-tech, high-craft processes to solve 3D design problems within specified spatial environments.

ART 122 2D DESIGN

This introductory design course explores the visual elements of art and the basic principles of design. Students investigate the design process and how the elements of design are used for specific outcomes. This course is taught using a variety of tools, techniques, and media.

ART 123 COLOR THEORY

This design course investigates color theory in both pigment and light. Students use the principles of design to explore color and its application in composition. Various tools, techniques, and media are used to investigate the aesthetic, scientific, and psychological properties of color. Prerequisite: CAA 106

ART 200 ART AND VISUAL CULTURE

In this interdisciplinary course, students examine a range of contemporary art theories and social issues through interactive discussions, research, and projects. Students work in groups and individually to solve creative problems using a variety of techniques and methods.

ART 211 LIFE DRAWING

This intermediate drawing course focuses on the human figure as subject matter. Artistic anatomy, proportion, volume, gesture, and drawing the foreshortened figure are emphasized. A variety of media and techniques are explored.

Prerequisite: ART 111

ART 225 VISUAL FORM AND CONTENT

This course introduces students to basic methods for creative problem solving, which is fundamental to developing effective form and content. Students will solve 2D, 3D, and 4D design problems using creative ideation and visual research tools along with the elements and principles of design. Individual and group projects are assigned in this course using both traditional materials and contemporary media.

ART 230 RAPID VISUALIZATION

This course introduces techniques utilized in creative problem solving and concept development. Quick sketching skills employed in visual communications are emphasized. Students use a variety of tools, techniques, and media to gain a working knowledge of rapid visualization.

CAA 106 INTRODUCTION TO DESIGN APPLICATIONS

This course is designed to provide an introduction to the most important industry standard graphic applications for design and media arts, including page layout. Students learn to work on a cross platform network environment, as well as understanding, using, and producing simple projects in vector- and raster-based programs.

CD 245 CAREER DEVELOPMENT

Students prepare to make the transition from student to professional, learning basic concepts of professionalism and gaining an overall understanding of self-promotion in the applied arts field. They study career development tools, including networking, interviewing, and market understanding, and preparing résumés and cover letters. Basic negotiation, assertiveness, teamwork, and communication tools are incorporated.

Prerequisite: Must be taken in the fifth or sixth quarter of an associate's degree program. Students who have previously pursued a professional career or hold a bachelor's degree or higher may petition for exemption from this course.

CD 445 PROFESSIONAL DEVELOPMENT

This course prepares students for the business environment and the transition into being an applied-arts professional. It emphasizes the concepts of professionalism and an overall understanding of self-promotion in the applied arts field. Professional development tools are presented, including résumé and cover letter writing, networking, interviewing, contracts, pertinent tax laws, copyright laws, and market research. Negotiation strategies, assertiveness, teamwork, and communication tools are also incorporated.

Prerequisite: It is recommended that this course be taken in the final or next to final quarter of the bachelor's degree program.

EN 101 ENGLISH I

This course emphasizes the planning, writing, and revising of compositions, including the development of critical and logical thinking skills. Essays include expressive and informative writing, as well as analytical, evaluative, and persuasive writing.

Prerequisite: academic placement or successful completion of TS 090

EN 102 ENGLISH II

This course introduces students to a variety of literary genres, helps them organize and develop analyses of literature, and furthers their composition skills.

Prerequisite: EN 101 or EN 103H

EN 103H HONORS ENGLISH

Together with EN 203H, EN 103H replaces the sequence of EN 101 and EN 102 for qualified students. Students read, analyze, and discuss a variety of texts, including longer works. They write critical analyses of literature as well as essays that include documented research.

Students may also have the opportunity to pursue individual reading and writing interests, design research projects related to their programs, and refine their writing styles. Students taking this course also take EN 203H to complete the minimum requirement for English courses.

Prerequisite: Invitation based on placement criteria

EN 105 PUBLIC SPEAKING

An introduction to the principles of public speaking, this course includes communication theories and skill-building exercises designed to increase effectiveness in speaking in front of an audience. Emphasis on listening and critical thinking skills prepares students for effective discussions, critiques of speeches, and speech preparation and presentation. Three speeches are required, along with written assignments such as speech outlines and critiques of class speeches.

Prerequisite: EN 101 or EN 103H

EN 203H TOPICS IN HONORS ENGLISH

This second course in the honors English sequence furthers students' analytical and composition skills. Students read, discuss, and write critical essays on literary texts chosen from a particular genre, time period, cultural context, or theme. Specific topics vary.

Prerequisite: EN 103H

EN 210 CREATIVE WRITING

In this course, students become familiar with the processes and principles necessary for creative writing, with a focus on fiction, poetry, or drama. They analyze the work of professional creative writers and, using the principles discerned, create new works.

Prerequisite: EN 102 or EN 203H

EN 220 TOPICS IN THE LITERATURE OF THE WESTERN WORLD I

This course surveys universal themes in the literary and cultural heritage of the western world from the ancient world of the Middle East, Greece, and Rome through the Middle Ages to the Renaissance. Special attention is given to the visual sense of literature and its corresponding expression in the visual arts of related cultural movements. Students read major authors such as Homer, Sophocles,

Virgil, Dante, Chaucer, Boccaccio, Shakespeare, and Milton, along with representative selections from the various periods and cultures. Written assignments include at least two critical essays. Topics in this course vary to focus on selected genres, themes, periods, and cultures. Prerequisite: EN 102 or EN 203H

EN 221 TOPICS IN THE LITERATURE OF THE WESTERN WORLD II

This course surveys universal themes in the literary and cultural heritage of the western world from the neoclassical period through the twentieth century. Special attention is given to the visual sense of literature and its corresponding expression in the visual arts of related cultural movements. Reading assignments may include representative selections from French and English neoclassicism, European and American romanticism, naturalism, realism, French symbolist and modern poetry, and twentieth-century fiction, including Latin American and Caribbean writers. Written assignments include at least two critical essays. Topics in this course vary to focus on selected genres, themes, periods, and cultures. Prerequisite: EN 102 or EN 203H

EN 222 – 225 TOPICS IN WORLD LITERATURE

Students may take two of these courses for credit if the topics vary.

EN 222 TOPICS IN WORLD LITERATURE

This course introduces students to the literature of various cultures, focusing on the diversity of responses to moral dilemmas and on specific problems of cross-cultural conflict, as well as other issues that illustrate the complexities of human life. Topics in this course vary to focus on selected genres, themes, periods, and cultures. Prerequisite: EN 102 or EN 203H

EN 223 TOPICS IN WORLD LITERATURE: THE ARTIST IN LITERATURE

This course introduces students to the literature of various cultures, focusing on the diversity of responses to moral dilemmas. Prerequisite: EN 102 or EN 203H

EN 224 TOPICS IN WORLD LITERATURE: ISSUES IN THE STUDY OF THE CHRISTIAN NEW TESTAMENT

This course introduces students to such topics as what the Christian New Testament is and is not; who wrote the individual writings that make up the New Testament; central ideas set forth in the New Testament dealing with both theology and ethics; and how the New Testament compares with the theological and ethical ideas found in sacred scripture of non-Christian religions. Prerequisite: EN 102 or EN 203H

EN 225 TOPICS IN WORLD LITERATURE: FANTASY LITERATURE WRITING

This course emphasizes discovering the literary roots of myth and magic in literature and film, along with the study of how to construct this type of literature across several disciplines. Students learn how to create fantasy characters, imagery, and story using the models provided by writers of fantasy literature from classic to contemporary.

EN 305 PROFESSIONAL COMMUNICATION

Students practice a variety of textual composition and oral presentation skills. The central principle of the course is the idea that every single textual or verbal interaction with clients, vendors, or supervisors must convey a professional image. Communication must be clear and convincing, and professionals in the arts must demonstrate their command of details by being able to field questions, to arrange textual information in a clear and appealing way, and to cite sources properly using an approved style format. The course requires students to write documents such as copy for images, project proposals, artist's statements, critical reviews, and reports. Students will also present their work orally using appropriate electronic media. Prerequisite: EN 102 or EN 203H

EN 310 TOPICS IN AMERICAN LITERATURE

This course examines the change in American literary culture over time. Particular emphasis is placed on the diversity and plurality of our American heritage. Through selected readings and the writing of critical essays, students identify and interpret literary works in their cultural context. Topics in this course vary to focus on selected themes, genres, and periods. Prerequisite: EN 102 or EN 203H

FRM 101 INTRODUCTION TO RETAILING

Students are introduced to major topics related to both large and small retailers, including consumer behavior, information systems, store locations, operation, human resource management, customer communications, computerization, and integrating and controlling retail strategy in the 21st century. The elements of retail promotion from event planning and promotion to advertising and personal selling will be discussed as well as careers in retailing.

FRM 111 FASHION DRAWING

This course provides fashion-drawing experience as students experiment with various medium and techniques, enabling them to express fashion ideas in a professional manner. Students learn skills and techniques needed to illustrate fashion design concepts and learn the unique style of fashion illustration, created by combining the study of human anatomy, fashion figure proportion and perspective, construction techniques, accessories, and professional presentation techniques.

