



## Academic Catalog 2010

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## Values

- We believe in excellence in higher education that prepares graduates for careers, reflects the needs of the business community and fosters personal growth and professional success.
- We believe a comprehensive and ongoing program for assessing student learning is a key component of institutional effectiveness.
- We believe the student is an active participant in the educational process.
- We believe in providing value for the graduate's investment.
- We believe that student, alumni and industry employer satisfaction contributes to our success.
- We believe in civic and professional service.
- We believe in mutual respect, active participation and collaboration.
- We believe that employee development, satisfaction, engagement and responsibility are essential to productivity, growth and excellence.
- We believe in continual institutional improvement and effective management of change.
- We are committed to operating with integrity and cultivating integrity within our students.
- We seek to do the right thing.

## Mission

The Art Institute of Michigan is an institution of higher education offering degree and other academic programs in the creative and applied arts to a diverse student body from the Greater Detroit Area, the State of Michigan, and the United States. The college offers a stimulating learning environment where committed and talented students, led by dedicated and professional faculty, can develop their creativity and acquire the skills and knowledge to pursue careers in their fields of study.

## Purpose

The purpose of The Art Institute of Michigan is to offer programs of instruction that enable students to develop:

- knowledge and skills necessary for entry-level employment and career growth;
- intellectual ability, social awareness and leadership skills that will enhance their potential for personal and professional success; and
- broader understanding of ethics, culture, history, science and the arts.

## **INTRODUCTION**

Welcome to The Art Institute of Michigan	6
Accreditation	8
Academic Affairs	9
Art Foundations	9
Transitional Studies	10

## **ACADEMIC PROGRAM INFORMATION**

Advertising	12
Advertising, BA	12
Culinary Arts	16
Culinary Management, BAS	16
Culinary Arts, AAS	20
Professional Baking & Pastry Certificate	22
Digital Photography	23
Digital Photography, BFA	23
Fashion	26
Fashion Marketing & Management, BA	26
Fashion Merchandising, AAS	29
Interior Design	31
Interior Design, BFA	31
Visual Communications	35
Visual Communications, BFA	35
Graphic Design, AAS	38
Web Design	40
Web Design & Interactive Media, BFA	40
Web Design & Interactive Media, AAS	43
General Education	45
Goal and Philosophy	45
General Education Requirements	46
Course Descriptions	59
Online Education	102

## **ADMISSIONS**

Policy & Requirements	104
Application Procedures	107
Re-admissions	108

## **FINANCIAL SERVICES**

Return of Federal Title IV Aid	109
Scholarships	113
Financial Planning	114
Financial Information Current Schedule of Charges	115

Federal Student Financial Aid	116
Accounting	118

**CAREER SERVICES**

Part-time Employment and Internship Support	119
Graduate Assistance	119

**STUDENT AFFAIRS**

Student Affairs Mission and Function	121
Online Academic Advising	121
Counseling Services	121
Disabilities Services	121
Housing	122
Campus Organizations and Programming	122
Student Lounge	123
Portfolio Show and Graduation	123
Alumni Services	123

**ACADEMIC POLICIES AND PROCEDURES**

Academic Grading	124
Satisfactory Academic Progress	127
Schedules and Registration	130
Attendance Policies and Procedures	132
Transfer Credit Policy	133
Graduation Requirements	138
Family Education Rights and Privacy Act (FERPA)	138
Student Conduct Policy	143
Drug-free Workplace and Campus	151
Campus Security and Safety	154
Complaints and Grievances	157
Arbitration	159
Miscellaneous	160

**CAMPUS RESOURCES**

Facilities	163
Library	163
Art Gallery and Exhibitions	163
Academic Calendar	164
Directions to Campus	166

## **INTRODUCTION**

### **WELCOME TO THE ART INSTITUTE OF MICHIGAN**

The Art Institute of Michigan is a branch of The Illinois Institute of Art – Chicago and a part of The Art Institutes system of schools, America’s Leader in Creative Education. Conveniently located on the southeastern part of Novi, The Art Institute of Michigan is easily accessible from four major highways (M5, I96, I275, and I696) and provides career-focused education in the fields of culinary arts, fashion marketing, design, and media arts.

The Illinois Institute of Art – Chicago, of which The Art Institute of Michigan is a branch, is a part of the exciting history of Chicago. Founded in 1916 as The Commercial Art School, the school was one of the first applied art and design colleges in the United States. The school became widely known in the 1930s as Ray–Vogue School with professional programs in art, design, and fashion. It was renamed Ray College of Design in 1981, and joined The Art Institutes system in 1995; when it was renamed The Illinois Institute of Art - Chicago. The Art Institute of Michigan was established as a branch of The Illinois Institute of Art in November of 2007.

## **THE ART INSTITUTE OF MICHIGAN OVERVIEW**

THE MIND TO IMAGINE. THE SKILLS TO CREATE.

Faculty and staff of The Art Institute of Michigan are dedicated to providing students the tools and knowledge they need to pursue their career goals. When students arrive at The Art Institute of Michigan, they bring their creative drive; their “mind to imagine.” Dedicated faculty members with industry experience provide “the skills to create.” Whichever creative program students choose, The Art Institute of Michigan strives to provide the knowledge necessary to enter into that field. Upon graduation, our dedicated Career Services staff will work with each student to assist in the employment search. Students’ personal drive and ambition complete the mix.

### **ASSESSMENT PROGRAM**

As an institution of higher education, The Art Institute of Michigan is committed to excellence in teaching and learning. Reflecting that commitment, The Art Institute of Michigan has a formal, on-going assessment of student learning and achievement. The Art Institute of Michigan collects and analyzes data on the nature and extent of student learning and uses that analysis to enhance both teaching and learning. Under the guidance and direction of the Dean of Academic Affairs, assessment involves the entire Art Institute of Michigan community—students, faculty, staff, and administration—in a coordinated effort to use the assessment of learning as a cornerstone for curriculum development and institutional improvement.

### **STUDY ABROAD PROGRAM**

The Art Institutes Study Abroad Program provides students the opportunity to expand and improve their learning through international study. Students will gain knowledge and experience that can assist them in preparing for success in a global economy. Led by instructors from The Art Institutes system of schools, programs vary in length and may be credit or non-credit bearing. The Program is open to students enrolled in member schools of The Art Institutes Study Abroad Consortium. Students at schools that are not part of the Consortium are not eligible for the Program. Financial aid may be available for those who qualify.

Past Art Institutes’ study abroad programs have taken students throughout the world to countries including Australia, Austria, Canada, Costa Rica, England, Finland, France, Germany, Greece, Ireland, Italy, New Zealand, Russia, Spain, Sweden, Switzerland, Turkey, and Wales.

## **COMPANY INFORMATION**

The Art Institute of Michigan is one of The Art Institutes ([www.artinstitutes.edu](http://www.artinstitutes.edu)), a system of over 45 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary arts professionals.

## **CATALOG PREPARATION**

This catalog was prepared by staff of The Art Institute of Michigan. The information contained herein applies to the 2009-2010 academic year. Curricula, fees, expenses, and other matters described herein are subject to change at the discretion of The Art Institute of Michigan. For more information, contact the Director of Admissions at (248) 675-3800.

## **ACCREDITATION**

The Art Institute of Michigan is licensed under the laws of the Michigan Department of Labor and Economic Growth.

The Art Institute of Michigan is a branch of The Illinois Institute of Art – Chicago. The Illinois Institute of Art – Chicago is accredited by The Higher Learning Commission and a member of the North Central Association (30 North LaSalle Street, Suite 2400, Chicago, Illinois 60602-2504 [www.ncahlc.org](http://www.ncahlc.org)).

## **SCHOOL ADMINISTRATION**

Names for administrators, directors, managers and instructional supervisors are listed in the accompanying addendum to this catalog (*The Art Institute of Michigan Catalog, Addendum I, Winter 2009*). Names of instructors, their degrees and awarding institutions are also listed in the addendum.

## **ACADEMIC AFFAIRS**

### **THE ACADEMIC AFFAIRS MISSION**

The mission of the Academic Affairs Department is to prepare undergraduate students for careers in applied arts and to provide a learning environment in which they acquire the foundational skills and broad contextual understanding that will help them have meaningful careers.

Graduates of The Art Institute of Michigan:

- Should have written and oral skills that enable them to communicate effectively with prospective employers, colleagues, clients, and the general public. They will be able to formulate a message in more than one medium.
- Should have creative design and problem-solving skills that result in imaginative, innovative, professional-level solutions within parameters such as deadlines, audience or customer expectation and budget.
- Should have a thorough understanding of the field they plan to enter, including foundational elements and principles, technical skills, and terminology.
- Should have an understanding of connections between their lives and the broader world in which they will perform their profession, applying observation, research, reasoning, creativity, and analysis to global issues through the lens of the humanities, arts, natural sciences and social sciences.
- Should have developed themselves professionally, attaining a professional demeanor that matches industry standards, an understanding of business practices and an understanding of continuous career development.

### **ART FOUNDATIONS**

Foundations courses teach students visual communication skills.

#### **MISSION**

The primary purpose of the Foundations program is to provide all students in one of the design programs with a rigorous art and design foundation, enabling them to advance in their respective area of study. These competencies are accomplished in a studio environment through learner-centered instruction delivered by qualified faculty to students who are capable of and committed to an active role in learning.

1. Students develop hand and drawing skills and the ability to use basic art materials.
2. Students apply the elements and principles of design to art compositions.
3. Students create work that meets pre-determined parameters.
4. Students demonstrate a logical approach to problem solving.
5. Students generate original ideas from outside sources.
6. Students use art and design vocabulary to analyze and critique Foundations artwork, for both their own work and fellow students' work.

## **TRANSITIONAL STUDIES**

The Transitional Studies Department is designed to prepare students for coursework at The Art Institute of Michigan. The department is committed to increasing students' knowledge of basic skills in math, writing, and technology with the goal of preparing them for the challenge of academic life as they become independent learners.

The Art Institute of Michigan assesses the reading, writing, math and computer skills of entering students to determine if they could benefit from additional assistance. Placement is determined based on transfer credit, ACT or SAT test scores and ACCUPLACER online placement exam produced by the College Board.

The Transitional Studies department collaborates closely with the Academic Learning Center to provide tutoring in math, English and other subjects, and with the Student Affairs staff to provide academic advising and counseling. Transitional Studies courses are non-credit courses to be taken within the first year of study.

Student outcomes:

- Academic: Students develop skills necessary for their academic and social integration into the environment.
- Written Communication: Students are able to develop essays and paragraphs that are logically structured.
- Problem-Solving: Students learn basic problem-solving skills that directly relate to their fields of study.
- Computer Literacy: Students are able to apply basic computer skills for use in their field of study and general education classes.

## CULINARY ARTS PROGRAMS

The Culinary Arts Programs are designed to prepare students for varied careers in the food service industry. The hospitality and food service industries are the fastest growing segments of the service industry. Consumer expectations have risen accordingly and educational institutions need to be prepared to supply the increasing demand, by this industry, for well educated, productive members of the workforce.

Programs are designed to prepare students to meet the following outcomes at levels appropriate to their degree or certificate:

- Display proficiency of various culinary procedures and applications.
- Demonstrate proper overall safety and sanitation procedures.
- Define and apply appropriate culinary terminology.
- Produce products according to desired outcomes based on desired quality standards.
- Identify elements of various cuisines.
- Analyze financial statements for foodservice operations.
- Demonstrate a professional and ethical manner, in the workplace
- Gain and maintain employment within the culinary arts field.

## **ADVERTISING**

Bachelor of Arts (12 quarters, 180 quarter-credits)

### Program Mission Statement

The mission of the advertising program at The Art Institute of Michigan is to prepare graduates for entry-level careers in the advertising profession by providing a foundation in the business aspects of advertising while helping them develop the basic creative and technical skills necessary to create and implement targeted advertising solutions that meet professional standards.

### Desired Student Outcomes

1. **Technical Skills:** Graduates will demonstrate basic proficiency with the tools and graphic techniques of the profession to plan and implement production of advertising media such as print collateral, audio and video spots, and Web-interactive materials as well as business software related to marketing and public relations.
2. **Graphic Design:** Graduates will develop concepts as well as analyze and incorporate aesthetics and layout in the design process for advertising campaigns and marketing communications.
3. **Marketing and Advertising Theory:** Graduates will apply industry knowledge and critical thinking skills to analyze, develop, and implement effective advertising solutions that meet professional standards.
4. **Problem Solving and Critical Thinking:** Graduates will demonstrate their knowledge of the interdependence between advertising/marketing objectives and visual expression and be able to evaluate, critique, and understand their ideas. They will be able to use this knowledge to identify problems and arrive at innovative solutions.
5. **Professionalism:** Graduates will understand the corporate climate of the advertising industry; be aware of the range of career paths and opportunities in the industry; and have an understanding of industry standards, professional practices and ethics.
6. **Communication:** Graduates will be able to articulate the vision behind their creative work and explain and promote their solutions to clients and colleagues. They will have basic visual communication skills related to presenting products; an ability to work collaboratively in a corporate environment; and an understanding of marketing communication.
7. **Context:** Graduates will have a broad understanding of the context in which advertising exists, including history, literature, cultural variation, psychology, logic, marketing, US and international law and regulations, and new media.

## Program Description

The Advertising Program is designed to provide graduates with the skills needed to work in the field of advertising, art direction, copy writing and account supervision. A solid art foundation combined with hands-on advertising curricula is designed to prepare students for entry-level positions with advertising agencies and departments, art studios and departments, marketing companies and departments and production companies. An advertising-related internship while in school offers real-world experience that may be helpful when applying for a position.

## Graduation Requirements

To receive a Bachelor of Arts in Advertising, students must complete a minimum of 180 quarter-credits with 100 quarter-credits in general education courses and 80 in their specialty area with a cumulative GPA of 2.0 or higher. Also, a student must receive a passing grade or credit for all required course work and satisfy all financial obligations to The Art Institute of Michigan. Graduating students must pass a required course where a portfolio is produced. The portfolio must demonstrate entry-level employment competencies appropriate to the specific degree program. Each student is required to participate in the Senior Portfolio Show.

ADVERTISING TYPICAL COURSE SEQUENCE\*  
BACHELOR OF ARTS DEGREE

		LECTURE HOURS	LAB HOURS	INTERNSHIP HOURS	CLOCK HOURS	QUARTER NO. OF CREDITS	OF WEEKS
<b>FIRST QUARTER</b>							
ART110	Color Theory	22	44	0	66	4	11
ART100	Design Fundamentals	22	44	0	66	4	11
GEN109	Computers for the Arts	44	0	0	44	4	11
GEN101	English I	44	0	0	44	4	11
<b>SECOND QUARTER</b>							
VC122	Intro to Typography	22	44	0	66	4	11
ADV105	Fundamentals of Advertising	22	44	0	66	4	11
ADV111	History of Advertising & Mass Communication	22	44	0	66	4	11
GEN124	Psychology	44	0	0	44	4	11
<b>THIRD QUARTER</b>							
ADV117	Layout & Design	22	44	0	66	4	11
VFX101	Image Manipulation	22	44	0	66	4	11
FM311	Principles of Marketing	44	0	0	44	4	11
GEN102	English II	44	0	0	44	4	11
<b>FOURTH QUARTER</b>							
VC226	Digital Illustration	22	44	0	66	4	11
FM230	Consumer Behavior	44	0	0	44	4	11
ADV221	Business Writing	22	44	0	66	4	11
GEN119	Statistics	44	0	0	44	4	11
<b>FIFTH QUARTER</b>							
ADV239	Advertising Copywriting	22	44	0	66	4	11
ADV227	Advertising Design Concepts	22	44	0	66	4	11
ADV233	Persuasive Techniques	22	44	0	66	4	11
GEN130	Sociology	44	0	0	44	4	11
<b>SIXTH QUARTER</b>							
VC250	Introduction to Collateral Design	22	44	0	66	4	11
MAA212	Storyboarding & Animatics	22	44	0	66	4	11
ADV245	Scriptwriting for Electronic Media	22	44	0	66	4	11
GEN	Humanities & Fine Arts Elective (GEN 140/143)	44	0	0	44	4	11
<b>SEVENTH QUARTER</b>							
ADV313	Fundamentals of Marketing Research	22	44	0	66	4	11
ADV307	Art Direction & the Creative Process	22	44	0	66	4	11
ADV301	Brand Strategy	22	44	0	66	4	11
GEN105	Effective Speaking	44	0	0	44	4	11
<b>EIGHTH QUARTER</b>							
FM221	Public Relations	44	0	0	44	4	11
ADV319	Media Planning & Buying	22	44	0	66	4	11
GEN	Humanities & Fine Arts 200 level course	44	0	0	44	4	11
<b>NINTH QUARTER</b>							
ADV331	Integrated Marketing Communications	22	44	0	66	4	11
ADV325	Advertising Campaigns	22	44	0	66	4	11
GEN	Math Elective	44	0	0	44	4	11

**TENTH QUARTER**

ADV405	Account Planning	22	44	0	66	4	11
ADV411	Nontraditional Advertising Strategies	22	44	0	66	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11
IC402	Career Development	44	0	0	44	4	11

**ELEVENTH QUARTER**

ADV417	Advertising Internship	22	44	0	66	4	11
ADV423	Advanced Advertising Campaigns	22	44	0	66	4	11
GEN340	Global Thinking in a Creative Context	44	0	0	44	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11

**TWELFTH QUARTER**

ADV433	Portfolio	22	44	0	66	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11
GEN	Social Science 200 level course	44	0	0	44	4	11

\* Actual course sequence is subject to change.

## **CULINARY MANAGEMENT**

Bachelor of Applied Science, (12 quarters, 180 quarter-credits)

The Culinary Program is designed to prepare students for varied careers in the hospitality and food service industries, the fastest growing segments of the service industry. Consumer expectations have risen and the industry seeks well educated, productive members of the workforce.

### Program Mission Statement

The mission of the Bachelor Degree in Culinary Arts Management is to provide a market-driven, competency-based education that integrates academics and hands-on learning and instruction. The practical culinary skills and management courses in this program offers a foundation and preparation for entry-level management positions in the foodservice industry.

### Desired Student Outcomes

1. Culinary theory and terminology: Graduates will display proficiency of various culinary procedures and applications, will be able to define and apply appropriate culinary terminology.
2. Cooking: Graduates will be able to produce products according to desired outcomes based on desired quality standards.
3. Cuisines: Graduates will be able to identify elements of various cuisines.
4. Finance: Graduates will understand cost factors of food production and be able to analyze financial statements for foodservice operations, and be able to effect change; they will understand financial elements at an advanced level, including budgets, cost control, property management issues and will be able to use spreadsheets and other software.
5. Professional awareness: Graduates will have an understanding of culinary careers and the structure and culture of the culinary field; they will understand professional and ethical behavior in the workplace.
6. Communication: Graduates will demonstrate effective interpersonal relations in a culinary team. In a commercial setting they will be able to read customer needs and create a clear menu. Graduates will have at least basic fluency in Spanish as well as English, oral communication skills, report-writing skills, and managerial skills.
7. Problem-solving: Graduates will be able to identify and solve problems related to food preparation and menu development. Graduates will be able to solve problems related to product supply and employee and customer relations.
8. Context: Graduates will understand their profession in relation to world geography and cultures, legal environment (sanitation, alcohol service), agriculture, biology (nutrition), physiology (taste, effect of alcohol), chemistry, sustainability, research, contemporary movements (organic, vegetarian, locavore), business and related math skills.