Prerequisite: ART 111

FRM 115 FASHION HISTORY I

In this course, students examine the development of clothing from the earliest times to the Renaissance, comparing periods of fashion design, analyzing the evolution of men's and women's period costumes, and understanding how politics, social and moral issues, geography, and economics influence clothing design.

Prerequisite: FRM 101

FRM 116 FASHION HISTORY II

This course, a continuation of Fashion History I, continues the study of fashion from the Renaissance to the modern era. Topics include the impact of the fine and decorative arts on fashion design, and understanding how one period of fashion design influences subsequent eras. Students create window and prop designs based upon various periods of fashion design and will learn to understand the use of images from different periods for business logos, ads, and packaging for retail sites.

Prerequisite: FRM 115

FRM 121 SALES & EVENT PROMOTION

This course guides students as they design and prepare a sales and promotion package. Upon completion of the course, students have thoroughly explored the process of crafting a marketing and sales promotion that is carefully targeted and positioned to achieve the goal of generating sales. Topics include creating and evaluating effective logos, identifying proper positioning of promotional material, and learning marketing research tools such as identification, analysis, comparison, categorizing, compiling data, and interpreting information.

Prerequisite: FRM 141

FRM 130 TEXTILES

Fabrics are studied from the raw stage through processing, spinning and weaving, to finishing. Students learn to identify and explain the appropriate characteristics and uses of different textiles, how to use human factors to create functional environments sensitive to the needs of the user, and identify compositions using color, materials, and textures, such as hue, saturation, and value.

FRM 131 APPAREL EVALUATION & CONSTRUCTION

Students learn to evaluate the equation between quality and cost in garments, along with identifying and analyzing the quality of trims, fabrics, and construction in relationship to price point. Included are women's sportswear, children's, and men's clothing in a range of price points from high end to discount. The elements that make for a saleable collection, from concept to color to fabric to coordinated silhouettes are discussed.

Prerequisite: FRM 116

FRM 141 FUNDAMENTALS OF BUSINESS

Students are introduced to the fundamentals of business, including macroeconomics, labor relations, time management, human resource management, and basic marketing principles. Global trends in business, codes of ethics, and the historical perspective of business including labor relations and governmental influences are also covered.

Prerequisite: MT 113

FRM 143 RETAIL MATH

This course provides an understanding of the various financial tools used by retailers to evaluate performance. Students calculate, analyze, and interpret financial concepts associated with accounting from a merchandising perspective. Topics include profit and loss statements, the three basic pricing elements and their relationships, identifying types of markups and calculating them as dollars and percents, and understanding the impact of pricing and re-pricing merchandise.

Prerequisite: FRM 141

FRM 221 DYNAMICS OF INTEGRATED MARKETING

Students learn the fundamental concepts and principles of advertising and marketing. The overview will help students place their knowledge in a framework to understand how each component contributes to the strength and utility of a marketing plan. Students also learn how to identify the ways in which world events and cultural assumptions influence advertising and marketing. Writing a simple marketing plan, and studying the impact of consumer product safety laws, credit laws, and other related political and legal changes on marketing are also included.

Prerequisite: FRM 121

FRM 241 PRINCIPLES OF ACCOUNTING

From assets to liabilities, the student learns the basic principles of accounting, preparing account statements, explaining the difference between assets and liabilities as net worth, and double entry accounting. Students complete an account worksheet based on a trial balance, an income statement from an accounting worksheet, and a balance sheet from the accounting worksheet.

Prerequisite: MT 113

FRM 243 BUSINESS OWNERSHIP

This course is a workshop in the basics of opening and managing a small store, from sales and budgets to market research and staffing. Students design and prepare beginning business plans necessary to open a retail store. While the instructor guides and advises, all decisions and choices are made by the student, who calculates a yearly and monthly sales plan to facilitate fiscal balance, a salary and benefit package for employees, payroll taxes, and an opening and a monthly advertising plan.

Prerequisite: FRM 241

FRM 245 INTRODUCTION TO MANUFACTURING

An overview of the fashion industries, students learn the terminology of fashion and an understanding of the three levels of the industry: design, production, and sales. Topics include learning how the designer fits into the manufacturing process, applying fashion terminology to various types of business communication, and analyzing problems inherent in the garment industry and developing solutions to those problems.

Prerequisite: FRM 141

FRM 251 VISUAL MERCHANDISING

Students learn the importance of eye appeal and consumer buying habits, create their own displays using the latest principles and techniques in the visual organization of merchandise, and analyze and compare types of window displays for the most efficient use of merchandise and the budget available. Other topics include effectively evaluating available display space for best use of square footage, and learning the lighting techniques that will most effectively show off the merchandise, color and space of a display.

Prerequisite: GD 121

FRM 252 ELEMENTS OF RETAIL OPERATION & TECHNOLOGY

This course helps the student to develop an understanding of operational objectives in the retail structure, with an emphasis on planning, control, profitability, and staffing in a retail environment.

The use of industry technology and the responsibilities of retail executives are examined, along with career opportunities and ethical behavior of individuals entering the retail arena. Articles on these issues (from trade and general publications) are reviewed and discussed to better understand methods that have been created to expedite and increase profitability for the retailer.

Prerequisite: FRM 241

FRM 253 MERCHANDISE MANAGEMENT & INVENTORY CONTROL

Students study the categorizations of stores, organizational components, and the characteristics of various wholesale and retail markets. Students also become familiar with merchandise accounting as it relates to the various retail formats; learn the buyer's role in various merchandising organizations; understand how buying for catalogs and Internet services differ from traditional merchandising, and learn to develop an assortment plan, allocation or distribution of company goods, and how to write a purchase order.

Prerequisite: FRM 251

FRM 321 BRAND STRATEGY & BRAND MARKETING

Good brands are easy to identify, but very difficult to create. This course addresses the factors which make a brand successful, and then approaches the factors—like price pressure, fragmented markets, and media and proliferating competition—that businesses must control to build a strong, successful brand. As the retail environment changes, marketing people can rely less on the traditional tools of print and broadcast media, and marketing strategists must learn how to create an identity for their products and services and how to use that identity to support sales.

Prerequisite: FRM 251

FRM 323 EVENT & FASHION SHOW PRODUCTION

Students learn the wide range of skills required to produce a successful store event or fashion show. They learn the role that creative and technical experts play, understanding all the elements of a show, from the runway, backdrop, special effects, and lighting, to the music, models, and the choreography, hair, make-up, and video teams.

Prerequisite: FRM 321

FRM 326 CONSUMER BEHAVIOR

This course examines the cultural, social, and individual variables involved in consumer behavior, and how they are incorporated into buyer decision processes and marketing practices. Topics include basic psychological, social, and cultural concepts that affect human behavior, comparing and contrasting a variety of consumer behavior models, and explaining the theory and practice of market segmentation. Students create a theory for the best way to approach a particular population segment and a simple advertising campaign to test that theory.

Prerequisite: PS 101

FRM 331 TRENDS & CONCEPTS IN APPAREL (CURRENT DESIGNERS)

In a comprehensive study of cultural and social issues affecting fashion and its trends, students analyze the meaning and importance of clothing and apply these concepts to contemporary society. They also identify

sources for researching and analyzing past trends and apply findings to the prediction of future trends; analyze different designers' garment construction techniques; describe, identify, and contrast famous designers' styles of the past and present, and distinguish silhouettes of famous American and European designers.
Prerequisite: FRM 131

FRM 342 SALES & SALES MANAGEMENT

An understanding of the sales process and the steps to sell a product or service is essential to a student who works in any area of business. Selling is an essential skill for the sales function of a business, but is also part of the job for many other employees. This course focuses on the essential skills and knowledge needed to effect a sale, as well as the ways that the sales pitch can be focused to solve customer problems. Students study the steps of the sales process, develop a plan to locate and capture clients, and learn the role of the sales manager. After analyzing the function of the sales representative, students apply sales skills and present a sales pitch.