## Program Description

From overseeing food quality, to dealing with customers, to making staffing decisions, a foodservice manager handles hundreds of varied yet critically important tasks every day. The manager's capabilities, day-to-day performance, and abilities to make decisions quickly, often determine the ultimate success or failure of a foodservice operation. Managers are involved in teaching, training, and motivating staff and handle all forms of human resources issues. They possess excellent interpersonal and communication skills, function as effective team leaders, and supervise a culturally diverse staff. Computer proficiency in foodservice operations applications is an integral part of a manager's daily function. Above all, knowledge of the customer, and customer relations skills empower foodservice managers to render better service, and to cater to the demands of knowledgeable consumers and employees.

## Graduation Requirements

To receive the Bachelor of Applied Science (BAS) degree program in Culinary Management students must complete a minimum of 180 quarter credit hours with 56 quarter-credits in general education and 124 quarter-credits in the specialty area with a cumulative GPA of 2.0 or higher. Also a student must receive a passing grade or credit for all required course work and satisfy all financial obligations with The Art Institute of Michigan.

CULINARY MANAGEMENT TYPICAL COURSE SEQUENCE\*  
 BACHELOR OF APPLIED SCIENCE DEGREE

		LECTURE HOURS	LAB HOURS	INTERNSHIP HOURS	CLOCK HOURS	QUARTER NO. OF CREDITS	OF WEEKS
<b>FIRST QUARTER</b>							
CULA110	Sanitation & Safety	33	0	0	33	3	11
CULA100	Concepts & Theory of Culinary Techniques	33	0	0	33	3	11
CULA105	Intro to Culinary Skills	0	110	0	110	5	11
GEN101	English I	44	0	0	44	4	11
<b>SECOND QUARTER</b>							
CULA115	American Regional Cuisine	0	110	0	110	5	11
GEN107	Computers for Culinary	44	0	0	44	4	11
CULA120	Purchasing and Product ID	33	0	0	33	3	11
GEN	Social Science 100 level course	44	0	0	44	4	11
<b>THIRD QUARTER</b>							
CULA125	Introduction to Baking & Pastry	0	110	0	110	5	11
CULA130	Intro to Baking Science & Theory	33	0	0	33	3	11
CULA135	Planning & Controlling Costs	44	0	0	44	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11
<b>FOURTH QUARTER</b>							
CULA200	Garde Manger	20	90	0	110	6	11
CULA203	Latin Cuisine	11	44	0	55	3	11
CULA207	World Cuisine	11	44	0	55	2	11
CULA210	Nutrition	33	0	0	33	3	11
GEN105	Effective Speaking	44	0	0	44	4	11
<b>FIFTH QUARTER</b>							
CULA216	Classic Cuisine	11	44	0	55	3	11
CULA212	Asian Cuisine	11	44	0	55	3	11
CULA220	Management by Menu	33	0	0	33	3	11
GEN102	English II	44	0	0	44	4	11
GEN	Humanities or Social Science 100 level course	44	0	0	44	4	11
<b>SIXTH QUARTER</b>							
CULA225	A la Carte Restaurant Kitchen	0	96	0	96	3	11
CULA230	Dining Room Service	0	96	0	96	3	11
CULA235	Food & Beverage Operations Management	44	0	0	44	4	11
CULA240	Internship	0	0	132	132	4	11
<b>SEVENTH QUARTER</b>							
CUL301	History & Culture of Cuisine	44	0	0	44	4	11
CUL303	Comp. Software for the Foodservice Manager	22	44	0	66	4	11
CUL302	Modern Leadership - Food Service	44	0	0	44	4	11
GEN149	Spanish I	44	0	0	44	4	11
<b>EIGHTH QUARTER</b>							
CULA304	From Farm to Plate	11	33	0	44	2	11
GEN116	Intro to Financial Mathematics	44	0	0	44	4	11
GEN152	Spanish II	44	0	0	44	4	11
CUL315	Advanced Food & Beverage Cost Control	44	0	0	44	4	11

**NINTH QUARTER**

GEN273	Applied Chemistry	44	0	0	44	4	11
GEN221	Economics	44	0	0	44	4	11
CUL313	Property Management	33	0	0	33	3	11
CUL316	Managing Foodservice Systems	44	0	0	44	4	11

**TENTH QUARTER**

CUL	Culinary Elective	0	80	0	80	4	11
GEN321	Global Thinking in a Creative Context	44	0	0	44	4	11
CUL310	Human Resources for Foodservice	44	0	0	44	4	11

**ELEVENTH QUARTER**

CUL	Culinary Elective	0	80	0	80	4	11
IC202	Culinary Supervision, Management, and Career Development	44	0	0	44	4	11
CUL321	Contemp. Issues for the Foodservice Manager	33	0	0	33	3	11
CUL320	R&D for the Corporate Test Kitchen	22	44	0	66	4	11

**TWELFTH QUARTER**

CUL300	Management Externship	0	0	132	132	4	11
CUL322	Culinary Management in Food Retailing	44	0	0	44	4	11
CUL318	Retirement Community Management	44	0	0	44	4	11

\*Actual course sequence is subject to change.

## CULINARY ARTS

Associate of Applied Science (6 quarters, 96 quarter-credits)

### Program Description

The Culinary Arts diploma program is designed to provide students with fundamentals in culinary techniques, food production skills, and critical thinking skills. Students will have the opportunity to study the fundamentals of cooking, baking, and pastry, as well as the art of the cold kitchen. Food production skills are complimented with basic food service management skills. Graduates of the program pursue entry-level positions in the food service industry.

### Graduation Requirements

To receive an Associate of Applied Science degree (AAS) in Culinary Arts, students must complete a minimum of 96 quarter-credits with 28 quarter-credits in general education courses and 68 quarter-credits in the specialty area with a cumulative GPA of 2.0 or higher. Students must be state-certified in sanitation to complete the degree. Also a student must receive a passing grade or credit for all required course work and satisfy all financial obligations with The Art Institute of Michigan.

### CULINARY ARTS (ASSOCIATE) TYPICAL COURSE SEQUENCE\* ASSOCIATE OF APPLIED SCIENCE DEGREE

		LECTURE HOURS	LAB HOURS	INTERNSHIP HOURS	CLOCK HOURS	QUARTER NO. OF CREDITS	NO. OF WEEKS
<b>FIRST QUARTER</b>							
CULA100	Concepts & Theory of Culinary Techniques	33	0	0	33	3	11
CULA105	Intro to Culinary Skills	0	110	0	110	5	11
CULA110	Sanitation & Safety	33	0	0	33	3	11
GEN101	English I	44	0	0	44	4	11
<b>SECOND QUARTER</b>							
CULA115	American Regional Cuisine	0	110	0	110	5	11
CULA120	Purchasing and Product ID	33	0	0	33	3	11
GEN107	Computers for Culinary	44	0	0	44	4	11
GEN	Social Science 100 level course	44	0	0	44	4	11
<b>THIRD QUARTER</b>							
CULA125	Intro to Baking Science & Theory	33	0	0	110	5	11
CULA130	Introduction to Baking & Pastry	10	100	0	33	3	11
CULA135	Planning & Controlling Costs	44	0	0	44	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11
<b>FOURTH QUARTER</b>							
CULA200	Garde Manger	20	90	0	110	6	11
CULA203	Latin Cuisine	11	44	0	55	3	11
CULA207	World Cuisine	11	44	0	55	2	11
CULA210	Nutrition	33	0	0	33	3	11
GEN105	Effective Speaking	44	0	0	44	4	11

**FIFTH QUARTER**

CULA216	Classical Cuisine	11	44	0	55	3	11
CULA212	Asian Cuisine	11	44	0	55	3	11
CULA220	Management by Menu	33	0	0	33	3	11
IC202	Culinary Supervision, Management, and Career Development	44	0	0	44	4	11
GEN	Humanities & Fine Arts 100 level course	44	0	0	44	4	11

**SIXTH QUARTER**

CULA225	A la Carte Restaurant Kitchen	0	96	0	96	3	11
CULA230	Dining Room Service	0	96	0	96	3	11
CULA235	Food & Beverage Operations Management	44	0	0	44	4	11
CULA240	Internship	0	0	132	132	4	11

\* Actual course sequence is subject to change.

**PROFESSIONAL BAKING & PASTRY**  
Certificate (4 quarters, 36 quarter-credits)

Program Description

Graduates of the program will be prepared for entry level positions in baking and pastry, including pastry assistants. The program is beneficial to the student who may already have a degree in another field or is looking to increase basic culinary knowledge with additional specialized skills.

Graduation Requirements

The program requires 36 quarter credits.

**PROFESSIONAL BAKING & PASTRY TYPICAL COURSE SEQUENCE\***  
**CERTIFICATE**

		LECTURE HOURS	LAB HOURS	INTERNSHIP HOURS	CLOCK HOURS	QUARTER CREDITS	NO. OF WEEKS
<b>FIRST QUARTER</b>							
CULA110	Sanitation & Safety	33	0	0	33	3	11
CULA105	Intro to Culinary Skills	0	110	0	110	5	11
<b>SECOND QUARTER</b>							
CULA130	Introduction to Baking & Pastry	0	110	0	33	3	11
CULA125	Intro to Baking Science & Theory	33	0	0	110	5	11
<b>THIRD QUARTER</b>							
CUL241	Sugar Works	10	45	0	55	3	11
CUL200	Advanced Cakes & Classical Torts	10	67	0	77	4	11
CUL207	Artisan Breads	10	78	0	88	4	11
<b>FOURTH QUARTER</b>							
CUL242	Show Pieces	10	45	0	55	3	11
CUL208	Specialty Cake Decorating	10	45	0	55	3	11
CUL240	Chocolate & Confectionary	10	45	0	55	3	11

\* Actual course sequence is subject to change.

## **DIGITAL PHOTOGRAPHY**

Bachelor of Fine Art(12 quarters, 180 quarter-credits)

### Mission

The Digital Photography program is designed to prepare graduates who possess technical skills and a mature design vision needed to produce compelling imagery. Through rigorous study of the principles of photography and hands-on production techniques, students work to develop the technical skills and aesthetic sensibilities needed to become professional photographers and business people.

### Desired Student Outcomes

1. Communication: Graduates will use written, oral, and visual communication skills to communicate ideas effectively to employers, colleagues, and clients. They will be able to communicate complex concepts to non-professionals.
2. Design: Graduates will articulate and apply the principles of design to create effective images.
3. Production Processes: Graduates will apply technical skills and use appropriate terminology with respect to photographic tools, lighting techniques, color management, and the storage and electronic presentation of images.
4. Problem-Solving: Graduates will use problem-solving processes to produce visually compelling imagery reflective of their personal styles and visions.
5. Context: Graduates will articulate how they place themselves and their work within a historical and cultural context.
6. Professionalism. Graduates will demonstrate the ability to conceptualize, plan, and implement marketing strategies and a business model reflective of industry standards, while demonstrating personal motivation and ethical practices. They will present and conduct themselves professionally.

### Program Description

The Bachelor of Fine Arts (BFA) degree program in Digital Photography reflects the continued impact of technology in the photography industry and the breadth of skills needed by graduates to maintain and increase marketability upon completion of their degree. Graduates must be able to work as a member of a creative team, have excellent communication skills, and have good business skills. Additionally, a graduate of this program must negotiate, sell, coordinate work with others, operate equipment, use tools, follow directions, plan, make decisions, and create spatial visualization. Specifically, this program includes areas such as digital color management, digital asset management, lighting, composition, image manipulation, related skills in web and video, business fundamentals and an internship in the field.

## Graduation Requirements

To receive a Bachelor of Fine Arts degree in Digital Photography, students must complete a minimum of 180 quarter-credits with 64 quarter-credits in general education courses and 116 in the specialty area with a cumulative GPA of 2.0 or higher. Also a student must receive a passing grade or credit for all required course work, meet portfolio requirements including participation in the Senior Portfolio Show. Graduating students must pass a required course in which a portfolio is produced.

### DIGITAL PHOTOGRAPHY TYPICAL COURSE SEQUENCE\* BACHELOR OF FINE ARTS DEGREE

		LECTURE HOURS	LAB HOURS	INTERNSHIP HOURS	CLOCK HOURS	QUARTER NO. OF CREDITS	WEEKS
<b>FIRST QUARTER</b>							
PH100	History and Survey of Photography	22	44	0	66	4	11
ART100	Design Fundamentals	22	44	0	66	4	11
GEN109	Computers for the Arts	44	0	0	44	4	11
GEN101	English I	44	0	0	44	4	11
<b>SECOND QUARTER</b>							
ART110	Color Theory	22	44	0	66	4	11
ART102	Observational Drawing	22	44	0	66	4	11
PH104	Principles of Photography	22	44	0	66	4	11
GEN105	Effective Speaking	44	0	0	44	4	11
<b>THIRD QUARTER</b>							
PH116	Photographic Design	22	44	0	66	4	11
VC122	Intro to Typography	22	44	0	66	4	11
VFX101	Image Manipulation	22	44	0	66	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11
<b>FOURTH QUARTER</b>							
DFV101	Introduction to Digital Filmmaking	22	44	0	66	4	11
VFX201	Advanced Image Manipulation	22	44	0	66	4	11
PH201	Digital Photographic Production	22	44	0	66	4	11
GEN	Math Elective	44	0	0	44	4	11
<b>FIFTH QUARTER</b>							
DFV230	Fundamentals of Lighting	22	44	0	66	4	11
PH212	Digital Darkroom	22	44	0	66	4	11
IMD101	Introduction to the World Wide Web	22	44	0	66	4	11
GEN102	English II	44	0	0	44	4	11
<b>SIXTH QUARTER</b>							
PH208	Location Photography	22	44	0	66	4	11
PH216	Editorial Photography	22	44	0	66	4	11
PH308	Advanced Lighting	22	44	0	66	4	11
GEN	Humanities & Fine Arts Elective	44	0	0	44	4	11
<b>SEVENTH QUARTER</b>							
VC202	Print Production	22	44	0	66	4	11
VC226	Digital Illustration	22	44	0	66	4	11
IMD211	Project Management	22	44	0	66	4	11

GEN	Humanities & Fine Arts Elective (GEN 140/143)	44	0	0	44	4	11
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### **EIGHTH QUARTER**

VC402	Professional Development for Graphic Design	22	44	0	66	4	11
PH316	Photographic Studio	22	44	0	66	4	11
GEN	Social & Behavioral Sciences	44	0	0	44	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11

### **NINTH QUARTER**

PH320	Photographic Essay and Visual Narrative	22	44	0	66	4	11
PH312	The Business of Photography	22	44	0	66	4	11
FM311	Principles of Marketing	22	44	0	66	4	11
GEN	Social & Behavioral Sciences 200-level	44	0	0	44	4	11

### **TENTH QUARTER**

PH401	Internship	0	0	132	132	4	11
PH412	Art Direction	22	44	0	66	4	11
GEN	Math Elective	44	0	0	44	4	11

### **ELEVENTH QUARTER**

PH403	Portfolio Preparation	22	44	0	66	4	11
PH408	Specialization	22	44	0	66	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11

### **TWELFTH QUARTER**

PH415	Senior Project	22	44	0	66	4	11
GEN 321	Global Thinking in a Creative Context	44	0	0	44	4	11
GEN	Humanities & Fine Arts Elective or Social & Behavioral Sciences	44	0	0	44	4	11

\* Actual course sequence is subject to change.

## **FASHION MARKETING & MANAGEMENT**

Bachelor of Arts (12 quarters, 180 quarter-credits)

Inspiration for today's fashion comes from everywhere - modern art, emerging technologies, cultural diversity and historic costume. The Art Institute of Michigan offers fashion degrees that enable students to pursue the creative, production and business sides of the fashion world.

### Program Mission Statement

The Fashion Design program is designed to provide students with a strong academic and professional foundation through both applied coursework and technological applications. The market driven curriculum teaches students to utilize problem solving and critical thinking skills, which meet the expressed needs of the fashion industry.

### Desired Student Outcomes

Fashion students are expected to demonstrate the following competencies:

1. Construction: Graduates will have knowledge of terminology, principles, and concepts related to construction, patternmaking, draping, and other techniques used to produce garments. They will have an understanding of textiles and other products necessary to the fashion industry.
2. Technology: Graduates will demonstrate proficiency with traditional construction technology (sewing machines, sergers) and with computer assisted design software for creating fabrics, patterns, and other purposes.
3. Design: Graduates will understand and apply the principles of fashion design. They will be able to design and produce original garments. They will understand pattern drafting principles required for design and pattern development. They will be able to represent fashions on croquis and in other ways that follow industry expectations and standards.
4. Planning and problem-solving: Graduates will demonstrate an ability to analyze, formulate and implement innovative solutions related to designing and producing garments. They will demonstrate the ability to deal with problems of supply, the logistics of large-scale production, as well as how to deal with problems in individual fittings and how to adapt patterns for different fabrics.
5. Communication: Graduates will demonstrate professional oral, written, and visual communication skills and organizational skills according to industry expectations.
6. Context: Graduates will understand the broader context of their professional knowledge in relation to fashion, including design and costume history, laws and regulations, business practices, demographics, social, cultural (ethnic), psychological, forecasting, and economic theories and ideas.
7. Professionalism: Graduates will have developed an appropriate professional demeanor, an understanding of the nature and culture of the fashion industry, an understanding of the language and culture of marketing, an understanding of possible careers and career paths, and a clear understanding of professional ethics and standards.

## Program Description

The Fashion Design program explores industry practices from concept to consumer. Coursework incorporates technical sketching and fashion illustration, flat patternmaking and draping, computer-aided design, garment construction and fit, industry software knowledge, and conceptual and critical thinking. The curriculum offers exposure to global fashion business practices, product development, entrepreneurship and professional presentations.

## Graduation Requirements

To receive a Bachelor of Fine Arts (BFA) degree in Fashion Design, students must complete a minimum of 180 quarter-credits with 96 quarter-credits in general education courses and 84 in their specialty area with a cumulative GPA of 2.0 or higher. Also a student must receive a passing grade or credit for all required course work, meet portfolio requirements including participation in the Senior Portfolio Show. Graduating students must pass a required course in which a portfolio is produced.