FRM 345 PRODUCT DEVELOPMENT & MANUFACTURING

Students review design concepts and technology along with the development of merchandising in the modern market, analyzing target markets and source, and cost and develop a product for that market in presentation form, including a prototype. The course includes a review of the design process from concept to actualization, an analysis of target markets in the modern market arena, and product presentation that defines professional skills, arranges information into a comprehensive format, and identifies the steps in the production process.
Prerequisite: FRM 321

FRM 421 PUBLIC RELATIONS & PROMOTIONS

Students examine the historical development of public relations, learning the principles, methods, and means of influencing public opinion. The differences between public relations, publicity, and advertising are discussed, as well as the steps in the daily practice of public relations. The role of public relations in managing issues, crises, and public opinion is considered, along with the role of the trade show in product, company, and personal promotion.
Prerequisite: FRM 321

FRM 422 MEDIA PLANNING & BUYING

The focus of this course is media as part of a delivery channel for the marketing message. Topics include media as critical to the fulfillment of the overall marketing strategy, cost effectiveness, and new media. Students learn to identify basic media buying strategies, describe target markets, and learn the relationship between marketing planning and media.
Prerequisite: FRM 421

FRM 425 INTERNATIONAL MARKETING & BUYING

At the beginning of the 21st century, the market is a truly global one, and students learn about global marketing opportunities, problems, and strategies that affect the international environment. Students learn about international marketing concepts, cross-cultural sensitivities, political and legal influences, and economic considerations, and how these concepts relate to decision making in a global environment. Issues including recognizing the impact of technology, opening up international markets, and conducting business abroad also are considered.
Prerequisite: FRM 422

FRM 427 WEB MARKETING FOR FASHION & RETAIL MANAGEMENT

This course focuses primarily on marketing on the Web, addressing the elements and requirements of information distribution, advertising or sales. Course content includes an overview of major online services and portals. Topics include identifying major distributors and online outlets for content in the present marketplace, recognizing the various types of Web sites and identifying the successful strategies of each one and, for each software application, identifying the required computer, server, and network resources necessary to set up the application.
Prerequisite: GD 160

FRM 442 PRINCIPLES OF MARKETING RESEARCH

Students learn the use of the marketing research process as a tool for solving management problems. The source of data, sampling procedures, questionnaire design, data collection, and analysis are included, as well as discussion of market segmentation, types and availability of standard research data, various forms of data collection, and the elements of a successful survey design.
Prerequisite: FRM 326

FRM 444 HUMAN RESOURCE MANAGEMENT

This course provides an overview and foundation for all facets of human resource management, covering topics such as job design, labor relations, recruitment, selection and development of employees, compensation administration, employee appraisal, and governmental regulations involving equal opportunity employment, affirmative action, accommodations, Fair Labor Standards Act, and workplace safety. Topics include current issues like AIDS/HIV, ADA, whistleblower, sexual harassment, illegal aliens, family leave act, wrongful termination, and age discrimination.
Prerequisite: FRM 342

FRM 490 PORTFOLIO

Groups plan the opening and management of non-traditional business: financing, budgets, market research, inventory, and staffing. A workshop in which students design and prepare all business plans necessary to open such a business, they are guided by the instructor, but all decisions and choices are made by the students themselves. Upon completion of the course, the student has a comprehensive business plan that can be used as a model for actually opening a future business and as a portfolio for potential employers.

Prerequisite: Students need approval of the department chair in the quarter before the portfolio course is to be taken.

FRM 499 INTERNSHIP

Through a field internship experience, students learn to apply acquired subject matter and career/professional skills in a real and practical situation. The main objective of the internship is to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. Students gain experience they need to enter the field when they graduate.

Prerequisite: Consent of department chair.

GD 100 INTRODUCTION TO GRAPHIC DESIGN

An introduction to basic concepts and techniques of graphic design, this course exposes students to the fundamentals of graphic design through numerous exercises, projects, written assignments, and critiques. Emphasis is placed on production skills, critical theory, analysis, and design strategies. The computer will not be used in this course.

GD 121 DESIGN ELEMENTS

An introduction for the non-major, this course examines the fundamentals of typography and layout for publication and Web design. Students explore the practical application and use of fundamental typography and layout skills by using industry-relevant software packages. This course does not count for credit for graphic design students.

Prerequisite: CAA 106

GD 131 LAYOUT

This course explores various means of indicating visual elements in page design. The ability to effectively integrate photographs, illustrations, and display and text type are developed using page composition software.

Prerequisites: ART 122, ART 123, GD 141

GD 141 TYPOGRAPHY

Beginning with an introduction to the history of letterforms and the function of typography, this course examines the construction and application of typographic text and

headline display. Typography will be introduced as an essential element of graphic design.

Prerequisite: CAA 106

GD 160 BASIC WEB DESIGN

This course introduces some of the techniques, tools, and technologies associated with Web development. By identifying, interpreting, and implementing the roles and responsibilities of Web industry team members, students define, design, and develop an HTML-based Web site using standard authoring tools.

Prerequisites: P 104, GD 141, GD 214 or P 104, GD 121

GD 214 COMPUTER ILLUSTRATION

This course explores the methods and techniques of computer generated and/or manipulated images as solutions to illustration projects. Object-oriented graphics and paint system programs are used.

Prerequisites: ART 111, CAA 106

GD 221 GRAPHIC SYMBOLISM

This course examines the importance of graphic symbols in design. Logos and other symbolic images are examined in historic and contemporary contexts. Graphic elements, including letter forms, simplified imagery, and abstract shapes, are then used to create individual logo designs and other symbolic images.

Prerequisites: GD 141, GD 214

GD 240 PRINT PRODUCTION

This course covers the terminology and process of preparing designs for commercial printing. The preparation of art and design stresses attention to detail and introduces the principles of prepress associated with the printing industry. Students will complete basic to complex electronic documents that include a broad spectrum of the printing process.

Prerequisites: P 104, GD 131, GD 214

GD 241 INTERMEDIATE TYPOGRAPHY

Building on the historical understanding acquired in previous typography courses, this course is designed to help the student explore the aesthetics of typography. Through projects, students show their understanding of the importance of typography in graphic design as both an art form and a means of communication linking the verbal with the visual to articulate and express meaning more effectively.

Prerequisites: GD 131, GD 221

Corequisite: GD 344

GD 351 THE BUSINESS OF GRAPHIC DESIGN

This course prepares students for the business environment and the transition into the graphic design and advertising professions. It emphasizes the concepts of professionalism and an overall understanding of self-

marketing in the field. Professional development tools are presented, including resume and cover letter writing, networking and interviewing skills. This course includes the multiple facets of media business law, including intellectual property, copyright, and additional legal and ethical business issues, as they impact design and advertising professionals. Business operation practices such as negotiation of contracts, pricing and estimations of services, ethical guidelines, and pertinent tax laws are addressed.

Prerequisites: EN102, MT112 OR MT113, GD240. Must be taken in sixth quarter or beyond.

GD 257 PORTFOLIO

In preparation for job interviews, students assemble and refine a graphic design portfolio. Working individually with an instructor, each student selects pieces showcasing work that represents a unique style and demonstrates overall conceptual abilities. This course must be taken in the final quarter of the associate's degree program.

Prerequisite: Students must have approval of the faculty committee responsible for reviewing portfolio proposals in the quarter before the portfolio course is taken.

Additionally, department chair or assistant department chair approval is required.

GD 301 HISTORY OF GRAPHIC DESIGN

This course examines the influences of art and society on contemporary graphic design, advertising design, illustration, photography, and fashion trends.

Prerequisites: EN 101 or EN 103H, GD 131, GD 141

GD 312 CONCEPTUAL THINKING

Exercises in creative problem solving strengthen and expand students' skills in the generation of concepts. Critical analysis, problem identification, concept development, and idea refinement are emphasized.

Prerequisites: ART 225, CAA 106, P 104

GD 324 CORPORATE IDENTITY

Students develop corporate identity programs as applied to corporate communications in this advanced design course. Applications may include stationery, business cards, signage, packaging, and vehicles.

Prerequisites: GD 221, GD 241

GD 326 ADVANCED TYPOGRAPHY

Building on the historical understanding acquired in previous courses, an exploration of contemporary and experimental typographic design is the focus of this course. Current trends, practical communication considerations, and the design of letterforms guide project outcomes.

Prerequisites: GD 241, GD 331

GD 331 ADVANCED LAYOUT

This advanced course enhances and reflects skills developed in fundamental design classes. Students use critical thinking in the application of type and layout to create clear and communicative design.

Prerequisites: GD 131, GD 241, P 104

GD 344 CREATIVE IMAGING

In this conceptual and creative imaging course, students develop the techniques, abilities, inspiration, and confidence to create personal, conceptual imagery to enhance design projects. Students free themselves from depending on stock and royalty-free imagery, and learn to avoid all copyrighted and Web-based image sources.

Prerequisites: GD 131, GD 214, GD 312, P 104

Corequisite: GD 241

GD 350 CONCEPTUAL INTERACTIVE DESIGN

This course focuses on the role of graphic design within an interactive global environment, focusing on using motion graphics software to produce Web-based design projects. Students explore the application of marketing strategies, typography, and grid and color theory to problems resulting from the use of Internet-driven products.

Prerequisite: GD 160

GD 355 ADVANCED PRINT PRODUCTION

This course applies print production principles and techniques to the preparation of design files. Particular attention is given to the development of standard industry practices and procedures. The students explore the processes and procedures of collaboration, storage and retrieval, and simultaneous delivery of design using multiple media.

Prerequisite: GD 240, G 331. Must be taken in last two quarters of the associate's program.