## FASHION MARKETING AND MANAGEMENT TYPICAL COURSE SEQUENCE\* BACHELOR OF ARTS DEGREE

		LECTURE HOURS	LAB HOURS	INTERNSHIP HOURS	CLOCK HOURS	QUARTER NO. OF CREDITS	NO. OF WEEKS
<b>FIRST QUARTER</b>							
ART100	Design Fundamentals	22	44	0	66	4	11
FM110	Survey of the Fashion Industry	22	44	0	66	4	11
GEN109	Computers for the Arts	44	0	0	44	4	11
GEN101	English I	44	0	0	44	4	11
<b>SECOND QUARTER</b>							
FM120	Intro to Business & Retailing	44	22	0	66	4	11
FM122	Costume History	22	44	0	66	4	11
FM126	Textiles	44	0	0	44	4	11
GEN102	English II	44	0	0	44	4	11
<b>THIRD QUARTER</b>							
ART110	Color Theory	22	44	0	66	4	11
FM130	Principles of Marketing	44	0	0	44	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11
GEN	GEN140 or GEN143	44	0	0	44	4	11
<b>FOURTH QUARTER</b>							
FM210	Trends & Concepts in Apparel	22	44	0	66	4	11
FM212	Consumer Behavior	44	0	0	44	4	11
GEN124	Psychology	44	0	0	44	4	11
GEN119	Statistics	44	0	0	44	4	11
<b>FIFTH QUARTER</b>							
FM220	Visual Techniques & Design	22	44	0	66	4	11
FM226	Business Writing	44	0	0	44	4	11
GEN	Math Elective	44	0	0	44	4	11
GEN	Humanities & Fine Arts 200 level course	44	0	0	44	4	11

**SIXTH QUARTER**

FM236	Global Marketing	44	0	0	44	4	11
FM238	Foundations of Retail Mathematics	44	0	0	44	4	11
GEN105	Effective Speaking	44	0	0	44	4	11
GEN	Social Science 200 level course	44	0	0	44	4	11

**SEVENTH QUARTER**

FM310	Catalog Development	44	0	0	44	4	11
FM312	Retail Buying	44	0	0	44	4	11
FM314	Trade, Tariff & Resourcing	44	0	0	44	4	11
GEN321	Global Thinking in a Creative Context	44	0	0	44	4	11

**EIGHTH QUARTER**

FM320	Inventory and Stock Controls	44	0	0	44	4	11
FM322	Professional Selling	44	0	0	44	4	11
FM324	Apparel Evaluation & Production	22	44	0	66	4	11
GEN	Humanities & Fine Arts elective	44	0	0	44	4	11

**NINTH QUARTER**

FM330	Business Management I	44	0	0	44	4	11
FM332	Public Relations	44	0	0	44	4	11
FM334	Fashion Career Management	44	0	0	66	4	11
GEN	Physical and Life Science elective	44	0	0	44	4	11

**TENTH QUARTER**

FM410	Product Development	22	44	0	66	4	11
FM412	Business Management II	44	0	0	44	4	11
FM414	Advertising	44	0	0	44	4	11

**ELEVENTH QUARTER**

FM420	Portfolio I	44	0	0	44	4	11
FM422	Entrepreneurship	44	0	0	44	4	11
FM424	Event Planning & Promotion	44	0	0	44	4	11

**TWELFTH QUARTER**

FM430	Portfolio Preparation II	44	0	0	44	4	11
FM434	Internship	0	0	132	132	4	11
GEN	Physical and Life Science elective	44	0	0	44	4	11

\* Actual course sequence is subject to change.

## FASHION MERCHANDISING

Associate of Applied Science (6 quarters, 96 quarter-credits)

### Program Description

Fashion Merchandising students prepare to enter the field with instruction from industry professionals who impart their knowledge. Through hands-on participation in projects that are creative, technical, and similar to those that students will face in their chosen fields, the program is built around classroom activities that rely heavily on a philosophy of total personal immersion in the subject. Students have the opportunity to study fashion history, famous designers, textiles, and display. Simulated buying sessions, marketing seminars, and the development of in-house promotional campaigns enable students to acquire hands-on experience.

### Graduation Requirements

To receive an Associate of Applied Science degree in Fashion Merchandising students must complete a minimum of 96 quarter-credits with 28 quarter-credits in general education courses and 68 in their specialty area with a cumulative GPA of 2.0 or higher. Also a student must receive a passing grade or credit for all required course work and satisfy all financial obligations to The Art Institute of Michigan.

### FASHION MERCHANDISING TYPICAL COURSE SEQUENCE\* ASSOCIATE OF APPLIED SCIENCE DEGREE

		LECTURE HOURS	LAB HOURS	INTERNSHIP HOURS	CLOCK HOURS	QUARTER NO. OF CREDITS	OF WEEKS
<b>FIRST QUARTER</b>							
FM122	Costume History	22	44	0	66	4	11
FM110	Survey of the Fashion Industry	22	44	0	66	4	11
GEN109	Computers for the Arts	44	0	0	44	4	11
GEN101	English I	44	0	0	44	4	11
<b>SECOND QUARTER</b>							
ART100	Design Fundamentals	22	44	0	66	4	11
FM120	Intro to Business & Retailing	44	22	0	66	4	11
FM126	Textiles	44	0	0	44	4	11
GEN	Social Science 100 level course	44	0	0	44	4	11
<b>THIRD QUARTER</b>							
FM210	Trends & Concepts in Apparel	22	44	0	66	4	11
FM130	Principles of Marketing	44	0	0	44	4	11
FM324	Apparel Evaluation & Production	22	44	0	66	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11
<b>FOURTH QUARTER</b>							
ART110	Color Theory	22	44	0	66	4	11
FM212	Consumer Behavior	44	0	0	44	4	11
FM220	Visual Techniques & Design	22	44	0	66	4	11
FM238	Foundations of Retail Mathematics	44	0	0	44	4	11

**FIFTH QUARTER**

FM322	Professional Selling	44	0	0	44	4	11
FM312	Retail Buying	44	0	0	44	4	11
FM310	Catalog Development	44	0	0	44	4	11
GEN105	Effective Speaking	44	0	0	44	4	11

**SIXTH QUARTER**

FM320	Inventory and Stock Controls	44	0	0	44	4	11
GEN	Humanities & Fine Arts 100 level course	44	0	0	44	4	11
FM334	Fashion Career Management	44	0	0	44	4	11

\* Actual course sequence is subject to change.

## **INTERIOR DESIGN**

Bachelor of Fine Arts (12 quarters, 180 quarter-credits)

The interior design industry is both an art and science that enhances the quality of life and facilitates human activity. The study of this discipline is best served by an approach that combines the critical thinking skills and broad, cultural knowledge with the creative and technical skills necessary for interior design practice. Interior designers are observant and passionate individuals who create the spaces within which we spend most of our lives. An interior designer is, by definition, a person who identifies, researches, and creatively solves problems pertaining to the function and quality of the environment. Interior designers perform services relative to interior spaces including programming, design analysis, space planning and aesthetics using specialized knowledge of interior construction, building codes, materials and furnishings. They prepare drawings and documents in order to protect the health, safety and welfare of the public.

### **Program Mission Statement**

The interior design program combines theoretical, conceptual, and practical experiences that are designed to reinforce the relationship between knowledge and application within the interior design field. The program offers a stimulating learning environment led by dedicated and professional faculty, where committed and talented students can develop their creativity and acquire the skills and knowledge to obtain and pursue a lifelong career in interior design. Major concentration courses are specific to interior design and are designed to cultivate a student's competencies, talents, and skills to provide graduates with the foundation to become a versatile interior designer.

### **Desired Student Outcomes**

1. Contextual knowledge: Graduates will have a global view and be able to make design decisions relative ecological, socio-economic and cultural contexts.
2. Design and problem-solving skills: Graduates will be able to implement the design process using critical and creative thinking to solve problems appropriate to a client's needs.
3. Communication: Graduates will have written, oral, and visual communication skills and will be able to collaborate in teams.
4. Professionalism: Graduates will demonstrate awareness of industry practices and conduct themselves in a professional manner.
5. Design principles: Graduates will be able to apply historic influences and design principles in order to deliver functionally and aesthetically appropriate interior spaces.
6. Knowledge of the field: Graduates will apply specific knowledge of the components of interior environments while considering the impact of building construction and systems.
7. Regulations: Graduates will have the ability to apply building codes, accessibility guidelines, and sustainable practices with consideration given to human factors.

## Program Description

Interior design courses are designed to cultivate a student's competencies and talents. The program works in sequence to foster the utilization of the design process. Students are encouraged to create unique and comprehensive design solutions, giving consideration to client needs, building codes, accessibility guidelines, and sustainability. Technical skill-building and studio coursework offer students an opportunity to gain an understanding of the elements and principals of residential and commercial design, develop manual and computer based skills as well as written and verbal communication skills, and be better informed of industry certification exams and registration\*

## Graduation Requirements

To receive a Bachelor of Fine Arts degree in Interior Design, students must complete a minimum of 180 quarter-credits with 64 quarter-credits in general education courses with a cumulative GPA of 2.0 or higher. Also, a student must receive a passing grade or credit for all required course work, meet portfolio requirements and satisfy all financial obligations with The Art Institute of Michigan. Graduating students must pass a required course where a portfolio is produced. The portfolio must demonstrate entry-level employment competencies appropriate to the specific degree program. Each student is required to participate in the Senior Portfolio Show.

\* The Art Institute of Michigan does not guarantee third-party certification/licensure. Outside agencies control the requirements for taking and passing certification/licensing exams and are subject to change without notice to The Art Institute of Michigan.

INTERIOR DESIGN TYPICAL COURSE SEQUENCE\*  
BACHELOR OF FINE ARTS DEGREE

		LECTURE HOURS	LAB HOURS	INTERNSHIP HOURS	CLOCK HOURS	QUARTER NO. OF CREDITS	OF WEEKS
<b>FIRST QUARTER</b>							
ART110	Color Theory	22	44	0	66	4	11
ART100	Design Fundamentals	22	44	0	66	4	11
GEN109	Computers for the Arts	44	0	0	44	4	11
GEN101	English I	44	0	0	44	4	11
<b>SECOND QUARTER</b>							
ID146	History of Design I	44	0	0	44	4	11
ID130	Architectural Drafting I	22	44	0	66	4	11
ART102	Observational Drawing	22	44	0	66	4	11
GEN102	English II	44	0	0	44	4	11
<b>THIRD QUARTER</b>							
ID170	Elements of Interior Design	22	44	0	66	4	11
ID133	Perspective	22	44	0	66	4	11
ART224	Form & Space	22	44	0	66	4	11
GEN105	Effective Speaking	44	0	0	44	4	11
<b>FOURTH QUARTER</b>							
ID180	Materials and Resources	22	44	0	66	4	11
ID236	History of Design II	44	0	0	44	4	11
ID232	Architectural Drafting II	22	44	0	66	4	11
GEN	Math Elective	44	0	0	44	4	11
<b>FIFTH QUARTER</b>							
ID200	Intro to Space Planning	22	44	0	66	4	11
ID211	Rendering	22	44	0	66	4	11
ID234	AutoCAD I	22	44	0	66	4	11
GEN	General Social Science Elective	44	0	0	44	4	11
<b>SIXTH QUARTER</b>							
ID237	Codes and Specifications	22	44	0	66	4	11
ID220	Interior Design Communications	22	44	0	66	4	11
GEN	GEN140 or GEN143	44	0	0	44	4	11
<b>SEVENTH QUARTER</b>							
ID373	Specialty Design	22	44	0	66	4	11
ID240	Lighting	22	44	0	66	4	11
ID335	AutoCAD II	22	44	0	66	4	11
GEN	Math Elective	44	0	0	44	4	11
<b>EIGHTH QUARTER</b>							
ID310	Construction Documentation	22	44	0	66	4	11
ID305	Design Development - Hospitality	22	44	0	66	4	11
ID300	Professional Practice	22	44	0	66	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11
<b>NINTH QUARTER</b>							
ID406	Advanced Detailing & Systems	22	44	0	66	4	11
ID	Interior Design Elective	22	44	0	66	4	11
GEN	Social Science 200 level course	44	0	0	44	4	11

**TENTH QUARTER**

ID400	Advanced Specialty Design	22	44	0	66	4	11
ID	Interior Design Elective	22	44	0	66	4	11
GEN321	Global Thinking in a Creative Context	44	0	0	44	4	11
IC402	Career Development	44	0	0	44	4	11

**ELEVENTH QUARTER**

ID411	Interior Design Thesis I	22	44	0	66	4	11
ID407	Interior Design Internship	0	0	132	132	4	11
GEN	Humanities & Fine Arts Elective	44	0	0	44	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11

**TWELFTH QUARTER**

ID403	Portfolio Preparation	22	44	0	66	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11
GEN	Humanities or Fine Arts course	44	0	0	44	4	11

\* Actual course sequence is subject to change.

## **VISUAL COMMUNICATIONS**

Bachelor of Fine Arts (12 quarters, 180 quarter-credits)

### Program Mission Statement

The primary purpose of the Visual Communications Bachelor of Fine Arts (BFA) degree program is to provide students with industry-relevant and competency-based academic programs built on a solid art and design foundation that is designed to prepare them for entry-level employment in graphic design, advertising, and related fields. We believe that this is possible through learner-centered instruction delivered by qualified faculty to students who are capable of and committed to an active role in learning.

### Desired Student Outcomes

1. Graphic design principles: Students will apply learning outcomes from foundations courses to graphic design problems.
2. Problem-solving: Students will develop original, professional-level solutions to graphic design problems based on appropriate research and within specified parameters such as, deadlines, audience, budget, construction and output considerations.
3. Technology: Students will use appropriate technology to produce professional examples of their work.
4. Critical thinking: Students will demonstrate the ability to analyze and critique graphic design.
5. Images: Students will generate original images in support of their design work.
6. Professionalism and Professional Practice: Students will develop an understanding of design business practices and professional expectations.
7. Communication: Students will use visual and verbal communication to present content and meaning effectively; possess oral and written skills to present concepts to employers, clients, and others; possess teamwork, collaboration, and negotiation skills.
8. Context: Students will understand the broader context of their work: social and historical, language, information systems, and finance.

### Program Description

A Bachelor of Fine Arts degree in Visual Communications is a significant step toward a career in graphic design. Students begin by exploring design theories and principles. Further study emphasizes the application of theory in current design problems. Students have the opportunity to experiment in different media including print, electronic, and three-dimensions. A final portfolio that demonstrates the graduate's strengths in design completes the Visual Communications degree.

## Graduation Requirements

To receive a Bachelor of Fine Arts (BFA) degree in Visual Communications, students must complete a minimum of 180 quarter-credits with 64 quarter-credits in general education courses and 116 in the specialty area with a cumulative GPA of 2.0 or higher. Also a student must receive a passing grade or credit for all required course work, meet portfolio requirements including participation in the Senior Portfolio Show. Graduating students must pass a required course where a portfolio is produced.

### VISUAL COMMUNICATIONS TYPICAL COURSE SEQUENCE\* BACHELOR OF FINE ARTS DEGREE

		LECTURE HOURS	LAB HOURS	INTERNSHIP HOURS	CLOCK HOURS	QUARTER NO. OF CREDITS	WEEKS
<b>FIRST QUARTER</b>							
ART110	Color Theory	22	44	0	66	4	11
ART100	Design Fundamentals	22	44	0	66	4	11
GEN101	English I	44	0	0	44	4	11
GEN109	Computers for the Arts	44	0	0	44	4	11
<b>SECOND QUARTER</b>							
ART102	Observational Drawing	22	44	0	66	4	11
VFX101	Image Manipulation	22	44	0	66	4	11
VC122	Intro to Typography	22	44	0	66	4	11
GEN105	Effective Speaking	44	0	0	44	4	11
<b>THIRD QUARTER</b>							
VC126	Digital Photography for Designers	22	44	0	66	4	11
VC226	Digital Illustration	22	44	0	66	4	11
VC130	Type & Image	22	44	0	66	4	11
GEN	Social Science 100 level course	44	0	0	44	4	11
<b>FOURTH QUARTER</b>							
VC236	Digital Layout & Composition	22	44	0	66	4	11
VC228	Graphic Symbolism	22	44	0	66	4	11
GEN102	English II	44	0	0	44	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11
<b>FIFTH QUARTER</b>							
VC202	Print Production	22	44	0	66	4	11
VC250	Introduction to Collateral Design	22	44	0	66	4	11
VC240	Concept Design	22	44	0	66	4	11
VC244	Corporate Identity	22	44	0	66	4	11
<b>SIXTH QUARTER</b>							
ART224	Form & Space	22	44	0	66	4	11
VC255	Advanced Collateral Design	22	44	0	66	4	11
VC232	Advanced Typography	22	44	0	66	4	11
VC260	Portfolio I	22	44	0	66	4	11
<b>SEVENTH QUARTER</b>							
VC333	Package Design	22	44	0	66	4	11
IMD110	Designing for Multimedia Display	22	44	0	66	4	11
VC330	History of Graphic Design	22	44	0	66	4	11

GEN	Math Elective	44	0	0	44	4	11
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### **EIGHTH QUARTER**

VC302	Information Design	22	44	0	66	4	11
IMD200	Fundamentals of Authoring	22	44	0	66	4	11
GEN	GEN140 or GEN143	44	0	0	44	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11

### **NINTH QUARTER**

VC422	Publication Design	22	44	0	66	4	11
IMD250	Interactive Design	22	44	0	66	4	11
GEN	Math Elective	44	0	0	44	4	11
GEN	Social Science 200 level course	44	0	0	44	4	11

### **TENTH QUARTER**

VC402	Professional Development for Graphic Design	44	0	0	44	4	11
GEN	Humanities or Social Science Elective	44	0	0	44	4	11

### **ELEVENTH QUARTER**

VC412	Art Direction	22	44	0	66	4	11
VC407	Graphic Design Internship	0	0	132	132	4	11
GEN321	Global Thinking in a Creative Context	44	0	0	44	4	11

### **TWELFTH QUARTER**

VC404	Graphic Design Capstone	22	44	0	66	4	11
VC403	Portfolio II	44	0	0	44	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11
GEN	Humanities & Fine Arts course	44	0	0	44	4	11

\* Actual course sequence is subject to change.

## GRAPHIC DESIGN

Associate of Applied Science (6 quarters, 96 quarter-credits)

### Program Description

Study in the Graphic Design program begins with the fundamentals: drawing, perspective, color, composition, typography, and advertising design. Advanced work, introduced gradually, includes computer graphics, computer illustration, and desktop publishing. The ever-changing world of graphic design includes some of the most creative and challenging fields available to artists today. Advertising, publishing and design are just a few examples of professions in which graphic designers work.

### Graduation Requirements

To receive an Associate of Applied Science degree in Graphic Design, students must complete a minimum of 96 quarter-credits with 28 quarter-credits in general education courses and 68 in the specialty area with a cumulative GPA of 2.0 or higher. Also a student must receive a passing grade or credit for all required course work and satisfy all portfolio requirements.