GD 390 HONORS STUDIO

The Honors Studio provides students with an opportunity to interact with clients and generate creative projects for community organizations and other groups. Students work with a creative director to conceptualize, plan, and produce projects that meet client needs and contribute to the students' portfolios. This elective course is equivalent to an internship. Students accepted to Honors Studio must have a CGPA of 3.0, be at Level 5 or greater, present samples of work for acceptance into the course, and have the recommendation of a faculty member.

GD 391 SOCIAL AWARENESS IN DESIGN

This elective course introduces students to the historical role of graphic design in propaganda and advertising and to the purpose and influence of graphic design in communication media. The course also explores the connection between graphic design and sociopolitical injustice. Students create projects that promote social awareness, demonstrating an ability to present more than one side of a controversial topic.

Prerequisites: GD 326, GD 344, HU 305

GD 398 INDEPENDENT STUDY

The course offers students the opportunity to pursue advanced study within an area of interest with the approval of the department chair or assistant department chair. May be repeated for credit.

GD 399 INTERNSHIP

This monitored program for upper-level students provides an opportunity to work part-time with cooperating employers. In exceptional cases, internship may take the place of required courses where the experience is equivalent to course content. Students are required to keep a log, communicate weekly with faculty, and maintain attendance requirements. The opportunity is available to qualified students who obtain approval from the department chair or assistant department chair. May be repeated for credit.

GD 423 PUBLICATION DESIGN

In this advanced design course, students create layouts for publications (magazines, newsletters, and reports), employing type, visual sequencing, images, and graphic elements. A production dummy is prepared using page-make-up computer programs and edited photo images.

Prerequisites: GD 331, GD 355

GD 426 ENVIRONMENTAL GRAPHIC DESIGN

This course provides an introductory overview of the process, materials, methods and technologies for planning, designing, and specifying graphic elements in built and natural environments. Students learn application of spatial perception, color imagery, symbolism, and typography for the purpose of wayfinding and placemaking in directional, informational, and decorative systems.

Prerequisites: GD 324, GD 326, GD 331

GD 427 PACKAGE DESIGN

This course defines the role of packaging in product identification, presentation, and production. The unique challenges of adapting typography, illustration, design, and materials to three-dimensional form are explored. Research includes marketing objectives, structural integrity, and display aesthetics.

Prerequisites: ART 121, GD 312, GD 331

GD 432 ART DIRECTION

This course applies the principles of concept development, problem solving, and teamwork as they relate to the function of the art director. Students also study the interaction of the creative, marketing, and production functions in promoting ideas.

Prerequisites: Must be taken in the last two quarters.

GD 441 SENIOR PROJECT RESEARCH

This course explores theories, methods, and strategies for effectively selling and designing a product, service, or informational message. Content includes devising a set of research methodologies providing reference and inspiration, proposed collateral, price, and distribution as it relates to communication in graphic design. Lectures include a review of proper research techniques, selecting target audiences, and managing an appropriate budget. Students select a project vision and style for their work and present their proposed projects through means of an oral presentation. Projects are executed in GD 442 Senior Project.

Prerequisites: GD 324, GD 326, EN 102. Must be taken in the next to last quarter and must immediately precede GD 442.

GD 442 SENIOR PROJECT

Students in this course present a comprehensive understanding of their academic experience. They execute an independent design project in which the research, methodology, and budget were prepared in GD 441. Upon completion of course, the students can demonstrate proficiency in both studio and general education courses through a written, oral, and visual presentation of their work. Skills learned in previous studio classes are applied as students create their projects from thumbnail stage to final computerized version. Approved research projects include the continuation of marketing proposal with expectations of results and desired project medium. Production schedules are established and moderated throughout the quarter. Completion of this course is required for graduation.

Prerequisites: GD 441. Must be taken in the final quarter.

GD 457 SENIOR PORTFOLIO

In preparation for job interviews, a graphic design portfolio is assembled and refined. Working individually with an instructor, each student selects pieces showcasing work that represents a unique style and demonstrates overall conceptual abilities. This course must be taken in the final quarter of the bachelor's degree program.

Prerequisite: Students must have approval of the faculty committee responsible for reviewing portfolio proposals in the quarter before the portfolio course is taken. Additionally, must have department chair or assistant department chair approval.

GD 461 INTERACTIVE SENIOR PROJECT

Individual interactive graphic design projects are defined and produced under the instructor's supervision. Based on the individual's area of interest, each project is accomplished using the media and technology deemed appropriate for the goals of each self-directed assignment. It is recommended that this course be taken in the last two quarters of the bachelor's degree program.

Prerequisite: GD 350

GE 398 INDEPENDENT STUDY: ADVANCED TOPICS IN GENERAL EDUCATION

Students are given the opportunity to pursue advanced study within an area of interest with the approval of the department chair. May be repeated for credit.

HA 215 ART HISTORY I: ART OF THE ANCIENT WORLD

This course is a general history survey focusing on the aesthetic movements of major civilizations from approximately 25,000 B.C.E. to 330 C.E. Using an interdisciplinary format, the course explores the aesthetic perceptions and the arts of such cultures as the Paleolithic, Egyptian, Near Eastern, Greek, Roman, ancient eastern, and African. The integration of art with the socioeconomic, political, and philosophical currents of each era is examined as well.

Prerequisite: EN 102 or EN 203H

HA 216 ART HISTORY II: ART OF THE MEDIEVAL AND RENAISSANCE WORLDS

A general art history survey, this course focuses on major artistic movements throughout the world from the Byzantine Empire through the Renaissance to the baroque period, approximately 300 to 1600 C.E. Using an interdisciplinary format, the course explores the aesthetic perceptions and the arts of the eastern and western worlds, including Byzantine, Islamic, medieval, Renaissance (Italian and Northern), and ancient American. The integration of art with the socioeconomic, political, and philosophical currents of each era is examined as well.

Prerequisite: HA 215

HA 217 ART HISTORY III: ART OF THE MODERN WORLD

This course is a general art history survey focusing on major artistic movements throughout the world from the Baroque through the modern era, approximately 1600 to 1945 C.E. Using an interdisciplinary format, the course explores the aesthetic perceptions and the arts of the eastern and western worlds, including the baroque, neoclassic, and romantic eras, as well as early modern art of Europe, the United States, Eastern Europe, Asia, Africa, Central and South America, and Oceania. The integration

of art with the socioeconomic, political, and philosophical currents of each era are examined as well.

Prerequisite: HA 216

HA 301 CONTEMPORARY ART

A survey of avant-garde activities in the visual arts (abstract expressionism, pop art, neo Dada, Europe's new realism, op, minimalism, conceptual art, performance art, new expressionism, graffiti, abstract art, etc.), and how they expressed the contemporary socioeconomic, political, philosophical, and technological realities. This course also treats the development of post-modernism and the critical literature surrounding it.

HA 302 THE ART OF SPAIN

This research-based elective course examines the pivotal role of Spanish art in relation to the history of art around the world. Topics include, but are not limited to, prehistoric sites such as Altamira, Moorish Spain, and the Alhambra, and Spanish Romanesque art and architecture. The course also examines the pioneering and influential roles played by major Spanish artists such as El Greco, Diego Velázquez, Francisco de Goya, Pablo Picasso, Antonio Gaudí, and Joan Miró during their respective movements.

HS 300 MODERN HISTORY

Students explore how the events of modern history affect the contemporary American world. They analyze political, social, diplomatic, and intellectual developments from 1865 to the present. The course includes a research project.

Prerequisite: EN 101 or EN 103H

HU 105 WORLD CIVILIZATION AND THE ARTS

This course introduces students to themes and issues relating to art and human civilization and the relationship between them. Topics include the nature and value of art and artistic expression; aspects of culture and civilization; what it means to be a human being in relation to artistic expression; and factors motivating regulation, control, and censorship of art and artistic expression on the part of civilizations. The role of the Classical and Judaeo-Christian traditions in creating the Western tradition is considered, and the Western tradition may be compared with non-Western traditions.

The course emphasizes critical thinking and analysis.

Prerequisite: EN 101 or EN 103H

HU 120 WORLD MUSIC DEVELOPMENT & THEORY

Students are introduced to themes and issues relating to music and cultures and the relationship between them around the world. They explore music theory, harmony, melodies, and scales from a diverse range of cultures, as well as the integration of Western musical traditions and African musical forms and rhythms as they relate to American idioms such as jazz, blues, and popular music.

Prerequisite: EN 102 or 203H

HU 212 INTRODUCTION TO FILM STUDIES

This course instructs students in the terminology of film analysis, which they learn to apply to a variety of films from different periods and countries. Emphasizing an awareness of the inherent symbolic nature of film, the course also focuses on the social, political, and artistic concepts found in a thorough analysis of a film.

Prerequisite: EN 102 or EN 203H

HU 215-218 TOPICS IN WORLD MYTHOLOGIES

Students may take two of these courses for credit if the topics vary.

HU 215* TOPICS IN WORLD MYTHOLOGIES: GENERAL SURVEY

This course provides an interdisciplinary, comparative introduction to the major stories, fables, symbols, and influences of world mythologies, ranging from the Greek and Roman to the Egyptian, Celtic, Scandinavian, South American, Indian, and other cultures. Topics in this course vary to focus on selected themes, genres, periods, and cultures.