### GRAPHIC DESIGN TYPICAL COURSE SEQUENCE\* ASSOCIATE OF APPLIED SCIENCE DEGREE

		LECTURE HOURS	LAB HOURS	INTERNSHIP HOURS	CLOCK HOURS	QUARTER NO. OF CREDITS	OF WEEKS
<b>FIRST QUARTER</b>							
ART100	Design Fundamentals	22	44	0	66	4	11
ART110	Color Theory	22	44	0	66	4	11
GEN101	English I	44	0	0	44	4	11
GEN109	Computers for the Arts	44	0	0	44	4	11
<b>SECOND QUARTER</b>							
ART102	Observational Drawing	22	44	0	66	4	11
VC122	Intro to Typography	22	44	0	66	4	11
VFX101	Image Manipulation	22	44	0	66	4	11
GEN105	Effective Speaking	44	0	0	44	4	11
<b>THIRD QUARTER</b>							
VC126	Digital Photography for Designers	22	44	0	66	4	11
VC226	Digital Illustration	22	44	0	66	4	11
VC130	Type & Image	22	44	0	66	4	11
GEN	Social Science 100 level course	44	0	0	44	4	11
<b>FOURTH QUARTER</b>							
VC236	Digital Layout & Composition	22	44	0	66	4	11
VC228	Graphic Symbolism	22	44	0	66	4	11
GEN	Humanities & Fine Arts 100 level course	44	0	0	44	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11
<b>FIFTH QUARTER</b>							
VC250	Introduction to Collateral Design	22	44	0	66	4	11
VC202	Print Production	22	44	0	66	4	11

VC244	Corporate Identity	22	44	0	66	4	11
VC240	Concept Design	22	44	0	66	4	11

### SIXTH QUARTER

VC255	Advanced Collateral Design	22	44	0	66	4	11
VC232	Advanced Typography	22	44	0	66	4	11
VC260	Portfolio I	22	44	0	66	4	11
IC402	Career Development	44	0	0	44	4	11

\* Actual course sequence is subject to change.

## **WEB DESIGN & INTERACTIVE MEDIA**

Bachelor of Fine Arts (12 quarters, 180 quarter-credits)

### Program Mission Statement

Web Design & Interactive Media is a user-centered design program. The program is designed to provide students an industry-relevant and competency-based academic program that is focused on creativity, design strategy, and technology solutions across media platforms. With this solid foundation, graduates can seek entry-level employment in interactive media and related fields. Examples of interactive media design surround you: The little icons on your cell phone screen, the menus on a DVD, your Web browser's home page, the e-ticket kiosk at the airport, even the ATM at your neighborhood supermarket. All of these depend on the creation of attractive and effective visual ways for people to seek or distribute information and entertainment, to learn or teach, to buy or sell, and to communicate instantly across the planet, using the ever-expanding world of digital technology. The Bachelor of Fine Arts program in Web Design & Interactive Media offers students the knowledge and skills to prepare for beginning a career in areas including web design, e-learning design, e-commerce, education, entertainment, corporate communications, and on-line marketing.

### Desired Student Outcomes

- Foundation skills in drawing, design, composition, typography, and color theory
- Digital skills in image creation and manipulation
- E-learning, computer-based training, and user-centered design concepts
- Audio and video production
- A wide range of general education courses
- Web scripting and design, interactive authoring, and information design
- Students will demonstrate self-learning
- Students will demonstrate proficiency in industry-current software, user-centered design, aesthetic design, development, project management, and web marketing.
- Students will demonstrate professional demeanor and habits.

### Program Description

Students have the opportunity to take advantage of computer labs, including both Macintosh and PC, and a wide range of industry software. They can also benefit from working closely with dedicated faculty, many of whom have extensive industry experience, offer real-world insights, and help students develop the collaborative skills, maturity, and confidence necessary for professional development.

Students successfully completing this program create a portfolio of original work – essential to seeking employment in the industry – which demonstrates their mastery of design, technical, and communications skills.

Graduates from the Web Design & Interactive Media program are prepared to seek entry-level positions in this rapidly expanding and fascinating field such as Web designer, Web site developer or interactive designer.

### Graduation Requirements

To receive a Bachelor of Fine Arts degree in Web Design & Interactive Media, students must complete a minimum of 180 quarter-credits with 64 quarter-credits in general education courses and 116 in specialty area with cumulative GPA of 2.0 or higher. Also, a student must receive a passing grade or credit for all required course work, meet portfolio requirements including participation in the Portfolio Show and satisfy all financial obligations with The Art Institute of Michigan.

### WEB DESIGN & INTERACTIVE MEDIA TYPICAL COURSE SEQUENCE\* BACHELOR OF FINE ARTS DEGREE

		LECTURE HOURS	LAB HOURS	INTERNSHIP HOURS	CLOCK HOURS	QUARTER NO. OF CREDITS	NO. OF WEEKS
<b>FIRST QUARTER</b>							
ART100	Design Fundamentals	22	44	0	66	4	11
ART110	Color Theory	22	44	0	66	4	11
GEN109	Computers for the Arts	44	0	0	44	4	11
GEN101	English I	44	0	0	44	4	11
<b>SECOND QUARTER</b>							
MAA100	Survey of Design & Media Arts	22	44	0	66	4	11
VFX110	Digital Typography	22	44	0	66	4	11
ART102	Observational Drawing	22	44	0	66	4	11
GEN	Math Elective	44	0	0	44	4	11
<b>THIRD QUARTER</b>							
IMD110	Designing for Multimedia Display	22	44	0	66	4	11
IMD101	Intro to the World Wide Web	22	44	0	66	4	11
VFX101	Image Manipulation	22	44	0	66	4	11
GEN	Humanities & Fine Arts 100 level course	44	0	0	44	4	11
<b>FOURTH QUARTER</b>							
IMD200	Fundamentals of Authoring	22	44	0	66	4	11
VFX201	Advanced Image Manipulation	22	44	0	66	4	11
DFV101	Intro to Digital Filmmaking	22	44	0	66	4	11
GEN102	English II	44	0	0	44	4	11
<b>FIFTH QUARTER</b>							
IMD215	Web Scripting	22	44	0	66	4	11
IMD220	Writing for Interactive Media	22	44	0	66	4	11
DFV120	Fundamentals of Audio	22	44	0	66	4	11
GEN	Math Elective	44	0	0	44	4	11
<b>SIXTH QUARTER</b>							
IMD340	2-D Vector Animation	22	44	0	66	4	11
IMD230	Interactive Authoring I	22	44	0	66	4	11
IMD250	Interactive Design	22	44	0	66	4	11

GEN	Physical & Life Science Elective	44	0	0	44	4	11
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### SEVENTH QUARTER

IMD300	Advanced Web Scripting	22	44	0	66	4	11
IMD330	Interactive Authoring II	22	44	0	66	4	11
VFX250	Fundamentals of Motion Graphics	22	44	0	66	4	11
GEN105	Effective Speaking	44	0	0	44	4	11

### EIGHTH QUARTER

IMD365	3-D Web Animation	22	44	0	66	4	11
IMD360	E-Learning Design I	22	44	0	66	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11
GEN	Social Science 100 level course	44	0	0	44	4	11

### NINTH QUARTER

IMD380	Database Management	22	44	0	66	4	11
IMD370	E-Learning Design II	22	44	0	66	4	11
GEN	Social Science 200 level course	44	0	0	44	4	11

### TENTH QUARTER

IMD400	E-Commerce Site Design	22	44	0	66	4	11
IMD211	Project Management	22	44	0	66	4	11
IMD420	Web Marketing & E-Commerce	22	44	0	66	4	11
GEN	Humanities & Fine Arts 200 level	44	0	0	44	4	11

### ELEVENTH QUARTER

IMD430	Portfolio Preparation	22	44	0	66	4	11
IC402	Career Development	44	0	0	44	4	11
GEN321	Global Thinking in a Creative Context	44	0	0	44	4	11

### TWELFTH QUARTER

IMD450	Senior Project	22	44	0	66	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11
GEN	Humanities or Social Science Elective	44	0	0	44	4	11

\* Actual course sequence is subject to change.

## WEB DESIGN & INTERACTIVE MEDIA

Associate of Applied Science (6 quarters, 96 quarter-credits)

### Program Description

Graduates are expected to have the artistic and technical skills to pursue careers in entry-level positions such as production assistant with a multimedia company, corporate communications specialist, video or audio assistant, or freelance Web designer.

The innovative field of interactive media has evolved into an industry that includes interactive publishing, Internet content design, advertising, scientific research, product marketing and promotion, entertainment, and education. The Web Design & Interactive Media program is designed to prepare students for the field, beginning with a foundation in basic design skills including drawing, perspective, composition, and color theory. Coursework continues with techniques of interactive systems development using accepted tools of the industry. Topics include digital imaging, computer graphics and animation, and sound and video production. Students also have the opportunity to refine business and professional skills essential to building a rewarding career. General Education courses are designed to prepare students for future challenges and successes by providing a base of knowledge in history, cultural, political, and social studies.

### Graduation Requirements

To receive an Associate of Applied Science degree in Web Design & Interactive Media, students must complete a minimum of 96 quarter-credits with 28 quarter-credits in general education courses and 68 in specialty area with cumulative GPA of 2.0 or higher. Also, a student must receive a passing grade or credit for all required course work and satisfy all portfolio requirements including participation in the Portfolio Show and satisfy all financial obligations to The Art Institute of Michigan.

### WEB DESIGN & INTERACTIVE MEDIA TYPICAL COURSE SEQUENCE\* ASSOCIATE OF APPLIED SCIENCE

		LECTURE HOURS	LAB HOURS	INTERNSHIP HOURS	CLOCK HOURS	QUARTER NO. OF CREDITS	NO. OF WEEKS
<b>FIRST QUARTER</b>							
ART110	Color Theory	22	44	0	66	4	11
ART100	Design Fundamentals	22	44	0	66	4	11
GEN109	Computers for the Arts	44	0	0	44	4	11
GEN101	English I	44	0	0	44	4	11
<b>SECOND QUARTER</b>							
DFV101	Intro to Digital Filmmaking	22	44	0	66	4	11
VFX110	Digital Typography	22	44	0	66	4	11
ART102	Observational Drawing	22	44	0	66	4	11
GEN105	Effective Speaking	44	0	0	44	4	11
<b>THIRD QUARTER</b>							
IMD110	Designing for Multimedia Display	22	44	0	66	4	11

IMD340	2-D Vector Animation	22	44	0	66	4	11
VFX101	Image Manipulation	22	44	0	66	4	11
GEN	Humanities & Fine Arts 100 level course	44	0	0	44	4	11

#### **FOURTH QUARTER**

VFX250	Fundamentals of Motion Graphics	22	44	0	66	4	11
IMD200	Fundamentals of Authoring	22	44	0	66	4	11
VFX201	Advanced Image Manipulation	22	44	0	66	4	11
GEN	Social Science 100 level course	44	0	0	44	4	11

#### **FIFTH QUARTER**

IMD230	Interactive Authoring I	22	44	0	66	4	11
IMD250	Interactive Design	22	44	0	66	4	11
IMD215	Web Scripting	22	44	0	66	4	11
IMD211	Project Management	22	44	0	66	4	11

#### **SIXTH QUARTER**

IMD300	Advanced Web Scripting	22	44	0	66	4	11
IMD430	Portfolio Preparation	22	44	0	66	4	11
IC402	Career Development	44	0	0	44	4	11
GEN	Physical & Life Science Elective	44	0	0	44	4	11

\* Actual course sequence is subject to change.

## GENERAL EDUCATION

General Education is an integral component of every academic program at The Art Institute of Michigan. It offers students a broad knowledge base, competencies and perspectives necessary for a productive personal and professional life by advancing the following learning goals:

- Reasoning: To understand forms of logic or ways of thinking.
- Problem Solving: To use reason in a specific context in order to answer a specific question. Problem solving may involve one or more of the following: Defining terms and tasks, organizing and verifying solutions, explaining or justifying a position.
- Communication: To construct/exchange messages through verbal/non-verbal symbolic systems, such as reading, writing, speaking, listening and gesture.
- Connections: To identify or recognize relationships within and across discipline-specific forms of thought.
- Representation: To formulate a message through the use of alternative mediums to express or present facts, thoughts, ideas, concepts, arguments, values, perspectives or opinions.

## GOAL AND PHILOSOPHY

The General Education department, in accord with the overall mission of The Art Institute of Michigan, offers students the skills, knowledge, and critical thinking ability needed for personal and professional development within a learner-centered, competency-based curriculum that fosters academic and intellectual advancement. The General Education Program requirements are designed to develop and increase students' ability to understand people, cultures, and scientific, philosophical, and artistic discoveries, with the goal of developing intellectually rich and ethically sound graduates ready for personal and career challenges.

General Education is designed to foster the ability to think independently, use reasoned analysis, understand the methods of scientific inquiry, communicate effectively, explore human behavior and culture, develop an ethical value structure, respect diversity within a global society, and appreciate and inspire creative endeavors. All areas of specialization require these general abilities. The breadth and rigor of the general education curriculum complements the programs and fosters the integration of knowledge across disciplines. The academic categories comprising the general education curriculum are communications, math and computer science, physical and life sciences, humanities and fine arts, and social and behavioral sciences.

GENERAL EDUCATION REQUIREMENTS FOR THE BACHELOR OF FINE ARTS  
DEGREES (Digital Photography, Interior Design, Visual Communications, and Web  
Design)

1. Communications

(4 courses or 16 credit-hours)

GEN101 English I

GEN102 English II

GEN105 Effective Speaking

IC402 Career Development (VC 402 for Visual Communications)

2. Math and Computer Science

(3 courses or 12 credit-hours; GE109 is required)

GEN109 Computers for the Arts

GEN110 Concepts in Modern Math

GEN113 Geometry in Art and Nature

GEN116 Intro to Financial Mathematics

GEN119 Statistics

3. Physics and Life Sciences

(3 courses or 12 credit-hours, GEN261 or GEN264 is required)

GEN261 Biology & the Human Organism

GEN264 Intro to College Biology

GEN267 Chemistry and Society

GEN270 Intro to College Chemistry

GEN273 Applied Chemistry

GEN276 Environmental Science

GEN279 Introduction to College Physics

GEN282 Physics and Society

4. 100 Level Courses: Humanities and Fine Arts

(Select 1 course. GEN140 or GEN143 is required. GEN 101 is the prerequisite for all courses)

GEN140 History of Western Art I

GEN143 History of Western Art II

GEN146 Philosophy and Ethics

GEN149 Spanish I

GEN152 Spanish II

5. 200 Level Courses: Humanities and Fine Arts

(Select 1 course or 4 credit-hours. Students must complete at least one humanities or fine arts course from courses above numbered 140-152 before enrolling in an advanced humanities course. GEN101 is a prerequisite for all courses.)

GEN240 Genres in Literature

GEN243 Issues in Humanities

GEN246 Trends in Contemporary Art

GEN249 Western Civilization I

GEN252 Western Civilization II

GEN255 World Literature

6. 100 Level Course: Social and Behavioral Sciences

(Select 1 course or 4 credit-hours. GEN101 is a prerequisite for all courses.)

GEN121 Anthropology

GEN124 Psychology

GEN127 Social Psychology

GEN130 Sociology

GEN133 United States History I

GEN136 United States History II

7. 200 Level Courses: Social and Behavioral Sciences

(Select 1 course or 4 credit-hours. Students must complete at least one social or behavior science course from the courses above numbered 121-136 before enrolling in an advanced social or behavioral science course.)

GEN221 Economics

GEN224 Group Dynamics

GEN227 Topics in Human Relations

GEN230 Twentieth-Century World History

8. Humanities or Social Science

(Select 1 additional course or 4 credit-hours from the 100 level courses or 200 level courses in Humanities and Fine Arts or in Social and Behavior Sciences listed in 4, 5, 6, or 7 above.)

9. General Education Capstone

(Required prerequisite: Students must complete at least one advanced humanities and fine arts or advanced social and behavioral science course before enrolling in the capstone course.)

GEN321 Global Thinking in a Creative Context

Fulfills a social science general education requirement; students may instead, with permission, take this interdisciplinary course as GEN340 to fulfill a humanities general education requirement.

**GENERAL EDUCATION REQUIREMENTS FOR THE BACHELOR OF APPLIED SCIENCE DEGREE (Culinary Management)**

1. Communications

(4 courses or 16 credit-hours)

GEN101 English I

GEN102 English II

GEN105 Effective Speaking

IC202 Culinary Supervision, Management, and Career Development

2. Math and Computer Science

(2 courses or 8 credit-hours; GE107 is required)

GEN107 Computers for Culinary

GEN110 Concepts in Modern Math  
GEN113 Geometry in Art and Nature  
GEN116 Intro to Financial Mathematics  
GEN119 Statistics

3. Physics and Life Sciences

(2 courses or 8 credit-hours required. GEN273 required.)

GEN261 Biology & the Human Organism  
GEN264 Intro to College Biology  
GEN267 Chemistry and Society  
GEN270 Intro to College Chemistry  
GEN273 Applied Chemistry  
GEN276 Environmental Science  
GEN279 Introduction to College Physics  
GEN282 Physics and Society

4. 100 Level Courses: Humanities and Fine Arts

(Students are required to take GEN149 and GEN152. GEN101 is a prerequisite for all courses.)

GEN149 Spanish I  
GEN152 Spanish II

5. 200 Level Courses: Humanities and Fine Arts

(Select 1 course or 4 credit-hours. Students must complete at least one 100 level humanities course before enrolling in a 200 level humanities course. GEN101 is a prerequisite for all courses.)

GEN240 Genres in Literature  
GEN243 Issues in Humanities  
GEN246 Trends in Contemporary Art  
GEN249 Western Civilization I  
GEN252 Western Civilization II  
GEN255 World Literature

6. 100 Level Courses: Social and Behavioral Sciences

(Select 1 course or 4 credit-hours. GEN101 is a prerequisite for all courses.)

GEN121 Anthropology

GEN124 Psychology

GEN127 Social Psychology

GEN130 Sociology

GEN133 United States History I

GEN136 United States History II

7. 200 Level Courses: Social and Behavioral Sciences

(Select 1 course or 4 credit hours. GEN221 required.)

GEN221 Economics

GEN224 Group Dynamics

GEN227 Topics in Human Relations

GEN230 Twentieth-Century World History

8. Humanities or Social Science

(Select 1 additional course or 4 credit-hours from the 100 level or 200 level courses in Humanities and Fine Arts or in Social and Behavior Sciences listed in 4, 5, 6, or 7 above.)

GENERAL EDUCATION REQUIREMENTS FOR THE BACHELOR OF ARTS  
DEGREE (Advertising)

1. Communications

(8 courses or 32 credit-hours)

GEN101 English I

GEN102 English II

GEN105 Effective Speaking

IC402 Career Development

ADV221 Business Writing

ADV233 Persuasive Techniques

ADV239 Advertising Copywriting

ADV245 Scriptwriting for Electronic Media

2. Math and Science

(6 courses or 24 credit-hours; GE109 is required)

GEN109 Computers for the Arts

Two from these:

GEN110 Concepts in Modern Math

GEN113 Geometry in Art and Nature

GEN116 Intro to Financial Mathematics

GEN119 Statistics

Three from these (GEN261 or GEN264 is required):

GEN261 Biology & the Human Organism

GEN264 Intro to College Biology

GEN267 Chemistry and Society

GEN270 Intro to College Chemistry

GEN273 Applied Chemistry

GEN276 Environmental Science

GEN279 Introduction to College Physics

GEN282 Physics and Society

### 3. 100 Level Courses: Humanities and Fine Arts

(Select 1 course. GEN140 or GEN143 is required. GEN 101 is the prerequisite for all courses)

GEN140 History of Western Art I

GEN143 History of Western Art II

GEN146 Philosophy and Ethics

GEN149 Spanish I

GEN152 Spanish II

### 4. Humanities and Fine Arts

(Select 5 courses or 20 credit-hours. Students must complete at least one humanities or fine arts course from courses above numbered 140-152 before enrolling in an advanced humanities course. GEN101 is a prerequisite for all courses.)

ART100 Design Fundamentals

ART110 Color Theory

Three of these, at least one from the 100-level and at least one from the 200-level. One course needs to be GEN140 or GEN143:

GEN140 History of Western Art I

GEN143 History of Western Art II

GEN146 Philosophy and Ethics

GEN149 Spanish I

GEN152 Spanish II

GEN240 Genres in Literature

GEN243 Issues in Humanities

GEN246 Trends in Contemporary Art

GEN249 Western Civilization I

GEN252 Western Civilization II

GEN255 World Literature

5. Social and Behavioral Sciences

Select 5 course or 20 credit-hours.

FMM 230 Consumer Behavior

ADV111 History of Advertising & Mass Com.

GEN321 Global Thinking in a Creative Context

One of these. GEN101 is a prerequisite for all courses:

GEN121 Anthropology

GEN124 Psychology

GEN127 Social Psychology

GEN130 Sociology

GEN133 United States History I

GEN136 United States History II

One of these:

GEN221 Economics

GEN224 Group Dynamics

GEN227 Topics in Human Relations

GEN230 Twentieth-Century World History

GENERAL EDUCATION REQUIREMENTS FOR THE BACHELOR OF ARTS  
DEGREE (Fashion Marketing & Management)

1. Communications

(5 courses or 20 credit-hours)

GEN101 English I

GEN102 English II

GEN105 Effective Speaking

IC402 Career Development

FM217 Business Writing

2. Math and Computer Science

(4 courses or 16 credit-hours; GEN109 and FM227 are required)

GEN109 Computers for the Arts

GEN110 Concepts in Modern Math

GEN113 Geometry in Art and Nature

GEN116 Intro to Financial Mathematics

GEN119 Statistics

FM227 Foundations of Retail Mathematics

3. Physics and Life Sciences

(3 courses or 12 credit-hours, GEN261 or GEN264 is required)

GEN261 Biology & the Human Organism

GEN264 Intro to College Biology

GEN267 Chemistry and Society

GEN270 Intro to College Chemistry

GEN273 Applied Chemistry

GEN276 Environmental Science

GEN279 Introduction to College Physics

GEN282 Physics and Society

4. 100 Level Courses: Humanities and Fine Arts

(Select 4 courses or 16-credit hours.)

3 courses are from the list below:

ART100 Design Fundamentals

ART110 Color Theory

FP114 Costume History

1 course is from the list below. GEN 101 is the prerequisite for either course:

GEN140 History of Western Art I

GEN143 History of Western Art II

5. 200 Level Courses: Humanities and Fine Arts

(Select 1 course or 4 credit-hours. Students must complete at least one humanities or fine arts course from courses numbered 140-152 before enrolling in an advanced humanities course. GEN101 is a prerequisite for all courses.)

GEN240 Genres in Literature

GEN243 Issues in Humanities

GEN246 Trends in Contemporary Art

GEN249 Western Civilization I

GEN252 Western Civilization II

GEN255 World Literature

6. 100 Level Course: Social and Behavioral Sciences

(Select 2 courses or 8 credit-hours.)

FM123 Global Marketing

One of the courses is selected from the list below. GEN101 is a prerequisite for all courses.)

GEN121 Anthropology

GEN124 Psychology

GEN127 Social Psychology

GEN130 Sociology

GEN133 United States History I

GEN136 United States History II

## 7. 200 Level Courses: Social and Behavioral Sciences

(Select 3 courses or 12 credit-hours.)

FM221 Public Relations

FM230 Consumer Behavior

Students must complete at least one social or behavior science course from the courses above numbered 121-136 before enrolling in an advanced social or behavioral science course. Select one from the following)

GEN221 Economics

GEN224 Group Dynamics

GEN227 Topics in Human Relations

GEN230 Twentieth-Century World History

## 8. Humanities Elective

(Select 1 additional course or 4 credit-hours from the 100 level courses or 200 level courses in Humanities and Fine Arts. The course taken for this elective can not count simultaneously for 4 or 5, above.

GEN140 History of Western Art I

GEN143 History of Western Art II

GEN146 Philosophy and Ethics

GEN149 Spanish I

GEN152 Spanish II

GEN240 Genres in Literature

GEN243 Issues in Humanities

GEN246 Trends in Contemporary Art

GEN249 Western Civilization I

GEN252 Western Civilization II

GEN255 World Literature

## 9. General Education Capstone

(Required prerequisite: Students must complete at least one advanced humanities and fine arts or advanced social and behavioral science course before enrolling in the capstone course.)

GEN321 Global Thinking in a Creative Context

Fulfills a social science general education requirement; students may instead, with permission, take this interdisciplinary course as GEN340 to fulfill a humanities general education requirement.

## GENERAL EDUCATION REQUIREMENTS FOR THE ASSOCIATE OF APPLIED SCIENCE DEGREE

### 1. Communications

(3 courses or 12 credit-hours)

GEN101 English I

GEN105 Effective Speaking

IC402 Career Development or IC202 Culinary Supervision, Management, and Career Development

### 2. Math and Computer Science

(Select 1 course.)

GEN107 Computers for Culinary (for art and design programs)

GEN109 Computers for the Arts (for culinary programs)

### 3. Physics and Life Sciences

(Prerequisite: GEN098) Take one course.

GEN261 Biology & the Human Organism

GEN264 Intro to College Biology

GEN267 Chemistry and Society

GEN270 Intro to College Chemistry

GEN273 Applied Chemistry

GEN276 Environmental Science

GEN279 Introduction to College Physics

GEN282 Physics and Society

### 4. 100 Level Courses: Humanities and Fine Arts

(Prerequisite: GEN101) Take one course

GEN140 History of Western Art I

GEN143 History of Western Art II

GEN146 Philosophy and Ethics

GEN149 Spanish I

GEN152 Spanish II

5. 100 Level Courses: Social and Behavioral Sciences

(Prerequisite: GEN101) Take one course.

GEN121 Anthropology

GEN124 Psychology

GEN127 Social Psychology

GEN130 Sociology

GEN133 United States History I

GEN136 United States History II

## **COURSE DESCRIPTIONS**

### **ADV105 Fundamentals of Advertising**

4 credits

This course is a basic introduction to advertising, its history, potential and limitations. It examines various definitions of advertising and different methods of communication as well as the advertising spiral, advertising objectives, advertising copywriting and federal regulations. The course also helps the student recognize emerging trends and capitalize on them. (Prerequisites: GEN095, GEN109)

### **ADV111 History of Advertising & Mass Communication**

4 credits

This course explores theory and application of the new media environment that is currently taking shape. Students are introduced to the major forms of mass communication including television, radio, books, newspapers, magazines, the film industry and the Internet. Students examine a model of mass communication and analyze its application to technology. (Prerequisites: GEN095, GEN101)

### **ADV117 Layout & Design**

4 credits

This course enables the student to better design type and visuals and use technology in problem solving. Emphasis is placed on the process of design development including roughs and comprehensives, layout and marker techniques and the use of the grid system for multi-component layouts. (Prerequisites: ART100, ART110, VC122, GEN095, GEN109)

### **ADV221 Business Writing**

4 credits

This course addresses the need to communicate in writing for a professional environment. A variety of materials must be written for a business: memos, letters, news summaries, proposals, presentations and copy for advertising or marketing. Students learn to identify the requirements of different types of writing and to prepare materials to communicate clearly and effectively. (Prerequisites: GEN101, GEN102, GEN109, FM112, FM311)

### **ADV227 Advertising Design Concepts**

4 credits

The role of the graphic designer in the advertising field is emphasized. Research and analysis, conceptual brainstorming and advertising production is a part of the process learned for the advertising industry. A final advertising campaign is completed for the portfolio. (Prerequisites: VC122, ADV117)

### **ADV233 Persuasive Techniques**

4 credits

This course covers persuasive communications techniques particularly in the area of advertising. Areas covered include the fields of logic and psychology. Among the topics

covered are the framing effect, emotional hot buttons, mass appeal, snob appeal, subliminal messages and the bandwagon effect. (Prerequisites: GEN101, GEN124, GEN130)

### **ADV239 Advertising Copywriting**

4 credits

In this course students learn to develop effective advertising strategies and copy executions that underlie and enable creative marketing and advertising campaigns and to cultivate clear, logical and creative copywriting skills. Students will also learn to conduct research for media writing projects and develop concepts for target audiences.

(Prerequisites: GEN102, ADV105, ADV111, ADV207, ADV221)

### **ADV245 Scriptwriting for Electronic Media**

4 credits

Media design and production start with concept development. This course covers the fundamentals of media script writing, development of a unified message and the whole process of creating, designing and producing media content for target audiences and intended delivery systems. (Prerequisites: ADV105, GEN109, ADV239, GEN102)

### **ADV301 Brand Strategy**

4 credits

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 - price pressure, fragmented markets and media and proliferating competition that businesses must control to build a strong, successful brand. Marketing strategists need to learn how to create an identity for their products and services. (Prerequisites: ADV239, VC250, FM311)

### **ADV307 Art Direction & the Creative Process**

4 credits

The course examines the role of the art director in producing multi-faceted graphic design projects. Working in teams students will coordinate their creative efforts from concept to finished output producing portfolio-quality examples. By encouraging a team approach the course further enhances student leadership, communications and negotiation skills.

(Prerequisites: ADV117, ADV227, VC250)

### **ADV313 Fundamentals of Marketing Research**

4 credits

The use of the marketing research process as a tool for solving management problems is a focus of this course. The source of data, sampling procedures, questionnaire design, data collection and analysis are covered. (Prerequisites: ADV233, FM311, GEN119)

### **ADV319 Media Planning & Buying**

4 credits

The student examines the structures and communications skills used by various members of a creative team. The processes of concept development, media application and design

creation are emphasized. The variety of media used by graphic designers and their suppliers are examined. (Prerequisites: ADV313, ADV307)

### **ADV325 Advertising Campaigns**

4 credits

Students in the course research, create and present mixed media campaigns. The students learn the fundamentals of conceiving and executing an integrated local or regional advertising campaign that uses major advertising media. (Prerequisites: ADV301, ADV307, ADV313, ADV319)

### **ADV331 Integrated Marketing Communications**

4 credits

This course includes advertising and sales promotion activities ranging from direct mail to media to give students an understanding of the benefits of each as well as a working understanding of when and how an integrated approach may benefit the communication process. (Prerequisites: ADV319, FM221)

### **ADV405 Account Planning**

4 credits

Account planning demands a mixture of account services and research. An account planner frequently takes responsibility that a client's needs are met. This usually requires managing communication between departments in an ad agency as well as being the point of contact between the agency and client. This course helps the student understand these functions and integrate them into a successful approach to advertising and advertising campaigns. (Prerequisites: GEN102, ADV307, ADV319)

### **ADV411 Nontraditional Advertising Strategies**

4 credits

The advertising process is being radically impacted by new media tools that drive nontraditional approaches to audiences. In some cases traditional print and media efforts are being superseded by Internet blogs, word-of-mouth, touch-point advertising, product endorsements and other new techniques to reach the younger consumer. Students introduce these strategies in their own projects. (Prerequisites: ADV325, ADV331)

### **ADV417 Advertising Internship**

4 credits

Students experience a real-world situation in an advertising business environment. They are required to procure a position with an agency or studio that will enhance their creative and business skills under typical deadlines and professional requirements. (Prerequisite: Department Director Permission. International students need signed approval from the International Student Advisor)

### **ADV423 Advanced Advertising Campaigns**

4 credits

This course is a continuation of Advertising Campaigns allowing students to develop a campaign for a specific company, product or service culminating in a senior-level project

for the student portfolio. (Prerequisite: ADV325)

### **ADV433 Portfolio**

4 credits

This course focuses on the completion of the student portfolio and enables students to begin their career search. Students come into this course with work for the portfolio and determine the quality of the work so appropriate enhancements can be made. Students will also complete a professional resume. (Prerequisite: Department Director Permission)

### **ART100 Design Fundamentals**

4 credits

This hands-on course will introduce the elements and principles of design. Students develop working skills with layout and organization of design elements for a variety of visual effects. The course emphasis will be on design as a means of communication. (Prerequisite: None)

### **ART110 Color Theory**

4 credits

This fundamental course provides an introduction to the principles of color and an exploration of color theory as it relates to design. Students investigate color schemes and properties and their relationship to composition in making appropriate design decisions. The psychological, cultural and symbolic aspects of color will also be examined in relationship to visual communication. (Prerequisite: None)

### **ART102 Observational Drawing**

4 credits

This course explores the process by which three-dimensional forms and space are transformed into two-dimensional drawings. The learning sequence progresses from simple forms and skill levels toward more complex constructions and compositions. Emphasis will be placed on developing line sensitivity, skill at light dark modeling, and accurate perspective rendering. (Prerequisites: ART100, ART110)

### **ART111 Life Drawing**

4 credits

This course explores the fundamentals of drawing the human figure. Students develop observation and rendering techniques and focus on depicting gesture and motion, rendering anatomy accurately, capturing the essence of movement and form in space, and creating effective compositions. (Prerequisites: ART100, ART110)

### **ART224 Form & Space**

4 credits

Form and space examines the formal understanding and manipulation of the basic organizing principles of the three dimensional worlds. Students translate 2-D design principles to solve 3-D design problems using basic hand tools and readily available materials. Form and Space also addresses the manipulation of 3-D space to manipulate visual experience. (Prerequisites: ART100, ART110)

### **CULA100 Concepts & Theory of Culinary Techniques**

3 credits

The fundamental concepts, theories and techniques involved in basic cookery are covered in the course. Through discussions and lectures, the hows and whys of culinary procedures, techniques, concepts and applications are introduced. (Prerequisite: None)

### **CULA105 Intro to Culinary Skills**

5 credits

During this course, students begin to learn foundational skills and techniques of cooking through lectures, demonstrations, and application. Throughout the course, students learn vegetable, grain, and starch cookery and primary cooking methods, such as sauteing, roasting, braising, and grilling. Students are also introduced to the classical methods of stock, soup and sauce preparation. Emphasis is placed on both knife and kitchen organizational skills. (Prerequisite: None)

### **CUL109 Quality Food Cooking (10<sup>th</sup>/11<sup>th</sup> quarter elective)**

4 credits

This class is designed for the catering establishment that produces food for large parties and then must transfer the food to alternative sites. Students will learn how to efficiently cook, preserve and reheat foods so that they can be served in a safe and quality oriented manner. Students will work with quick chill systems, vacuum-packed machines and vacuum tumblers for quick marination, and develop organization schematics. Students will also produce foods in large quantities for the off premises kitchen and will learn about speed and efficiency. (Prerequisite: Department Director or Advisor Approval)

### **CULA110 Sanitation & Safety**

3 credits

This course is an introduction to food and environmental sanitation and safety in a food production area. Attention is focused on food-borne illnesses and their origins, and on basic safety procedures followed in the food service industry. This course is approved by the Federal Food and Drug Administration (FDA) and is recognized by approximately 95% of the state and local jurisdictions that require training and certification. (Prerequisite: None)

### **CULA115 American Regional Cuisine**

5 credits

This course builds on and reinforces the basic knowledge and skill development of the beginning culinary classes. This course focuses on the preparation of traditional and contemporary American specialties with an emphasis on protein and sauce production. The concepts of mise en place, plate presentation, team work and sanitation are emphasized. (Prerequisite: Department Director or Advisor Approval)

### **CULA120 Purchasing and Product ID**

3 credits

This course provides the student with a perspective on selection, procurement, storage, receiving, and issuing of items such as: produce, dairy and eggs, meat, poultry, seafood and other food and beverage items as they pertain to the foodservice establishment. Students will analyze principles of proven purchasing systems, specifications, and kitchen organization. (Prerequisite: Department Director or Advisor Approval)

### **CULA125 Intro to Baking Science & Theory**

5 credits

This class introduces the student to the fundamental principles, ingredients, procedures that are associated with the bakeshop and pastry kitchen. Such topics introduced in the course are: measurements systems, basic equipment, types of dough, breads, custards, fillings, pies and cakes. (Prerequisite: Department Director or Advisor Approval)

### **CULA130 Introduction to Baking & Pastry**

3 credits

Students receive comprehensive instruction regarding the preparation of creams, custards, puddings and related sauces. Students prepare a variety of cakes and icings and learn to apply a variety of decorating styles and techniques. Selection and proper use and handling of various chocolates used in baking and decorating is covered. Emphasis is also placed on dessert plating and presentation. Students must pass a practical exam. This course introduces you to the functions of baking ingredients (such as yeast, flour and shortening) and mixing methods for dough's fermentation techniques, heat transfer methods and bread baking. Special emphasis will be placed on lean dough production and ways to enrich a dough (laminating, rubbing and cut-in). (Prerequisite: Department Director or Advisor Approval)

### **CULA135 Planning & Controlling Costs**

4 credits

This course assists the students in understanding and application of the management aspect of planning and controlling food, beverage and labor within a food-service facility. (Prerequisite: Department Director or Advisor Approval)

### **CUL200 Advanced Cakes & Classical Torts**

4 credits

Students are introduced to the fundamental skills, concepts, and techniques of advanced cakes. Students learn through lecture, demonstrations and hands on technique to make classical meringue torts, souffles, intricate garnishes and traditional European cakes. (Prerequisite: Department Director or Advisor Approval)

### **CULA200 Garde Manger**

6 credits

This course teaches the student about methods related cold food preparation, hors d'oeuvres, display platters, charcuterie, and culinary centerpieces. Students enhance skills

through production, presentation and service. Theory and demonstration of ice carvings are introduced. (Prerequisite: Department Director or Advisor Approval)

### **CULA203 Latin Cuisine**

3 credits

This course reinforces the basic knowledge and skills developed in preceding culinary classes. During this course, the student learns to develop an understanding of the authentic flavors and techniques associated with Latin cuisine and culture. The cuisines of Mexico, South America, and The New World will be emphasized. Specific focus is placed on utilizing indigenous ingredients and understanding traditional flavor profiles. (Prerequisite: Department Director or Advisor Approval)

### **CUL207 Artisan Breads**

4 credits

Students are introduced to the fundamental skills, concepts, and techniques of artisan bread baking. Special emphasis is placed upon the study of ingredients and their affect on the bread baking process. Use of sponges, wild yeast, bigas and poolish will be incorporated in making authentic rustic bread. (Prerequisite: Department Director or Advisor Approval)

### **CULA207 World Cuisine**

2 credits

This course reinforces the basic knowledge and skills developed in preceding culinary classes. During this course, the student learns to develop an understanding of the authentic flavors and techniques associated with a variety of world cuisines. Emphasis is placed on utilizing indigenous ingredients, understanding traditional flavor profiles and the application of these cultural influences in the contemporary kitchen. (Prerequisite: Department Director or Advisor Approval)