Prerequisite: EN 102 or EN 203H

HU 216* TOPICS IN WORLD MYTHOLOGIES: CLASSICAL SURVEY

This course provides an interdisciplinary, comparative introduction to the major stories, fables, symbols, and influences of classical Greek and Roman mythologies based on Homer's Iliad and Odyssey, as well as the works of Aeschylus and Sophocles.

Prerequisite: EN 102 or EN 203H

HU 217* TOPICS IN WORLD MYTHOLOGIES: THE HERO'S JOURNEY

This course provides an interdisciplinary, comparative introduction to the major stories, fables, symbols, and influences of world mythologies, ranging from the Greek and Roman to the Egyptian, Celtic, Scandinavian, South American, Indian, and other cultures. It traces the Hero's Journey as described by Joseph Campbell through classical and non-traditional mythologies and into modern culture.

Prerequisite: EN 102 or EN 203H

HU 218* TOPICS IN WORLD MYTHOLOGIES: TOLKIEN AND MYTH

This course provides an interdisciplinary, comparative introduction to the major stories, fables, symbols, and influences of world mythologies on the writings of J.R.R. Tolkien. This course uses Tolkien's *The Silmarillion*, *The Hobbit*, and *The Lord of the Rings* to examine the author's use of existing myth in the invention of the mythological

structure into which he fit his creation of Middle-Earth.

Prerequisite: EN 102 or EN 203H

HU 250 RELIGIONS OF THE WORLD

Students survey and compare the development and central teachings of major religious traditions of the world, including Hinduism, Buddhism, Judaism, Christianity, Islam, and religious traditions in Africa and among Native Americans. Students examine the role each religious tradition plays in the creation of culture, as well as the unique contribution each makes toward understanding and solving such basic global issues as the quest for world peace, care for the environment, and the question of the nature and value of the human individual. The course emphasizes critical thinking and analysis.

Prerequisite: EN 102 or EN 203H

HU 280 PHILOSOPHICAL PROBLEMS OF ART

Students explore questions and issues relating to the nature of art and artistic expression that typically lead to, involve, or require philosophical concepts and analysis. Issues dealing with the reality of art, with the cognitive and ethical status of art, and with meaning in regard to art and artistic expression, are addressed.

Emphasis is on critical thought and analysis.

Prerequisite: EN 102 or EN 203H

HU 305 CRITICAL THINKING

This course explores the nature of effective thinking. Topics include meaning and analysis, language and thought, understanding and communication, reason and feeling, and the personal and objective perspectives. Consideration is given to the significance of the principles of logical validity, the role of care and empathy, and the nature and importance of creativity in thinking and problem solving processes.

Prerequisite: EN 102 or EN 203H

***HU 341-345 TOPICS IN FILM**

Students may take two of these courses for credit if the topics vary.

HU 341* TOPICS IN FILM: FILM NOIR

This course explores an influential film genre, its appearance in America in the post-World War II years, and the contemporary films noirs that have sprung from this earlier movement. Students study the political, social, and artistic factors that led to the unplanned creation of this genre.

Prerequisite: HU 212

HU 342* TOPICS IN FILM: ASIAN CINEMA

This course examines the work of major Asian directors in the post- World War II period. Students study the films in

historical context, as well as analyzing film-related elements of these works.
Prerequisite: HU 212

HU 343* TOPICS IN FILM: THE HOLLYWOOD STUDIO SYSTEM

This course examines the seven major studios that defined Hollywood's golden era, including MGM, Universal, and RKO. Students view films representative of the time period in which they were made, as well as being from one of the major studios. They also study the financial, social, and artistic influences the studio system had on the filmmaking process during this period.
Prerequisite: HU 212

HU 344* TOPICS IN FILM: INDEPENDENT FILMMAKERS

This course explores the influence of filmmakers who work or have worked outside the traditional system. Students view and analyze the works of such directors as John Cassavetes, Robert Altman, Steve Soderbergh, Rose Troche, Martin Scorsese, Francis Ford Coppola, Claudia Weill, John Waters, Allison Anders, and others.
Prerequisite: HU 212

HU 345* TOPICS IN FILM: EUROPEAN CINEMA

This course explores the work of major European directors of the post-World War II era. Students study the films in historical context, as well as analyzing the film-related elements of these works.
Prerequisite: HU 212

IMD 100 FUNDAMENTALS OF INTERACTIVE DESIGN

This course introduces the history, terms, and technologies of the interactive design field. Students explore roles in the interactive media industry, significant organizations, and trends. They design, develop, and upload a simple Web site using basic HTML constructs. Basic Web site production stages, file naming conventions and file organization, are also covered. Prerequisite: CAA 106

IMD 110 INTERACTIVE DESIGN CONCEPTS

This course identifies the components of the design process and explores efficient production methods, emphasizing design solutions appropriate to a targeted market. The course also stresses the process of screen design development from wireframes to comprehensives, layout and digital techniques, and the use of a grid system for multi-component screen layouts. Students employ Web Standards compliant XHTML and CSS to implement the design concepts.
Prerequisite: IMD 100

IMD 130 INTERACTIVE EXPERIENCE DESIGN

Students learn the tools and techniques needed to create rich interactive interfaces and experiences. Topics covered

include: interface design patterns, multi-dimensional information design, animation for interfaces, visual design for the screen, and programming rich interactions.
Prerequisite: CAA 106, MT 113

IMD 200 INFORMATION ARCHITECTURE

This course introduces students to the concepts and processes of developing interactive projects that address user needs. Students research users, goals, competition, and content, and develop the navigation structure, process flow, and labeling systems that best address these needs. They prepare and present a professional information architecture proposal.
Prerequisite: IMD 110

IMD 215 WEB PAGE LAYOUT AND DESIGN

Students continue to develop interface design skills using advanced web page layout techniques and existing web standards. The course emphasizes setting the stage for integrating interface design with programming concepts. Students use HTML, CSS and basic JavaScript to develop web interfaces.
Prerequisite: IMD 110

IMD 220 USER-CENTERED INTERFACE DESIGN

Students learn basic design skills including typography, grid layout systems, and color strategies and apply them to the design of usable web sites that serve the needs of a client and their users. Students consider business goals, target audience, information architecture, media, usability, and delivery platform when designing projects.
Prerequisite: IMD 200

IMD 230 PROGRAMMING CONCEPTS

This course is about taking creative control of the computer. Beginning with the fundamentals of programming and progressing along a track that focuses on user interaction, real-time animation, and programmatic creation, the course provides a rigorous yet fun journey into making the computer do original things. Like painters to their paint and musicians to their notes, students will learn to use the computer as a computational medium capable of realizing such original creations as interactive art, playful websites, and video games. This is the first step toward creating these types of highly interactive experiences.
Prerequisite: IMD 130

IMD 240 AUDIO FOR INTERACTIVE MEDIA

This course helps students understand the role of audio in an interactive environment. They learn the concepts and technology for digitization, optimization, and integration of audio on the Web.
Prerequisites: IMD 230

IMD 300 INTERACTIVE MOTION GRAPHICS

In this course, students explore the concepts, technologies,

and application of motion graphics in developing a rich media communication solution.
Prerequisite: IMD 340

IMD 315 DESIGNING INTERACTIVE INTERFACES

Students refine their interactive design skills with emphasis on programming the functionality of web interfaces. Concepts covered include: introductory programming skills, best practices for programming with existing web standards, and utilizing existing code libraries and frameworks for developing engaging user interfaces.
Prerequisites: IMD 215

IMD 320 PRODUCTION TEAM

This course focuses on the interactive design project management process, stressing the development of the project team as key to successfully achieving project goals. Students examine the main elements required in efficient planning and execution of an interactive project and study issues of copyright and intellectual property as they relate to project implementation. They participate in a team on a realistic, client-based project.
Prerequisite: IMD 220

IMD 330 DEVELOPING RICH-MEDIA APPLICATIONS

Building upon IMD 130 Interactive Experience Design and IMD 230 Programming Concepts, students combine experience design concepts with advanced programming solutions. Emphasis is placed on learning object-oriented approaches to developing dynamic and reusable rich media modules. Rich media are combined with dynamic data applications to create compelling communication vehicles for advertisement, entertainment, and business solutions.
Prerequisites: IMD 340

IMD 340 VIDEO FOR INTERACTIVE MEDIA

Students develop an understanding of desktop video production, post-production, and delivery concepts in context of the Internet. Topics covered include: streaming, bandwidth, compression, file formats, and frame rates.
Prerequisite: IMD 240

IMD 360 NON-LINEAR NARRATIVE

Students conceptualize and develop a storyline for a non-linear narrative and develop a storyboard. They integrate interactive experiences within this narrative to create an immersive user experience. The course emphasizes selection and use of appropriate media, development tools and techniques to create integrated interactive experiences.
Prerequisite: IMD 340

IMD 390 PORTFOLIO

Students are guided through the process of compiling their work into interactive portfolios. They apply techniques and strategies to market themselves in their chosen fields. Emphasis is placed on students assessing their most

marketable skills and designing the portfolio to best market these skills. Students not only develop an online portfolio, but also prepare a professional resume and support documentation for projects. Students appear for a comprehensive examination and portfolio defense. This course must be taken in the final quarter of the associate's degree program.
Prerequisite: Approval of the faculty committee

IMD 398 INDEPENDENT STUDY

This course offers students the opportunity to pursue advanced study within an area of interest with the approval of the department chair. May be repeated for credit.