### **CUL208 Specialty Cake Decorating**

3 credits

Students are introduced to the fundamental skills, concepts, and techniques of advanced cakes. Students learn through lecture, demonstrations and hands on technique to make various types of specialty cakes to include wedding, birthday and seasonal. There is a strong focus on piping skills and basic icing techniques. (Prerequisite: Department Director or Advisor Approval)

### **CULA210 Nutrition**

3 credits

This course centers on an explanation of the basic principles of nutrition and their relationship to health. The structure, functions, and source nutrients, including proteins, carbohydrates, fats, vitamins, minerals and water are discussed. Current issues in nutrition are reviewed, including dietary guidelines, energy balance, vitamin supplements and food fads. (Prerequisite: Department Director or Advisor Approval)

**CULA212 Asian Cuisine**

3 credits

The student will experience authentic regional Asian cuisines of Japan, China, India, Korea, Thailand, Vietnam, and the Spice Islands. Emphasis will be placed on traditional ingredients, flavor profiles, preparation and techniques. (Prerequisite: Department Director or Advisor Approval)

**CUL216 Catering & Event Management (10<sup>th</sup>/11<sup>th</sup> quarter elective)**

**4 credits**

This course explores the dynamics of off-premise catering, from the nuts and bolts of developing the contract to making the sale and appropriately costing the entire banquet menu. Proper purchasing techniques for food and wine as well as non-food items are studied. Working with the client, designing the buffet and pulling out all of the stops in order to make an incredible show. Students work on projects that engage their critical thinking skills while setting up mock banquet and catering scenarios. (Prerequisite: Director or Advisor approval)

**CULA216 Classical Cuisine**

3 credits

Students will execute variations on classic preparations involving creation of menu concepts, use of classical sauces and delivery of products with a classical haute cuisine menu system. (Prerequisites: CULA105, CULA110)

**CULA220 Management by Menu**

3 credits

This course provides fundamental principles in menu construction, formulation and analysis techniques. The students study different menu types, key menu components and apply in-depth concepts through the creation and presentation of a food-service concept. (Prerequisite: Department Director or Advisor Approval)

**CUL222 Nutritional Cooking (10<sup>th</sup>/11<sup>th</sup> quarter elective)**

**4 credits**

Students will apply the principles of nutrition into food preparation to maintain a healthy eating style. This course will focus on taste, texture and aroma utilizing the natural components of food. The goal is to titillate the senses and remain with nutritional goals. The recipes will incorporate culinary techniques and methods learned in skills and the sundry of spices, herbs and other flavoring ingredients to heighten the natural flavor and provide substance within nutritional guidelines. Students will focus on food preparation for the general public as well as special dietary needs. Through field trips and guest lectures students have the opportunity to experience various types of nutritional cooking for various needs. (Prerequisite: Director or Advisor approval)

**CUL224 Oenology & Viticulture (10<sup>th</sup>/11<sup>th</sup> quarter elective)**

**4 credits**

This course is an extensive study of wine making and the science of wine making from the cultivation of the vines to the harvest of the grape and the subsequent chemical and

biological components of wine during crushing/ stemming, fermenting, aging, bottling, packaging and shipping. Geographical, climactic and cultural impacts on the types of wines produced are emphasized. Included in this course will be tasting and pairing of wine with food, use of field trips to research technique and witness first-hand the winemaking process from local vineyards. (Prerequisite: Director or Advisor approval)

### **CULA225 A la Carte Restaurant Kitchen**

3 credits

The students prepare modern and regional American cuisine in a public restaurant. Correct application of culinary skills, plate presentation, organization and timing in producing items off both a fixed- price menu and an a la carte menu are stressed. The principles of dining room service and the philosophy of food are further explored and examined in light of today's understanding of food, nutrition and presentation. (Prerequisite: Department Director or Advisor Approval)

### **CULA230 Dining Room Service**

3 credits

Topics covered include the psychology of service, professional standards of performance for dining room personnel, the fundamental skills required for service ware handling, the service sequence, order taking, guest relations and the liability and consumer dimensions of alcohol service. The budgetary process is introduced, employee scheduling and fundamentals of wine selection and paring is covered. (Prerequisite: Department Director or Advisor Approval)

### **CUL232 Caribbean & South American Cuisine (10<sup>th</sup>/11<sup>th</sup> quarter elective)**

4 credits

The culture and cuisine of the New World will be studied and students will learn about the affects the geography, cross migration of people, and the affects Colonialism had in shaping the food of the Caribbean and South America. Students will cook the indigenous food of this area while learning about the nutritious aspects of the diet and the Latin American Food Pyramid. Students will work in teams making a meal each week to include breads, mats, fish, vegetables and sweets. (Prerequisite: Department Director or Advisor Approval)

### **CUL233 Vegetarian Cuisine (10<sup>th</sup>/11<sup>th</sup> quarter elective)**

4 credits

Students apply the principles of vegetarian cuisine into different menu courses to provide a healthy diet. This course focuses on the different types of vegetarians, the health benefits and potential health risks. The recipes incorporates culinary techniques and methods, the sundry of spices, herbs and other flavoring ingredients to heighten the natural flavor and provide substance. (Prerequisite: Department Director or Advisor Approval)

### **CUL234 Mexican Regional Cuisine (10<sup>th</sup>/11<sup>th</sup> quarter elective)**

4 credits

This course takes the student on a whirlwind tour of the states of Mexico. Students learn about the great Mexican culture while making a cadre of moles that are used in enhancing

the meat, fish and vegetable products for which Mexico is known. The study of indigenous ingredients and the diets of the Mexican people, both Pre-Columbian and Post-Columbian will be analyzed. Menus will be made weekly from the different states of the country. Students will travel to food markets to sample foods and will learn to work with native Mexican tools used in cooking and food preparation. (Prerequisite: Department Director or Advisor Approval)

### **CULA235 Food & Beverage Operations Management**

4 credits

This course provides the student with the foundation necessary to understand and appreciate the the role food and beverages play within the restaurant and how they interact with one another. The study of wine, beer, and spirits are presented through lectures and formal wine and beer tastings. (Prerequisite: Department Director or Advisor Approval)

### **CUL240 Chocolate & Confectionary**

3 credits

Students are introduced to the fundamental skills, concepts, and techniques of chocolate work. Students learn through lecture, demonstrations and hands on technique to temper and create with chocolate. They will develop skills with candy making, truffles, piping techniques and modeling clay. Creating and assembling various centerpieces is a main focus. (Prerequisite: Department Director or Advisor Approval)

### **CULA240 Internship**

4 credits

An internship is a monitored program where students work part-time in a professional workplace approved by their department, applying their knowledge, skills, and professionalism in a program-related environment. In the culinary arts internship, students apply their technical knowledge in a working kitchen. Students have the opportunity to observe and participate in an operation related to their field of study, gaining practical work experience prior to graduation. Culinary Arts students will focus on culinary techniques and production. (Prerequisite: Department Director or Advisor Approval)

### **CUL241 Sugar Works**

3 credits

Students are introduced to the fundamental skills, concepts, and techniques of sugar work. Students learn through lecture, demonstrations and hands on technique to cook, pull and blow sugar. They will develop skills with candy making, pulling basic and advanced flowers, casting, making figurines and fruit pieces. (Prerequisite: Department Director or Advisor Approval)

### **CUL242 Show Pieces**

3 credits

This class is devoted to competitions, specialty showpieces, creative accessories and finishing procedures for pastry. Students will have the ability to specialize in specific areas of chocolate, sugar, pastillage, nougatine, assorted garnishes and other serious

pastry art forms that bring about competitive results. (Prerequisite: Department Director or Advisor Approval)

**CUL245 Food Styling & Photography (10<sup>th</sup>/11<sup>th</sup> quarter elective)**

**4 credits**

Making food look beautiful under hot lights and for long periods of time is an art in itself. Students learn from experienced seasoned veterans in food photography as they study food manipulation and how the camera views such pieces of art. Students will learn about balance, harmony and special techniques used with these types of props and photography. (Prerequisite: Department Director or Advisor Approval)

**CUL246 Food T.V. (10<sup>th</sup>/11<sup>th</sup> quarter elective)**

**4 credits**

From couch potato to actor and producer of your own show, this course takes the student from the viewing audience to into the studio. Students will have the opportunity to learn the proper techniques for being in front of an audience on television. Students will write, produce and star in their own food channel special. Special consideration will be spent on design, setup, behind the scenes techniques and the technique of cooking on camera. (Prerequisite: Department Director or Advisor Approval)

**CUL250 Food in Literature & Film (10<sup>th</sup>/11<sup>th</sup> quarter elective)**

**4 credits**

From the Bible to "Under the Tuscan Sun" and from Fellini's "Satyricon" to "Eat Drink Man Woman" and "Big Night" our culture has manifested itself in great literary works and great motion pictures that depict life's struggles and hope. Students will critique aspects of several novels and movies that use food as the medium to express several emotions, wants and desires, tragedies and accomplishments. The style of authors and directors will be compared and analysis of the two mediums will be compared and contrasted. (Prerequisite: Department Director or Advisor Approval)

**CUL251 Religion, Diet & New Food Trends (10<sup>th</sup>/11<sup>th</sup> quarter elective)**

**4 credits**

Students will study the diets of world cultures and the affect religion brings to that diet. The Jewish & Christian laws of the Old and New Testament, the Koran, the Buddhist & Hindu philosophies regarding vegetarianism and other sects affecting diet will be explored and compared. U.S. fads and food trends that affect eating styles and philosophies will be discussed. Diet fads from the Atkins Diet to the all protein diet, to the four blood types will also be explored. The future of diet fads and food allergies in this country and the world will be linked to the past in order to glimpse into the future. (Prerequisite: Department Director or Advisor Approval)

**CUL300 Management Externship**

**4 credits**

An externship is a monitored program where students work part-time in a professional workplace approved by their department, applying their knowledge, skills, and professionalism in a program-related environment. In the culinary management

externship, students apply their technical knowledge in a working kitchen. Students have the opportunity to observe and participate in an operation related to their field of study, gaining practical work experience prior to graduation. Culinary Management students will focus on kitchen management related duties. (Prerequisite: Department Director or Advisor Approval)

### **CUL301 History & Culture of Cuisine**

4 credits

Examine the major historical and geographical developments that affect the evolution of cultural patterns such as cooking habits and the use of ingredients through various cultures. (Prerequisite: Department Director or Advisor Approval)

### **CUL302 Modern Leadership - Food Service**

4 credits

This course is an introduction to leadership roles in the academic setting. A study of organizational practices, orientation, community resources, and facilitation of student success with faculty assistance. (Prerequisite: Department Director or Advisor Approval)

### **CUL303 Computer Software for the Foodservice Manager**

4 credits

This course incorporates the data from spreadsheets, word processed documents and specialized foodservice software applications into presentation format. Emphasis is on the preparation of professional documents, formal presentations and graphic visuals to express and convey information and ideas to others. (Prerequisites: GEN107)

### **CULA304 From Farm to Plate**

2 credits

This course will focus both on the farming and fishing industries and the distribution, production, growing and harvesting systems associated with them. (Prerequisite: Department Director or Advisor Approval)

### **CUL310 Human Resources for Foodservice**

4 credits

This course is designed to provide an overview and foundation for all facets of the human resource element in the food service industry. Emphasis will include: development of job descriptions, recruitment, hiring, training and termination of employees. (Prerequisite: Department Director or Advisor Approval)

### **CUL313 Property Management**

3 credits

This course introduces the various engineering systems commonly associated with the hospitality industry; HVAC, plumbing electrical, emergency systems, waste management, water systems and energy management. Emphasis will be placed on preventative maintenance programs, safety regulations and building requirements. (Prerequisite: Department Director or Advisor Approval)

### **CUL315 Advanced Food & Beverage Cost Control**

4 credits

This class will give the students the working knowledge of finance that is increasingly demanded of all hospitality managers. Easy-to-understand theories and applications show the students how to make business decisions and obtain critical information by analyzing financial statements. (Prerequisite: Department Director or Advisor Approval)

### **CUL316 Managing Foodservice Systems**

4 credits

This class explores the multitude of programs and processes to be used in various foodservice establishments as they apply to improving quality controls, labor and costs. Students will also develop their own systems based on the best existing systems. Implementation of company specific software programs will also be used. (Prerequisite: Department Director or Advisor Approval)

### **CUL318 Retirement Community Management**

4 credits

This course is designed to explore the emerging field of the retirement communities and ever expanding senior population. Emphasis will be placed on demographics, segmentation of assisted living communities, nutritional, legal, and medical concerns, private and public companies serving this market. (Prerequisite: Department Director or Advisor Approval)

### **CUL320 R&D for the Corporate Test Kitchen**

4 credits

In this course, students will learn about the manufacturing process and stages of development for a new food product. Within this course, the student will learn about the many facets of manufacturing such as, ingredient functions, market segment, and brand name equity. Students will gain experience by researching new food products, various food service companies, and developing a new food product for market. (Prerequisite: Department Director or Advisor Approval)

### **CUL321 Contemporary Issues for the Foodservice Manager**

3 credits

This course will examine critical issues affecting the foodservice industry today. Issues will include political, social legal and environmental. Students will be made aware of the various organizations associated with our Industry. This class will help to develop critical thinking patterns for the foodservice manager. (Prerequisite: Department Director or Advisor Approval)

### **CUL322 Culinary Management in Food Retailing**

4 credits

The course presents the current intricacies of product marketing as it applies to Home Meal Replacement and shelf stable products. This also includes product production, selling and marketing concepts; marketing-mix factors; decision-making on product distribution; clientele, purchasing processes; market segmentation and competition; and

environmental forces that affect the areas of the deli, bakery, health food arena, and gourmet food stores. (Prerequisite: Department Director or Advisor Approval)

### **DFV101 Intro to Digital Filmmaking**

4 credits

This course introduces students to the fundamental terminology, concepts and techniques of creating moving images and of being a visual storyteller. Instruction is given in basic operation of a digital video camera, including its set-up and operation. Using locations, actors, storytelling, and other techniques for overall thematic and visual effect, students will create a simple, short digital movie. Students will be able to demonstrate knowledge of the technical terms of video production and basic video production techniques.

(Prerequisites: GEN109, and either ART100 or ART110)

### **DFV120 Fundamentals of Audio**

4 credits

This course investigates the principles of digital sound and music recording. An introduction to sound includes the study of sound characteristics, basic acoustics, ergonomics and basic techniques for field recording. Waveform physics and psychoacoustics are also covered. The role of sound/music in video production is explained and exemplified. Techniques to integrate digital audio for animation, video, CD-ROM and Web applications will be explored. (Prerequisites: GEN109 and DFV101.)

### **DFV230 Fundamentals of Lighting**

4 credits

In this introductory lighting class, the student is introduced to basic lighting concepts and terminology and how they specifically relate to media productions. The student will also learn to identify and use various types of lighting instruments and applications. (Prerequisites: DFV101 Introduction to Digital Filmmaking)

### **FM110 Survey of the Fashion Industry**

4 credits

In this class, students are given an overview of the fashion industry including design, production and marketing of women's, men's, and children's fashions from the development of fibers and fabrics to the strategies of fashion merchandisers and retailers. (Prerequisite: GEN095 or placement)

### **FM120 Intro to Business & Retailing**

4 credits

This course provides an overview of the business and retail environment. It examines and addresses basic terminology and concepts related to business trends, traditional and non-store retailing, operations and planning. (Prerequisite: None)

### **FM122 Costume History**

4 credits

This course covers historic, national and cultural themes in costume and fashion from ancient to modern times. (Prerequisite: FM110)

### **FM126 Textiles**

4 credits

This course explores natural and manufactured fibers, their production, uses and characteristics. Content includes discussion of yarns, fabrics, finishes, design methods, aesthetic applications and ordering specifications. (Prerequisite: None)

### **FM130 Principles of Marketing**

4 credits

This course examines the basic principles of marketing, integrating the concepts of consumer motivation with modern marketing strategizing and planning. Students investigate the importance marketing plays in the success of modern business. Sequence: follows FM120 for FM majors. (Prerequisite: None)

### **FM210 Trends & Concepts in Apparel**

4 credits

This course is a comprehensive study of trend forecasting, demographics and social issues that affect fashion and related industries. (Prerequisite: FM110, FM122, GEN109)

### **FM212 Consumer Behavior**

4 credits

Students examine the basic concepts of consumer behavior including theory and measurement, primary considerations in marketing and advertising practices. Strategies to study and influence the behavior of the consumer are included. (Prerequisite: FM130)

### **FM220 Visual Techniques & Design**

4 credits

This survey course explores creative and technical approaches to window and interior store displays. Students work in a laboratory setting creating three-dimensional displays as they familiarize themselves with standard and innovative techniques. (Prerequisites: ART100, ART110)

### **FM226 Business Writing**

4 credits

This course addresses the need to communicate in writing for a professional environment. A variety of materials must be written for a business: memos, letters, news summaries, proposals, presentations and copy for advertising or marketing. Students will learn to identify the requirements of different types of writing and to prepare materials to communicate clearly and effectively. (Prerequisites: GEN102, GEN109, FM120)

**FM236 Global Marketing**

4 credits

This course is a practicum in cultural understanding and appreciation of international business practices. Students consider the importance of cultural self-awareness as well as verbal and non-verbal communications in cross cultural business settings. (Prerequisite: FM212)

**FM238 Foundations of Retail Mathematics**

4 credits

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. (Prerequisite: FM120)

**FM310 Catalog Development**

4 credits

With a concentration in catalog development students also explore other forms of non-store retailing such as electronic retailing, direct mail, multi-level marketing, telemarketing and the Internet. (Prerequisites: FM210, FM212, FM220)

**FM312 Retail Buying**

4 credits

This course provides a foundation for the study of retail buying. Theories are analyzed through the study of merchandise classifications and the calculation of open-to-buys. (Prerequisite: FM238)

**FM314 Trade Tariff & Resourcing**

4 credits

Students examine basic policies of import/export trade regulations, tariff laws and the enforcement of quotas. Current world trade disputes and United States import/export policies are studied from the perspective of the manufacturer and retailer. (Prerequisite: FM236)

**FM320 Inventory & Stock Controls**

4 credits

This advanced course in the study of stock control and managing open-to-buys provides a practicum in buying and utilizing computer spreadsheets for data analysis. (Prerequisite: FM312)

**FM322 Professional Selling**

4 credits

This course focuses on the application of professional selling and sales management techniques to real-life situations. The emphasis is placed on selling products and services outside of the retail store arena. (Prerequisite: FM130, FM238)

**FM324 Apparel Evaluation & Production**

4 credits

In this laboratory class students analyze construction standards and techniques used in the ready-to-wear market. Research serves as the foundation for developing skills in garment specifications, assembly and finishing. CAD software introduced. (Prerequisite: FM126, FM210)

### **FM330 Business Management I**

4 credits

Human resource management provides students with a complete, comprehensive review of essential personnel management concepts and techniques. (Prerequisites: FM212, FM238)

### **FM332 Public Relations**

4 credits

This is an advanced course in marketing that focuses on the advantages and opportunities of creative partnering. Students draw on competencies of earlier classes to develop innovative, cooperative marketing strategies and programs. Sequence: follows FM226, FM310 for FMM majors.

### **FM334 Fashion Career Management**

4 credits

Prepares students to conduct a job search in their chosen field students examine career paths, assess their experience and exploring methods to further develop their skills and marketability. Students will gain practical experience by writing business correspondence and by interviewing. Students will develop interview skills and will prepare for an internship in the industry. (Prerequisite: GEN105) Sequence: follows FM226, FM310.

### **FM410 Product Development**

4 credits

Students take products from concept to marketplace researching trim and fabric markets and analyzing trends for development of private label merchandise. Prototypes are developed and manufacturing and budgetary issues are analyzed. CAD software utilized. (Prerequisite: FM324)

### **FM412 Business Management II**

4 credits

Students explore retail store planning and space management, including merchandising, fixture selection, budgeting and site selection. (Prerequisites: FM320, FM330)

### **FM414 Advertising**

4 credits

This course focuses on the role of advertising and public relations in the dissemination and promotion of apparel and accessory products, as well as the creation of brand name and label recognition, image and special product features. (Prerequisites: FM226, FM310)

### **FM420 Portfolio I**

4 credits

In this class student create the fundametal elements for their portfolio pieces to be polished and finalized in the FM430 class.

(Prerequisite: Permission from director required)

### **FM422 Entrepreneurship**

4 credits

Students explore innovation and rapid change as they relate to the entrepreneur. Issues regarding financial, behavioral, organizational and marketing challenges facing emerging enterprises are discussed. Students create a business plan for the start-up of a new fashion-related company, product or service. Special emphasis is placed on the disciplines of planning that are vital to individual success. (Prerequisite: FM412)

### **FM424 Event Planning & Promotion**

4 credits

Students develop an understanding of retail special events requiring the planning and implementation of an actual event. (Prerequisites: FM332, FM412)

### **FM430 Portfolio Preparation II**

4 credits

In this laboratory class students design and prepare a marketable portfolio and promotional pieces. Upon completion of this course students will have generated a portfolio that is consistent with their career goals and which represents their specific skills and interest to prospective employers. (Note: This class may not be taken prior to the second to last quarter of study. Permission from Director required.)

### **FM434 Internship**

4 credits

An internship is a monitored program where students work part-time in a professional workplace approved by their department applying their knowledge, skills, and professionalism in a program-related environment. School staff members coordinate the program with upper-level students. Available to qualified students who obtain approval from the Academic Department Director. Students are required to keep a log, communicate weekly with faculty members and maintain attendance requirements. (Permission from Director required. International students need signed approval from the International Student Advisor.) (Prerequisite: Permission of director required)

### **GEN095 English Fundamentals (transitional studies course)**

0 credits

English Fundamentals builds a foundation for GEN101 English I. Emphasis is placed on fundamental grammar and written communication skills as well as essentials of writing paragraphs and short essays.

**GEN097 Math Fundamentals I (transitional studies course)**

0 credits

In this transitional math course students will strengthen numerical skills necessary for success in their educational programs. Topics examined in this course include computational skills with real numbers including fractions, decimals and percents. Basic graphing and algebraic expressions are introduced.

**GEN098 Math Fundamentals II (transitional studies course)**

0 credits

In this transitional math course, students will strengthen the math skills necessary for success in their educational programs. Topics examined in this course include simplifying algebraic expressions, solving first and second degree equations, and constructing and interpreting graphs. Geometric concepts will be introduced.

**GEN101 English I**

4 credits

English I introduces students to the research process and to college-level writing as a process of developing and supporting a thesis in an organized essay. This course emphasizes the use of a variety of rhetorical modes, appropriate diction and language, reading and responding to the writing of others and observing the conventions of Standard English including spelling, punctuation, grammar, citing sources and preparing a bibliography. (Prerequisite: GEN095)

**GEN102 English II**

4 credits

English II builds upon the foundation developed in English I with an emphasis on literary language and the interpretation of a variety of texts. Students will gain additional experience in reading, thinking and writing critically. It further develops the methods of research and documentation conventions; students select, evaluate and integrate a variety of sources to support a thesis in an organized research essay. (Prerequisite: GEN101)

**GEN105 Effective Speaking**

4 credits

Oral communication skills are taught with emphasis on theory and practice. Students are taught how to compose coherent messages and adapt them to the specific audience and situation, to develop and polish their presentation skills and to conduct responsible research. Students also develop critical thinking and listening skills, as well as ethical communication behaviors. (Prerequisite: GEN101)

**GEN107 Computers for Culinary**

4 credits

This course acquaints and prepares students in the use of computer related knowledge and skills necessary for a culinary career. Covered are word processing, spreadsheets, file management, Web search skills and operation of peripheral equipment such as a printer, scanner and storage devices. In addition, students will learn fundamental

concepts and associated vocabulary. All projects are tailored to the needs of the culinary industry. (Prerequisite: None)

### **GEN109 Computers for the Arts**

4 credits

Computers for the Arts engages students in the use of computer related knowledge and skills. Students will be introduced to advanced spreadsheet application, image manipulation software, and advanced computer related skills. They will learn HyperText Markup Language (HTML) for Web site design, digital media introduction and scanner software review as well as advanced topics and associated vocabulary including file management. Assignments will require that students work on both the PC and MAC platforms. (Prerequisite: None)

### **GEN110 Concepts in Modern Math**

4 credits

Concepts in Modern Math emphasizes the development of the student's ability to reason mathematically and solve problems in settings the college graduate may encounter in personal and professional endeavors. Math topics include three or more of the following: logic, number theory, the math of finance, set theory, mathematical modeling, diverse geometric disciplines and the connections between math and the arts. (Prerequisite: GEN098)

### **GEN113 Geometry in Art and Nature**

4 credits

Students will learn about geometric shapes and structures and how to analyze their characteristics and relationships. Students will compare and classify two- and three-dimensional shapes and analyze their characteristics and properties through a variety of visual representations, including constructions and coordinate representations. This class will also provide students an opportunity to explore geometric ideas within the natural world and within their major fields of study. (Prerequisite: GEN098)

### **GEN116 Intro to Financial Mathematics**

4 credits

The course develops three main areas of applied mathematics. Its first part examines simple financial applications such as compounding and discounting. The second part develops the most commonly used technique for optimization. The third part introduces students to the basic notions and applications of descriptive statistics. (Prerequisite: GEN098)

### **GEN119 Statistics**

4 credits

Statistics introduces students to the study of descriptive and inferential statistics. Topics include the collection, presentation and analysis of data and the statistical theories used to make predictions. Simulated and real-life research data will be used, and students will explore creative presentations of statistical information. (Prerequisite: GEN098)

**GEN121 Anthropology**

4 credits

Students will learn about culture and ethnographic research and writing. By combining study in the classroom and fieldwork within the multicultural city of Detroit, Students will choose a cultural scene to investigate, identify informants, conduct interviews and write an ethnographical study. (Prerequisite: GEN101)

**GEN124 Psychology**

4 credits

Psychology introduces students to principles, theories and methods in the scientific study of human behavior. Major topics include: sensation and perception, consciousness, memory, motivation, intelligence, personality, mental disorders and psychotherapy. (Prerequisite: GEN101)

**GEN127 Social Psychology**

4 credits

Social Psychology explores the ways that people think, feel and behave in social situations. It involves understanding how people influence others and how they are influenced by others around them. Connections between social contexts and individual behavior will be studied in relation to the following topics: the development of "self," conformity and deviance, attitude formation and change, interpersonal attraction, group interaction, altruism, aggression and collective behavior. (Prerequisite: GEN101)

**GEN130 Sociology**

4 credits

Students explore the concepts and theories necessary for a systematic understanding of our social worlds. Topics may include sociology as a science, the nature of large and small-scale groups, social interactions, ideologies, conformity and social deviance and/ or social stratification. (Prerequisite: GEN101)

**GEN133 United States History I**

4 credits

United States History I provides an historical account of the development of the ideas and events that shaped the United States from their beginnings in colonial times through the end of the Reconstruction period. This course examines social, political, economic, intellectual and cultural developments in the United States that are at the foundation of today's unique and diverse society. (Prerequisite: GEN101)

**GEN136 United States History II**

4 credits

United States History II provides a historical account of important social, political, economic, intellectual and cultural ideas and events from Reconstruction to the present as relevant to contemporary society in the United States. (Prerequisite: GEN101)

**GEN140 History of Western Art I**

4 credits

History of Western Art I examines the achievements of the Western artistic tradition beginning with Prehistoric Art, continuing with the art and architecture of the Ancient World and Middle Ages and ending with the artistic developments of the Early Renaissance in Italy and Northern Europe. Appreciation of this artistic tradition is shaped by our understanding of its broader historical and humanistic context. (Prerequisite: GEN101)

**GEN143 History of Western Art II**

4 credits

History of Western Art II examines the achievements of the Western artistic tradition beginning with the Early Renaissance in Italy and ending with the Post-Modern Period. Appreciation of this artistic tradition is shaped by our understanding of its broader historical and humanistic context. (Prerequisite: GEN101)

**GEN146 Philosophy and Ethics**

4 credits

Students explore fundamental questions of human life through the study of philosophy. Topics will include philosophical theories about free will, the nature of reality, the nature and possibility of knowledge and the nature of human existence. This course also examines philosophical approaches to discovering and applying ethical principles that guide individual and group behavior. (Prerequisite: GEN101)

**GEN149 Spanish I**

4 credits

The first of three courses introduces students to the Spanish language through written materials and oral exercises. Students will explore the fundamentals of grammar and begin to develop the listening and speaking skills necessary for conversation. Students will also be introduced to the interrelationship of language and culture. (Prerequisite: GEN101)

**GEN152 Spanish II**

4 credits

Spanish II builds on the knowledge gained from Spanish I. Students will continue to study grammar with an emphasis on vocabulary acquisition and the extension of their conversational skills. Students will converse in and write Spanish regularly, expanding their appreciation for the interrelationship of language and culture. (Prerequisite: GEN149)

**GEN221 Economics**

4 credits

This course provides insights into forces that shape economic behavior, including major types of economic resources and the mechanisms affecting their distribution. Students will examine the theory and practice of open economies and how open economies are influenced by political and strategic interests. Students will also consider critical socio-

economic issues such as unemployment, welfare and the national debt. (Prerequisites: GEN098 and at least one course numbered GEN121-GEN136)

### **GEN224 Group Dynamics**

4 credits

This class explores the scientific study of social groups and provides students opportunities for experiential learning. Students will learn about the dynamics of working in groups, particularly the group as a force for socialization. Students will interact in various groups to explore the dynamics of individual and group behavior, small and large group organization and leadership. (Prerequisite: at least one course numbered GEN121-GEN136)

### **GEN227 Topics in Human Relations**

4 credits

Topics in Human Relations examines social interactions in human relationships focusing on the application of theory and research. Students will explore and analyze social relationships and apply theoretical concepts to analyze in various contexts, including but not limited to culture, gender, religion and media. (Prerequisite: at least one course numbered GEN121-GEN136)

### **GEN230 20th Century World History**

4 credits

This course explores major trends and events in the twentieth-century world, focusing on the phenomenon of globalization. Throughout the twentieth century national and regional economies, politics and cultures became increasingly interrelated; this course helps students understand the economic, political and cultural transformations of the global society in which they live. (Prerequisite: at least one course numbered GEN121-GEN136)

### **GEN240 Genres in Literature**

4 credits

Genres in Literature emphasizes the reading and analysis of short stories and /or novels and related texts. This course will focus on a specific genre of fiction and the themes, structural patterns and historical impact of the Genre. Students will research historical, philosophical, religious, and cultural information to help increase their critical thinking and writing skills through required course work. (Prerequisite: GEN101, GEN102, at least one course numbered GEN140-GEN152)

### **GEN243 Issues in Humanities**

4 credits

Issues in Humanities examines artistic developments in the use, function and style of various texts and media through a range of historical contexts. This course emphasizes issues of aesthetics, cultural context and creative expression. A variety of media including literature, film and other visual arts is explored. (Prerequisite: at least one course numbered GEN140-GEN152)

### **GEN246 Trends in Contemporary Art**

4 credits

Students in this course will participate in in-depth investigations of major trends in the fine and commercial arts from 1945 through today. Through lectures, discussions, readings, written assignments and presentations, students will endeavor to understand some of the difficult issues explored in modern and postmodern visual culture, and will attempt to contextualize their own artistic practices in relationship to those issues. Classroom lectures will primarily address trends and issues in the fine arts, while student presentations will bring relevant issues and figures in the commercial arts into the discussion. (Prerequisite: GEN140 or GEN143)

### **GEN249 History of Western Civilization**

4 credits

Western Civilization I, the Ancient World to 1648 provides a historical account of the development of fundamental ideas and events shaping Western civilization from the ancient world through the early modern period. This course traces social, political, economic, intellectual and cultural developments in Western societies as they contribute to a uniquely "western" outlook on the world. (Prerequisite: at least one course numbered GEN140-GEN152)

### **GEN252 History of Western Civilization II**

4 credits

Western Civilization II, 1648 to the present provides a historical account of the fundamental ideas and events that shaped modern Western civilization. This course traces social, political, economic, intellectual and cultural developments in Western societies as they contribute to the contemporary "western" world. (Prerequisite: at least one course numbered GEN140-GEN152)

### **GEN255 World Literature**

4 credits

World Literature emphasizes the study and consideration of the literary, cultural and human significance of selected works of the Western and non-Western literary traditions. This course explores issues of aesthetics, cultural context and creative expression within literary forms, including fiction, poetry and drama. (Prerequisite: at least one course numbered GEN140-GEN152)

### **GEN261 Biology & the Human Organism**

4 credits

Biology and the Human Organism explores the biological, anatomical and physiological complexities of the human organism. Connections will be made between human biology and its relevance to society and the individual. Concepts include principles of body structure, interaction and integration, control, motion and metabolism as they pertain to heredity, growth and development.

### **GEN264 Intro to College Biology**

4 credits

Introduction to College Biology examines aspects of scientific inquiry through selected concepts of general biological study including organization, heredity, energy, evolution, ecology and human population concerns. Biological issues with personal and social implications will be introduced to enable students to make informed decisions about selected biological issues.

### **GEN267 Chemistry and Society**

4 credits

Chemistry and Society examines the influence of chemistry on society through the study of contemporary issues such as health and environment. Armed with a basic knowledge of chemistry, this course allows the student to explore and understand special topics in biochemistry and organic chemistry as they pertain to everyday life.

### **GEN270 Intro to College Chemistry**

4 credits

This course introduces students to the fundamental principles and theories of general chemistry with an emphasis on atomic theory. Nomenclature, thermochemistry, chemical kinetics, equilibrium, inter- and intra-molecular forces are among the fields of chemistry studied. (Prerequisite: GEN097 or permission of instructor)

### **GEN273 Applied Chemistry**

4 credits

Applied Chemistry explores scientific research methods and principles of chemistry as they apply to our everyday world. Students will study thermal, microwave and other forces and how these forces affect proteins, nutrients, carbohydrates and fat. Students will work in teams to conduct laboratory experiments and write reports that analyze their experimental results. Lab coat or chef's jacket required.

### **GEN276 Environmental Science**

4 credits

Environmental Science will examine the relationships between urban socioeconomic problems and environmental concerns such as resource consumption, population, pollution, and solid waste management. There will also be an exploration of cutting-edge environmental technologies such as green design, hydrogen economics and urban ecology. (Prerequisite: GEN098)

### **GEN279 Introduction to College Physics**

4 credits

This course is an algebra-based exploration of basic principles and laws of classical mechanics and electromagnetism. Through the scientific method, students develop an understanding of concepts and ideas necessary to explain everyday phenomena. Connections between physics and other disciplines students will explore.

### **GEN282 Physics and Society**

4 credits

Physics and Society introduces the methods and concepts of physics with an emphasis on topics selected from mechanics, heat, acoustics and waves, lights and optics and modern physics. The relationship of physics to scientific and non-scientific disciplines will be explored from a historical, social, cultural and philosophical perspective.

### **GEN321 Global Thinking in a Creative Context**

4 credits

Global Thinking in a Creative Context unites students' major fields with their common core curriculum by exploring the interaction between aesthetic, economic, ethical, and social issues in the contemporary world and their chosen careers. Students will participate in research, discussions, and presentations that will culminate in the creation of a portfolio including written, artistic, and oral components. (Required of all bachelors degree students. Fulfills a social science general education requirement; students may instead, with permission, take this interdisciplinary course as GEN340 to fulfill a humanities general education requirement.) (Prerequisite: Students must complete at least one 200 level humanities and fine arts or advanced social and behavioral science course before enrolling in the capstone course.)