IMD 399 INTERNSHIP

A monitored program for upper-level students, an internship gives them the opportunity to work with cooperating employers. Available to qualified students who obtain approval from the department chair.

IMD 405 MARKETING BASICS

Students explore search engine optimization methods (SEO), digital and analog marketing strategies to drive traffic to a web site, traffic analysis, listing services, search integration into a site, and theory surrounding search behavior. Students investigate the relationships between usability, accessibility, information architecture, marketing, and findability, and implement strategies for creating findable content.
Prerequisite: IMD 320

IMD 410 DYNAMIC WEB APPLICATIONS

Students apply user-centered design principles, database structures, and server-side scripting to design and develop content for server-based dynamic delivery. The course emphasizes design issues relating to the display of dynamic content on the screen and how that content is updated as well as delivered from databases.
Prerequisite: IMD 315

IMD 420 ADVANCED INTERFACE DESIGN

Students review interface design concepts and best practices for interactive communication. Emphasis is placed on developing and presenting a clearly stated design approach for an experimental interactive project. They explore varied interface design approaches and develop the project. Additionally, students learn to critically evaluate contemporary interactive design in terms of its effectiveness, user experience, and appropriate use of technology.
Prerequisite: IMD 360

IMD 440 INTERACTIVE MESSAGE DESIGN

Students focus on the components of an interactive message, exploring the integration of media elements in composing an effective message. While studying the role of interactivity in the user experience, they script, storyboard,

and develop an interactive user experience.
Prerequisite: IMD 330

IMD 445 USABILITY EVALUATION AND ACCESSIBILITY

This course introduces students to concepts and techniques in usability evaluation. Through theories presented in the course, students learn ways to research, design, implement, and analyze interactive projects from the perspective of usability. Students also examine the concept and methods of accessibility for digitally delivered interactive projects. They identify methods of creating accessible, standards-compliant interactive projects.
Prerequisite: IMD 320

IMD 450 HISTORY OF COMMUNICATION MEDIA

A survey of major events and development in the history of media-based communication is the focus of this course. The course explores the relationship between technology and media development and explores the impact motion media and mass communication have on society and the economy. Students explore the evolution and future trends of interactive media.
Prerequisite: IMD 320

IMD 465 SENIOR PROJECT DESIGN

Students in this course work on an advanced interactive media project. They submit a proposal and concept prototype for the project. The course emphasizes content, design, and technology research, formal written communication, quality, independent critical analysis, presentation, and defense of design and communication solutions.
Prerequisite: IMD 405

IMD 470 SPECIAL TOPICS

In this seminar-style course, students examine contemporary issues and trends in the field of new media design. They conduct independent research and make a professional presentation of their findings to a group of critical listeners.
Prerequisite: IMD 360

IMD 480 PORTFOLIO PREPARATION AND PROFESSIONAL PRACTICE

Students identify projects and get them ready for inclusion in the portfolio. The review process involves examining design and technology decisions and being able to justify them. Students explore the job market and the trends in the field of interactive media. The students review the terminology, processes, roles, technologies and players in the field. Finally, the students present their projects in order to get approval to be admitted to the portfolio class. The requirements include a resume, business card, cover letter for a job application and a short-list of jobs.
Prerequisite: IMD 465

IMD 485 SENIOR PROJECT PRODUCTION

This course is a continuation of IMD 465. Students prepare, present, and defend a project suitable for professional utilization. The course emphasizes production values, technical sophistication, quality assurance, evaluation of the effectiveness of the product, conceptual thinking, critical analysis, written communication, and presentation skills.
Prerequisite: IMD 465

IMD 490 SENIOR PORTFOLIO

Students produce a comprehensive online portfolio site, a compilation of project documentation, resume, and business card in a unified packaged presentation. Students appear for a comprehensive oral defense on the portfolio as well as industry concepts, methods, and technologies. This course must be taken in the final quarter of the bachelor's program.
Prerequisite: IMD 480 and Approval of the faculty committee

INT 120 INTRODUCTION TO INTERIOR DESIGN

This entry-level course introduces students to the profession of interior design. Students learn how the profession has evolved, what skills they need to develop to succeed as a professional, and what career opportunities exist within the profession. The course covers a basic overview of the profession, including design process, the impact of technology on the profession, and exposure to a variety of practicing industry professionals and design organizations.

INT 130 ARCHITECTURAL DRAFTING

In this course students are introduced to basic drafting techniques, terminology, and symbology used in design, including use of equipment, lettering, and orthographic drawing. It also explores the use of freehand sketching and rendering techniques. Prerequisite to all interior design studio and technical drawing courses.
Prerequisite: MA 112 or MA 113

INT 133 PERSPECTIVE

In this introduction to the principles of one- and two-point perspective and the techniques to represent shade and shadow, students develop freehand sketching techniques used to communicate design ideas.
Prerequisite: INT 130

INT 168 INTERIOR SPACE

Students apply the principles of 3D design to the development of interior space. Content includes the use of basic ordering principles of space and spatial theories of organization and circulation (wayfinding). Students develop skill and judgment in arranging and defining three-dimensional space. They graphically present their ideas through conceptual sketching, model building, and production of axonometric and orthographic drawings.
Prerequisites: ART 121, INT 130

INT 232 WORKING DRAWINGS

This course is an introduction to the process of producing and using a set of contract documents for interior spaces. Course content includes formatting and cross-referencing drawings and learning to represent details, sections, and legends.

Prerequisite: INT 130

INT 234 COMPUTER-AIDED DRAFTING

Students examine the hardware that makes up a CAD workstation and the operating system (Windows NT) that enables the equipment to function as a unit. They learn to use AutoCAD to set up and manage files and create precise drawings using geometric constructions with lines, circles, arcs, text, and dimensioning. Projects include orthographic drawings.

Prerequisites: CS 108, INT 232

INT 237 VISUAL PRESENTATION

In this course students render elevations, plans, and interior perspectives using a variety of media and surfaces. Techniques for the design and construction of presentation boards are also discussed.

Prerequisite: INT 133

INT 240 HISTORY OF DESIGN TO 1830

In this examination of the evolution of furniture, interiors, and design theory from the ancient world to 1830, students study the major cultural, political, social, and economic factors that affect the design of material culture, as well as the relationship of furniture and interiors to significant movements in art and architecture.

INT 258 INTERIOR MATERIALS

This course examines the characteristics and selection criteria for the identification, use, and evaluation of interior materials, finishes, and treatments. Also discussed is the impact materials have on human beings and the environment.

INT 259 TEXTILES

Students explore the nature of man-made and natural fibers and their production, uses, and characteristics. Content includes discussion of yarn, fabrics, finishes, design methods, aesthetic application, and ordering specifications.

INT 268 SPACE PLANNING

With consideration for existing building limitations such as mechanical and electrical systems, and egress and fenestration, students learn how to create functional and effective space plans. Students coordinate issues of traffic flow and circulation as they relate to the placement of partitions, and the definition of both public and private spaces within an existing building shell.

INT 269 HUMAN FACTORS

Issues related to how human beings interact with the built environment are explored, including ergonomic, anthropometric, and behavioral considerations that affect the planning of interior space. Students are introduced to project programming and the skills necessary to graphically represent their ideas through conceptual drawings, bubble diagrams, matrices, and other supporting graphic images.

Prerequisite: INT 168

INT 270 DESIGN PROCESS

This course focuses on the application of theories of design, spatial organization, and analysis of user needs to the development of a multi-level space. Content includes the development and implementation of a clearly defined design concept through the schematic phase of the design process. Students produce both sketch and finished models as means of visualizing three-dimensional space.

Prerequisite: INT 269

INT 273 DESIGN DEVELOPMENT, RESIDENTIAL

In this exploration of the design development phase of the residential design process, students make the transition from thinking conceptually to fully developing a residential interior space. Course content includes concept development, space planning, color, finishes, and furnishings selection. Materials selection and their appropriate application to the residential environment are also discussed.

Prerequisites: INT 232, INT 270

INT 335 DIGITAL PRESENTATION

This course experiments with alternate methods of creating and producing interior design presentations. Combining a variety of software, reproduction methods, and manual technology, students explore ways to manipulate and integrate images and text into a cohesive graphic package. Issues of design, composition, and typography are addressed.

Prerequisites: P 104, INT 235, INT 237

INT 341 HISTORY OF DESIGN, 1830-PRESENT

The development of nineteenth- and twentieth-century furniture and interiors from industrialization to the present is explored, along with the theoretical basis of the evolution of contemporary design. Discussion includes the history of the profession of interior design and the contributions of individual designers.

INT 343 HISTORY OF NINETEENTH- AND TWENTIETH CENTURY ARCHITECTURE

A study of the evolution of modern architecture in the nineteenth and twentieth centuries, this course discusses the theoretical basis of significant architectural styles and places architectural developments within their cultural, historical, and social contexts.

INT 352 BUILDING TECHNOLOGY AND CODES

This course surveys the principles of interior construction and the interrelationship between building materials, systems, and structure. It includes research and application of building codes and other regulations covering the public's health and welfare.

Prerequisite: INT 232

INT 356 LIGHTING

Students explore the possibilities of lighting as a form-giver to interior space and the technical knowledge necessary to create a successfully illuminated interior.

Prerequisite: INT 235

INT 358 INTERIOR DETAILING

The study of materials and fabrication techniques involved in the design and installation of basic interior details for cabinetry, floor, ceiling, and walls is the focus of this course. Content includes how details are communicated in the documents package.

Prerequisite: INT 235

INT 372 CORPORATE DESIGN

Focusing on the design of a corporate space from programming to presentation drawings, course content includes space planning, lighting, corporate furnishings, material and finish selection, and code applications for corporate use.

Prerequisites: INT 235, INT 273

INT 373 SPECIALTY DESIGN

Advanced space planning, emphasizing the development of sculptural space, and the concept of plan as art are studied. The course emphasizes precedent and contextual thinking in the development of creative design for a variety of interior applications.

Prerequisites: INT 356, INT 372

INT 377 PROBLEMS IN RESIDENTIAL DESIGN

In this course, students explore the human factors, design requirements, and regulations governing the design of interiors for special populations and barrier-free spaces.

Prerequisites: INT 356, INT 372

INT 406 ADVANCED DETAILING

The research and design of complex casework, millwork, and interior construction details are studied in this course.

Prerequisite: INT 358

INT 409 ADVANCED COMPUTER-AIDED DESIGN AND VISUALIZATION

This is an advanced course using 3D Studio VIZ, AutoCAD, Architectural Desktop, and other PC software to visualize designs in three dimensions. Students learn to build precise three-dimensional models of the built environment and combine with other two- and three-dimensional graphics software to communicate design intent using photo-realistic images and walk-through simulations.

Prerequisite: INT 235

INT 431 ADVANCED CORPORATE DESIGN

The design of a complex, upscale corporate interior reflects the comprehensive synthesis of problem identification, research, programming, preliminary design, and design development. The team project focuses on issues of group dynamics, the coordination of information, conflict resolution, and peer review.

Prerequisites: INT 352, INT 356, INT 358, INT 373, INT 377

INT 432 HOSPITALITY DESIGN

Students investigate and apply design issues, codes, and products to the development of a hospitality space.

Prerequisites: INT 352, INT 356, INT 358, INT 373, INT 377

INT 434 HISTORIC PRESERVATION

Theories and approaches for the interpretation and design of historic spaces and the use of historical references in contemporary interior environments are presented and explored.

Prerequisites: INT 341, INT 352, INT 356, INT 358, INT 373,

INT 460 PROFESSIONAL PRACTICE

The principles governing the business, legal, and contractual aspects of the interior design profession for both commercial and residential applications are presented. Also addressed are factors in client relationships, marketing design services, and issues facing the design profession today.

INT 468 PORTFOLIO

In preparation for job interviews, students refine and assemble a creative body of work into a comprehensive visual package. This course must be taken in the last or next to last quarter of the program.

Prerequisite: Completion of one 400-level design studio and approval of the department chair.

INT 498 INDEPENDENT STUDY

This course offers students the opportunity to pursue advanced study within an area of interest with the approval of the department chair. May be repeated for credit.

INT 499 INTERNSHIP

This monitored program for upper-level students gives them the opportunity to work with cooperating employers. Available to qualified students with approval from the department chair.

MA 110 HISTORY AND TRENDS IN ANIMATION

Students explore the development of the art of animation within an historical context. The influences of society and human events, advances in technology, and major stylistic trends are discussed in terms of their impact on animation. Students also explore current directions in contemporary animation, and identify major sectors of the animation industry and career opportunities within them.

MA 131 WRITING FOR ANIMATION

Students explore the many facets of storytelling and narrative development, dealing with both conceptualization and professional structuring of a story for animation. They develop stories by breaking them down into such things as a premise, scene breakdown, and story outline, finally generating a script. They then gather these elements into a professional presentation.

Prerequisite: EN 101 or EN 103H

MA 133 STORYBOARDING AND ANIMATICS

This course examines and breaks down the necessary tasks in the pre-production stage in the creation of graphics, animation, and special effects in film and video. Students produce treatments and storyboard descriptions, as well as create images for storyboards. Animatics are produced combining the written and visual into presentation formats.

Prerequisite: MA 131

MA 141 SCULPTURE FOR ANIMATORS

This course covers the basics of character construction and design from construction drawings through completed 3D models rendered in polymer clay. Students construct maquettes, which are digitized into 3D animation programs as part of the design, visualization, and model making process, to help the animator visualize the character or object they are animating in three dimensions.

Prerequisite: ART 211

MA 201 INTRODUCTION TO 3D MODELING

Students are introduced to the basic concepts in object creation in a computer-based modeling environment. Topics include concepts of 3D space, methods of modeling, editing modeled objects, texture mapping, and rendering, as well as the basics of lighting and camera work for 3D modeling.

Prerequisites: MA 141, MT 112

MA 211 CHARACTER AND OBJECT DESIGN

Students design and draw characters or objects for animation, learning appropriate proportion and form for an animated character or object.

Prerequisite: MA 141

MA 231 INTRODUCTION TO 2D ANIMATION

Students gain a basic understanding of the process for creating two-dimensional animation sequences through both traditional methods and the computer. They learn the various principles of animation through a series of building-block projects using both traditional methods and materials as well as 2D paint and animation software to produce on-screen animations.

Prerequisite: MA 133

MA 238 INTERMEDIATE 2D ANIMATION

This course applies the basic principles of 2D animation in a computer environment. Students script, storyboard, and develop a short animation project using both traditional and computer skills.

Prerequisite: MA 231

MA 241 ADVANCED DRAWING FOR ANIMATORS

Students refresh and further develop their drawing skills in human anatomy, animal anatomy, and perspective, as well as creating 2D animated sequences using the traditional paper and pencil approach.

Prerequisite: MA 211

MA 251 ACTING FOR ANIMATORS

While exploring the techniques involved in putting together expressions and movements that convey emotions, impart meaning, and tell a story, students learn how to tell a story with motion and embellish it with expression.

Prerequisite: EN 105

MA 302 INTERMEDIATE 3D MODELING

Students expand their knowledge and skills in computer-based 3D modeling. Topics covered include skinning, beveling, displacement mapping, terrain (topographic) modeling, metaball modeling, match perspective, advanced texture mapping, and advanced lighting techniques.

Prerequisite: MA 201

MA 304 ADVANCED 3D MODELING

Advanced modeling techniques and concepts are applied using a 3D environment. Modeling as character design and development is emphasized while students analyze real-world observations and their application to modeling.

Prerequisite: MA 302

MA 312 INTRODUCTION TO 3D ANIMATION

Students are introduced to basic three-dimensional animation techniques. Topics covered include hierarchical linking, keyframing, function curves, animated modifiers, animated materials and textures, basic dynamics, basic particle animation, basic morphing, animated cameras, introduction to character animation, and space warps.

Prerequisites: MA 238, MA 302

MA 321 INTERMEDIATE 3D ANIMATION

Building on skills acquired in MA 298, students are introduced to more advanced 3D animation techniques, using character animation as a focus. Topics covered include application of the principles of traditional animation to 3D animation, creating animation timed to music, creating and animating bone structures and linking them to continuous-skinned and jointed characters, animation of facial expressions, and lip synching.

Prerequisite: MA 312

MA 324 ADVANCED 3D ANIMATION

Advanced animation techniques, rigging, and setup techniques are used in a 3D environment. Students apply the principles of acting, as well as appropriate mathematical concepts and techniques, to scripting activities, using real-world observations and their application to animation.

Prerequisite: MA 321

MA 333 ANIMATION FOR INTERACTIVE PRODUCTION

This course combines animation with facilities for integrating text, sound, images, and full-motion video into a wide variety of interactive products. Students explore the role of 2- and 3D animation in the production of interactive applications and use skills in scripting, storytelling, and animation to produce prototypes of interactive applications using multimedia software.

Prerequisites: MA 324, MA 304

MA 341 DIGITAL INK AND PAINT

This course introduces students to advanced digital rendering and painting techniques and tools for creating professional-quality storyboards, model sheets, animatics, concept art, and animation. They explore issues of color management and how to tailor the finished product for the final output medium, including video, print, film, and the Web.

Prerequisites: GD 214, P 104

MA 344 DIGITAL VIDEO EDITING

Students explore the features and functions of nonlinear video editing systems. The role of editing, compositing, and audio in the post-production process for animation and live-action is stressed. Students also explore the various options available for output and distribution of edited video.

Prerequisite: MA 321, MA 312

MA 345 SPECIAL EFFECTS

Students gain experience in combining live-action video with 2- and 3D animation, along with the creation and execution of special effects. Special attention is given to issues surrounding the workflow of animation in a production environment.

Prerequisites: MA 341, MA 344

MA 351 MATERIALS AND LIGHTING

In this course, students learn about lighting 3D objects, lighting movement, and establishing the relationship among background, object, reflectivity, and illusion of depth. The course focuses on the correlation between reality and computer rendition, stressing the difference between light and the technical imitation of artificial lighting.

Prerequisite: MA 304

MA 398 INDEPENDENT STUDY

This course offers students the opportunity to pursue advanced study within an area of interest with the approval of the department chair. May be repeated for credit.

MA 399 INTERNSHIP

This monitored program for upper-level students gives them the opportunity to work with cooperating employers. Available to qualified students with approval from the department chair.

MA 412 BUSINESS FUNDAMENTALS AND CAREER DEVELOPMENT

This course provides a detailed view of the concepts, practices, strategies, legalities, and decisions involved in successfully establishing and operating an animation business. Students gain a strong working knowledge of the animation industry.

MA 424 SPECIAL TOPICS IN ANIMATION

In this course, students conduct an in-depth study, write a paper, and make a professional presentation on a topic in animation. The emphasis is on collating and analyzing information, developing personal critiques, and making a comprehensive professional presentation.

Prerequisite: Permission of department chair.

MA 430 SENIOR PROJECT I AND**MA 440 SENIOR PROJECT II**

Students research and submit a proposal for a research and/or development project in animation and work with individual faculty advisors. Emphasis is on systematic planning, content development, design, and technology research, as well as formal written communication, independent critical analysis, presentation, and defense.

Prerequisites: MA 304, MA 324

MA 490 PORTFOLIO PRESENTATION

In this review course, students prepare individual portfolios. Emphasis is placed on professional preparation and creation of a demo tape and portfolio book.

Prerequisite: MA 440. Must be taken in the final quarter.

MT 0920 BEGINNING ALGEBRA

This transitional studies course includes the study of basic algebraic and geometric concepts. Specifically, the course covers real numbers, linear equations and inequalities, graphing, exponents, polynomials, and geometric concepts in solving problems of measurements, perimeter, and area. The course includes four hours of structured classes with two hours of self-directed and/or tutorial work in the transitional studies lab for a total of six hours per week.

Prerequisite: academic placement testing

MT 112 COLLEGE GEOMETRY

This course introduces students to such topics as measurements, lines, angles, polygons, congruence, similarity, areas, circles, algebraic approaches to geometry, and an introduction to coordinate geometry.

Prerequisite: academic placement or successful completion of MT 0920

MT 113 IDEAS OF MATHEMATICS

An introduction to some of the major themes and ideas in mathematics, including methods used in their applications, the course includes such topics as concepts of geometry set theory, algebra, statistics, and consumer mathematics.

Prerequisite: academic placement or successful completion of MT 0920

MT 115 APPLIED MATHEMATICS

Students in this course learn the math concepts related to creating simple scripts and implementing advanced 3D rigging concepts. They also explore logical approaches to problem solving, learn how to break down complex goals into approachable parts, and see how mathematics can apply to real-world problems.

P 104 DIGITAL PHOTOGRAPHIC PRODUCTION

In this introduction to electronic photo editing, students become acquainted with the concepts, hardware, and software related to digital image acquisition, manipulation, and output, including scanning, masking, layering, and retouching.

Prerequisite: CAA 106

P 200 DIGITAL PHOTOGRAPHY FOR NON-MAJORS

Intended for non-majors, this course introduces students to the fundamental terminology, concepts, and techniques of digital photography. Emphasized are the principles of using color, composition, lighting, and other techniques for overall thematic and visual effects of photographic images.

Prerequisite: P 104

PS 101 INTRODUCTION TO PSYCHOLOGY

Students are introduced to the biological bases of human behavior, consciousness, perception, learning, motivation, and emotion. The development of the human person over the life span is viewed from the perspective of personality, adjustment, psychological disorder, therapy, health, and social interaction.

SC 105 PHYSICAL SCIENCE

In this introduction to the scientific method, students learn about the particular methods of observation and experimentation in the sciences. Specifically, students develop an integrated understanding of physics, chemistry, astronomy, earth science, and biology. Topics such as Newton's laws, the atomic model, natural selection, the genetic code, and cosmology are explored.

Prerequisite: EN 101 or EN 103H

SC 106 CHEMISTRY

This course introduces students to some basic concepts of chemistry that are particularly useful for everyday living, and especially for food science and cooking. It builds on earlier experience of science to provide students with a foundation for further learning of the chemical principles pertinent to our ordinary experience. The course includes demonstrations.

Prerequisites: EN 101 or EN 103H and MT 112 or MT 113

SC 115 SCIENCE OF LIGHT

Students examine light and color in terms of physics, biology, and psychology. Topics include production and detection of light, geometric and wave optics, light and color in nature, production of colors, reaction of the eye and the brain to light and color, and psychological reaction to light.

Prerequisites: EN 101 or EN 103H and MT 112 or MT 113

SC 116 SCIENCE OF SOUND

This course examines sound in terms of its behavior, physics, and acoustics. Acoustical behavior of sound such as reverberation, echo, and pitch are also explored. Students learn theories and principles relating to acoustics through a variety of projects used for demonstration and ear training. The course emphasizes critical thought and aural analysis.

Prerequisite: MT 112 or MT 113

SC 205 HUMAN AND ANIMAL ANATOMY

In this course, students learn about basic human and animal anatomy, including the skeleton system and muscular system. They also examine the important relationship between anatomic structures and their functions in the human body or animal, an understanding of which helps animators and game artists in their work on modeling, rigging, and skinning.

SC 225 PHYSICS

This course focuses on physics for the artist, taking a practical look behind everyday phenomena to learn about why the physical world behaves the way it does. What is velocity? What is acceleration? How are they calculated? And why should the computational artist care? This course answers these questions and more. Through hands-on, real-world examples combined with programming experiments, students gain a deeper understanding about the behavior of the physical world. A knowledge of physics aids students both in computer scripting tasks as well as in the usage of physics modules for 3D animation tools.

SP 101 BEGINNING SPANISH CONVERSATION

This course introduces students to the association between Spanish sounds and letters, and emphasizes pronunciation, vocabulary acquisition, basic grammar concepts, and the beginnings of an understanding of the Spanish-speaking communities of Latin America, the United States, and Spain. Highly integrated sections of the program, including audio, video, and computer technology, provide many opportunities to develop speaking and listening skills in situations relevant to students' lives.

SP 102 CONVERSATIONAL SPANISH

Students continue building their basic speaking and listening skills through additional instruction in beginning grammar concepts and continued vocabulary-building, as well as extensive pronunciation and conversational practice. Highly integrated sections of the program, including increased audio, video, computer, and Internet technology, provide numerous opportunities to further the development of speaking and listening skills in situations relevant to students' lives.

Prerequisite: SP 101, appropriate transfer credit, or placement test.

VID 210 SCRIPTWRITING FOR TELEVISION & FILM

Students practice writing scripts that convey messages in a clear, effective, direct style that communicates to specific audiences. Emphasis is placed on developing concepts and researching, planning, and writing scripts for commercials, public service announcements, promotional videos, news stories, and video for corporations and non-profit organizations. Basic storyboard layouts and techniques are also examined.

Prerequisites: EN 101, VID 101

CLASS SCHEDULES

Classes are scheduled Monday through Saturday. Most lecture classes are scheduled in two-hour blocks.

Most lab classes are scheduled in four-hour blocks.

Day Session

8:00–9:50 am
9:00–10:50 am
10:00–11:50 am
11:00 am–12:50 pm
12:00–1:50 pm
1:00–2:50 pm
2:00–3:50 pm
3:00–4:50 pm
4:00–5:50 pm

Evening

6:00–7:50 pm
8:00–9:50 pm

NOTE: For all programs, specific classes may meet outside the class session times listed. In cases where additional hours are needed, they will be added before or after the normal class meeting time. While some degree program courses are offered in the evening, some courses required for graduation may not be offered in the evening, requiring the student to take them during the day session. When size and curriculum permit, classes may be combined to contribute to the level of interaction among students. Therefore, certain class schedules may vary. The Art Institute reserves the right to modify the school calendar, curriculum, and class schedule as it deems necessary.

Please note that while all required general education courses are offered at the Decatur campus, some elective general education courses also included in the course list are offered only at the main campus in Sandy Springs.