### **IC202 Culinary Supervision, Management, and Career Development**

4 credits

This course focuses on management theory from the viewpoint of the hospitality manager. Emphasis is placed on understanding human relations, in relation to management techniques. The class also stresses effective communication methods, building of leadership skills, team building, basic functions of management, decision making, and managing cultural diversity. Students develop techniques and strategies for marketing themselves in their chosen field. Emphasis is placed on students' assessment of their marketable skills, the forming of networking relationships, and the preparation of professional cover letters and resumes. (Prerequisite: Permission of director required)

### **IC402 Career Development**

4 credits

Career Development prepares students to conduct a job search in their chosen field students examine career paths, assess their experience and exploring methods to further develop their skills and marketability. Students will gain practical experience by writing business correspondence and by interviewing. (Prerequisite: GE122 or permission of instructor)

### **ID130 Architectural Drafting I**

4 credits

This course is an introduction to drafting for the interior designer. Class covers manual drafting as a medium of communication to relay ideas, details and specifications to clients, architects, contractors or vendors, focusing on a residential project. Construction theory, terminology, symbology, reading and producing working drawings, drawing

reproduction and general technical aspects of interior design are also included.  
(Prerequisite: ART100)

### **ID133 Perspective**

4 credits

This course is a study in the basic principles of manual perspective drawing. The focus will be on the use of various perspective drawing methods as means to communicate architectural space. (Prerequisites: ART102, ID130)

### **ID146 History of Design I**

4 credits

This is a lecture course covering the evolution of architecture, furniture and design from the ancient world through 1830. Discussions of how these items affected the cultural, political, social and economic conditions of the times are central to this class.  
(Prerequisite: None)

### **ID170 Elements of Interior Design**

4 credits

This is a study in the application of elements and principals of design in architectural spaces. Lessons in ergonomics, space planning and problem-solving introduce the importance of human factors in making functional design decisions. (Prerequisites: ART102, ART224, ID130)

### **ID180 Materials and Resources**

4 credits

This class examines product information, specifications and resources available to interior designers. Guest speakers, field trips and internet research are integral components of this class. Content includes limitations, quality control, installations methods and quantity calculations of various interior materials. (Prerequisite: ID170)  
(ID232 also recommended)

### **ID200 Intro to Space Planning**

4 credits

This course explores the programming and schematic phases of the design process and the issues relevant to preliminary space planning with an emphasis on human factors and their impact on design. Students develop skills and judgment in organizing spaces and traffic patterns within a commercial office design project and in the ability to graphically represent their ideas through conceptual drawings and other supporting graphic materials.  
(Prerequisites: ART110, GE109, ID170)

### **ID211 Rendering**

4 credits

This class is an introduction to various rendering techniques relevant to presenting interior space. (Prerequisite: ID133)

### **ID220 Interior Design Communications**

4 credits

In this course, students develop techniques and methods of formal presentation which utilize visual, verbal and written communication skills. These skills help them to communicate, excite, educate and persuade clients and others about their design concepts. (Prerequisite: ART110, GEN109, ID170) (ID200 also recommended)

### **ID232 Architectural Drafting II**

4 credits

Theories of construction, including load-bearing and partition walls, basic plumbing and demolition are expanded upon in this studio. Project focuses on a commercial space and work includes the drafting of construction, reflected ceiling, demolition, electrical, lighting, furniture and communication plans along with elevations, sections, axonometrics and details to correspond. (Prerequisite: ID130)

### **ID234 AutoCAD I**

4 credits

This lab-based course focuses on how to use AutoCAD to set up 2-D drawings. Students will be introduced to CAD as a medium to create construction documents. (Prerequisites: GEN109, ID170, ID232)

### **ID236 History of Design II**

4 credits

This is a lecture course covering the development of furniture and architectural design from 1830 to the present. Emphasis is on the English, American and International styles in a contemporary idiom. The impact of these items on the cultural, political social and economic conditions of the times will also be discussed. (Prerequisite: None) (ID146 recommended)

### **ID237 Codes and Specifications**

4 credits

This lecture and studio course covers code information and specifications concerning life safety, barrier free and universal design as applied in both residential and commercial spaces. (Prerequisites: ID130, ID170, ID234)

### **ID240 Lighting**

4 credits

This class is an introduction to artificial and natural lighting used in interior spaces. This course covers problem-solving analysis of user needs to determine the appropriate lighting of spaces. Various lamps, luminaries and their application for comfort, task, color and code are discussed. Calculation methods as they relate to the design and specification process are also explained. (Prerequisites: ID200, ID234)

**ID300 Professional Practice**

4 credits

This is an introduction to the business procedures and documents that are typically used in residential and commercial design firms. Contracts, bidding, ethics and client/designer/trade relationships are included within lessons of business administration and project management. The course examines interviewing techniques, resume writing, state registration, licensing, the National Council for Interior Design Qualification (N.C.I.D.Q. exam) and professional organizations. (Note: This class must be taken prior to internship.) (Prerequisite: ID170)

**ID305 Design Development - Hospitality**

4 credits

This studio course explores the design development phase of the interior design process. Student make the transition from thinking conceptually to developing a fully detailed interior space. Course content centers on the interrelationships of the elements of three-dimensional space planning, material selection, detailing, furnishings, finishing and their application in the environment. (Prerequisites: ID180, ID211, ID220, ID237, ID240)

**ID310 Construction Documentation**

4 credits

This advanced architectural drawing course covers the coordination needed to complete a full set of construction documents using AutoCAD. Emphasis is placed on interaction with engineers and other consultants as well as the level of detail needed for an entire working document package. A team project further enhances leadership, communication, and negotiation skills. (Prerequisites: ID240, ID335)

**ID335 AutoCAD II**

4 credits

Students successfully completing this course will be able to use AutoCAD to generate two- and three-dimensional drawings. (Prerequisite: ID234)

**ID373 Specialty Design**

4 credits

This studio course focuses on concept-building and development of key specialty areas. Students are expected to show originality and viability in their solutions including, but not limited to, custom millwork, furniture, and materials. (Prerequisites: ID211, ID220, ID232, ID200) (ID234 also recommended)

**ID400 Advanced Specialty Design**

4 credits

This senior studio is a study of the physical requirements, psychological needs, ergonomic and code restrictions in specialty areas of interior design, i.e., restaurant, retail, institutional or health care design. Projects cover the total design process with emphasis on research, construction details and innovative, alternative presentation methods. (Prerequisites: ID180, ID211, ID220, ID237, ID240)

### **ID403 Portfolio Preparation**

4 credits

This studio course prepares students for the interview process through refining and assembling their work for portfolio and complete a resume. How to conduct a job search, interviewing techniques and issues pertaining to entry-level interior design positions are discussed. (Prerequisites: This class must be taken during the last two quarters. Students must have a minimum of three of the following studio courses completed: ID305, ID373, ID400, ID406.)

### **ID406 Advanced Detailing & Systems**

4 credits

This studio is a study of the materials and fabrication techniques used in the design and construction of interiors and how these details are communicated in construction documents and model building. Content includes ceilings, walls and millwork and then moves into systems (security, data/voice, plumbing) and interior construction details. (Prerequisites: ID240, ID310)

### **ID407 Interior Design Internship**

4 credits

An internship is a monitored program where students work part-time in a professional workplace approved by their department, applying their knowledge, skills, and professionalism in a program-related environment. This class is available to qualified students. (This class must be taken during the last three quarters.) (Prerequisites: ID300, IC402; International students need signed approval from the International Student Advisor.)

### **ID411 Interior Design Thesis I**

4 credits

Students are required to research a project in specialty area within the field of interior design. The project scope and project requirements are discussed with and must be approved by the instructor. (This class must be taken during the last three quarters.) (Prerequisite: GEN321)

### **ID376 Advanced Residential Design**

4 credits

This elective senior studio course covers the total process of residential design from concept development through presentation. (Prerequisites: ID170, ID211, ID237, ID240)

### **ID381 Kitchen & Bath Design**

4 credits

This elective studies design theory, product information, specifications, requirements and layout of kitchen and bath projects. It includes barrier-free access and universal design concepts, specifications of cabinets, hardware, surface finishes and materials, appliances, fixtures and necessary accessories and details to create aesthetic and functional kitchen and bath interiors. (Prerequisites: ID170, ID211, ID237, ID240)

**ID405 AutoCAD III**

4 credits

This elective focuses on advanced study of the use of CAD and modeling systems for interior design presentations. Class projects take AutoCAD plans and models into 3-D programs to add lighting and materials to create full renderings and walk-through presentations. (Prerequisite: ID335)

**ID412 Interior Design Thesis II**

4 credits

Students are required to design a project based on research in an area of specialty within the field of interior design. The project scope and project requirements are discussed with and must be approved by the instructor. Intended, but not required, to be an extension of ID411. (Prerequisites: GEN102, ID200, ID220, ID234)

**ID430 Restoration**

4 credits

This course focuses on preserving the historical references of an existing space, while designing a viable solution for today. (Prerequisites: ID146, ID170, ID234, ID236)

**ID431 Sustainable Design**

4 credits

This course expands on the environmental issues concerning interior designers and the construction industry. Students will be exposed to discussions on "green design" topics including environmentally friendly materials, recyclability and re-use and indoor air-quality and will be asked to implement this knowledge in a studio design project. (Prerequisites: ID180, ID200, ID234)

**IMD101 Intro to the World Wide Web**

4 credits

Students are presented the history and development of the World Wide Web. They also develop a foundation for understanding interactive technologies, and how they are used in commerce, education, entertainment and everyday life. HTML basics will be discussed and introduced. (Prerequisite: GEN109)

**IMD110 Designing for Multimedia Display**

4 credits

This course introduces students to the process of conceptualizing and planning an interactive project. Students will write design documents including sample screens for projects on a variety of delivery mediums such as a kiosk, the World Wide Web, CD-ROM and DVD. These projects will reflect each medium's capabilities and limitations. Students will study information architecture and interaction design. They will also learn how to translate user and customer goals and requirements into a cohesive design. (Prerequisites: GEN109, GAD116, ART100)

### **IMD200 Fundamentals of Authoring**

4 credits

This course is an introduction to the process of interactive design beginning with the study of the capabilities of commonly used authoring software. Students will use the skills and knowledge acquired to produce functional interactive projects. (Prerequisite: VFX101)

### **IMD211 Project Management**

4 credits

This course focuses on the project management process and development of the project team as key to the successful achievement of project goals. Elements explored include client relations, the project proposal and documentation, the development process, time and budget management, leadership, group process, and conflict resolution. Students will manage a project from concept to completion, within deadlines. (Prerequisites: IMD110, IMD200)

### **IMD215 Web Scripting**

4 credits

Students will develop skills to produce Web pages utilizing HTML, the basic scripting language of Web documents. Other effects, extension scripts, and software available for the medium will also be introduced. The differences in design and layout for Web sites compared to other graphic display will be considered. (Prerequisites: GEN101, GEN109, IMD101)

### **IMD220 Writing for Interactive Media**

4 credits

This is a specialized writing course for interactive design production. Students will explore the unique characteristics and techniques of writing for interactivity and apply them in the creation of scripts for various interactive media. Students will also examine traditional narrative scriptwriting and learn to conduct research for writing projects. (Prerequisites: GEN102, IMD101)

### **IMD230 Interactive Authoring I**

4 credits

This course begins with an introduction to multimedia authoring, emphasizing programming and screen design using presentation graphic programs. The course goes on to provide experience with the design, development and evaluation of effective interactive design. Specific applications will vary. This course is a study of interactive multimedia with an emphasis on the essential interactive programming principles required for the successful composition of interactive multimedia projects. (Prerequisite: IMD200)

### **IMD250 Interactive Design**

4 credits

In this course students take interactive designs and realize them in software as functioning projects. Basic planning and design concepts will be reinforced, knowledge

of software expanded, and students will be introduced to usability, usability testing, accessibility, the production pipeline, and beta testing. (Prerequisites: IMD110, VFX201, IMD200)

### **IMD300 Advanced Web Scripting**

4 credits

Students will acquire the skills needed to develop, design and produce advanced Web pages using multiple coding and scripting languages available in the industry while respecting standards and industry constraints. (Prerequisite: IMD215)

### **IMD330 Interactive Authoring II**

4 credits

This course is the second of two Web/multimedia authoring classes devoted to immersing the student in tools that increase interactivity and sophistication of design. Authoring techniques are applied to a major presentation that moves through all phases of production from proposal to delivery. (Prerequisite: IMD230)

### **IMD340 2-D Vector Animation**

4 credits

Students develop an understanding of vector-based animation using industry-accepted software, in order to create effective, compact animation sequences that will be exported and integrated into Web pages, interactive CD-ROMs, video games, and other media.

\*\*\*\*(Prerequisites: ART110, DFV101; ART102 and additional courses may be required depending on the student's program. (Prerequisite: Permission of Director required)

### **IMD360 E-Learning Design I**

4 credits

This course will introduce students to the principles of instructional design as applied to e-learning. Skill development will include goal analysis, performance objective writing, instructional strategies and instructional materials creation. (Prerequisite: IMD230)

### **IMD365 3-D Web Animation**

4 credits

This course will develop familiarity and skill in applying 3-D animation to the Internet. Students will move from the level of the creation of Web projects with HTML and Web editors through the addition of 3-D motion graphics to those projects. (Prerequisites: IMD215, IMD110)

### **IMD370 E-Learning Design II**

4 credits

Through this course students design, develop, and evaluate e-learning programs. Topics include the theoretical foundations of e-learning, authoring software, principles of effective design, instructional assessment, and production of e-learning materials. Students design, build, evaluate, and revise instructional applications using industry standard authoring systems. (Prerequisite: IMD360)

**IMD380 Database Management**

4 credits

This course provides an understanding of database structures and records necessary for dynamic Web site development. Students will learn how information is transferred between back-end servers and end users through various scripting techniques. A solid understanding of HTML scripting and static Web development will be required.

(Prerequisite: IMD300)

**IMD400 E-Commerce Site Design**

4 credits

E-Commerce requires more than simply translating the traditional retail of wholesale sales environment to the Web. Besides reviewing the crucial technical requirements, students assemble the appropriate elements into an effective design which supports and encourages commerce in an online environment. This course covers the design elements and the software support which contribute to online success. (Prerequisite: IMD380)

**IMD420 Web Marketing & E-Commerce**

4 credits

This course introduces fundamental concepts and principles of online and e-commerce marketing. The overview of marketing provided here will help students place their knowledge in a framework and understand how each component contributes to the strength and utility of a marketing plan. With regard to e-commerce, students will compare traditional and electronic sales outlets in order to develop a clear understanding of the differences and similarities between businesses in this new environment.

(Prerequisites: GEN101, IMD230)

**IMD430 Portfolio Preparation**

4 credits

A design portfolio will be assembled and refined in preparation for the job interview. Each student will select representative projects showcasing work that represents a unique style and demonstrates overall conceptual abilities. A Web-based digital portfolio is created that demonstrates all multimedia and interactive design capabilities.

(Prerequisites: IMD211, IMD300, IMD340, IMD360; Note: IMD430 must be taken before Senior Project IMD450)

**IMD450 Senior Project**

4 credits

The portfolio is refined and completed in this final class. In addition, the student applies advanced multimedia/Web design skills, programming and authoring techniques to a specialized subject area, to be included in the digital portfolio. (Prerequisites: IMD430; Note: IMD450 may only be taken during the last quarter.)

**MAA100 Survey of Design & Media Arts**

4 credits

The student is oriented to comparisons and contrasts among multimedia, computer animation and electronic design by examining critical elements and processes of the

disciplines. Historic animation, multimedia and graphic design are used as paradigm for concepts exemplified by contemporary work. Projects are centered on the demonstration of key theories and techniques. (Prerequisites: GEN109)

### **MAA212 Storyboarding & Animatics**

4 credits

Students will produce treatments, scripts, storyboard descriptions and images. The course is designed to compare the differences between the working production storyboard used in animation, multimedia, and video and the presentation storyboard used in advertising graphic design and product sales. (Prerequisites: GEN109, ART110; ART111 and other courses may be required, depending on the student's program.)

### **PH101 History and Survey of Photography**

4 credits

This course will provide a framework for critically considering significant photographers and their work. Students will be expected to describe, interpret, and evaluate the origins, stylistic changes, and artistic innovations in the history of photography from the 19<sup>th</sup> Century through contemporary times. (Prerequisite: None)

### **PH104 Principles of Photography**

4 credits

In this foundation course, students examine the essential tools, materials, and techniques of photography. The student will learn to use the camera, film processing, composition, print finishing, and basic darkroom printing. The student will be challenged to investigate the photographic medium and consider its role in image making. (Prerequisite: None)

### **PH116 Photographic Design**

4 credits

In this course, students experience primary design elements of visual communication as they apply to the photograph. Topics include image composition, color theory, lighting theory and the art of the critique. (Prerequisite: ART100)

### **PH201 Digital Photographic Production**

4 credits

In this introduction to digital photo production, students become acquainted with the concepts, hardware, and software related to digital image acquisition, manipulation, and output, including scanning, masking, layering, retouching, and printing. (Prerequisite: GEN109)

### **PH208 Location Photography**

4 credits

This course explores the special needs of location photography, including both the technical and logistical aspects of location work. Students are challenged with a variety of assignments related to fashion, portraiture, product, stock, and architectural photography. (Prerequisite: DFV230)

**PH212 Digital Darkroom**

4 credits

Emphasis will be placed on those digital techniques that correspond to traditional darkroom processes. The course will address issues related to color theory, resolution, contrast and density controls and the production of photo quality digital prints from scanned film and direct digital captures. (Prerequisites: PH116, PH201)

**PH216 Editorial Photography**

4 credits

Students will produce assignments related to photojournalism, location, and editorial photography. Emphasis is placed on digital technologies and formal assignment presentation. The class is devoted to subject research and creative photography in both fine art and commercial applications. (Prerequisites: PH104, PH116)

**PH308 Advanced Lighting**

4 credits

This course expands on the Fundamentals of Lighting, with an emphasis on lighting for products and people in both the studio and on location. The necessary and correct utilization of electronic flash and lighting tools in the studio and on location is covered. Emphasis is placed on the imaginative application of lighting technique and style. (Prerequisite: DFV230)

**PH312 The Business of Photography**

4 credits

This course reviews considerations faced by photographers when establishing and managing a studio operation. Topics include recruitment, appraisal, and delegation to a studio staff; negotiating with clients and talent; and the management of large productions. Students must use business management software to estimate costs for photographic work and manage a studio budget. (Prerequisites: VC402, Permission of Academic Director)

**PH316 Photographic Studio**

4 credits

Students will develop the ability to solve problems of visual communication through assignments designed to challenge their skills in lighting, camera operation, and commercial interpretation. All aspects of studio photography are discussed from lenses to lighting and people to products. (Prerequisite: PH308)

**PH320 Photographic Essay and Visual Narrative**

4 credits

This course addresses photography as a narrative or illustrative medium used in support of the text content of publications. Students are required to produce their own renditions of picture stories, illustrations, magazine covers, and page layouts for all types of print media. (Prerequisite: PH216)

**PH401 Internship**

4 credits

Through a field internship experience, students will be able to apply acquired subject matter and career/professional skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful business related to their fields of study. Students will gain the experience they need to enter the field when they graduate. (Prerequisite: Permission of Director)

**PH403 Portfolio Preparation**

4 credits

This course will prepare students for job interviews by helping them compile a portfolio. Students will demonstrate their conceptual design, craftsmanship, and other skills as they assemble and refine their portfolio pieces. Each student will select representative pieces, showcasing work that reflects a unique style. Particular emphasis is placed on identifying short and long term professional employment goals, as well as related strategies and resources. (Prerequisite: all previous quarters, permission of Director)

**PH408 Specialization**

4 credits

In this course, the student elects to specialize in one or more of the major fields of photography, including photographic illustration, industrial, editorial, photojournalism, landscape/nature, commercial and portraiture. Advanced application, marketing and preparation of portfolio for employment are stressed. This is considered to be the most important section of the overall portfolio requirements. (Prerequisite: all previous quarters, permission of Director)

**PH412 Art Direction**

4 credits

The role of the art director will be examined through a team environment. Leadership, communication and negotiation skills will be an intricate part of the team design projects. Professional quality portfolio examples will be the outcome of the projects by coordinating creative efforts from concept to finished product. (Prerequisite: permission of Director).

**PH415 Senior Project**

4 credits

This course focuses on the completion of the portfolio and enables students to begin their career search. The student should come into this course with work for the portfolio and determine the quality of the work so those enhancements can be made. The student will also complete a professional resume and begin the job search. (Prerequisite: all previous quarters, permission of Director)

### **VC122 Intro to Typography**

4 credits

This course is an introduction to the history and foundation of letterforms. Students will develop skills in using typography as a communication and design tool. Projects will focus on readability, appropriate choice and application of type in layouts for both print and electronic output. (Prerequisites: ART100, ART110, GEN095)

### **VC126 Digital Photography for Designers**

4 credits

This course introduces students to the fundamental terminology, concepts and techniques of digital photography. It focuses on the principles of color, composition, lighting and other techniques for overall thematic and visual effects of photographic images. (Prerequisites: ART100, ART110, GEN095, VFX101)

### **VC130 Type & Image**

4 credits

This course is a continuation of the study of traditional typography. Exercises and projects focus on the hierarchical qualities of typography and incorporating imagery into composition. The steps and process of creative problem solving will be developed and documented from thumbnails to final production. (Prerequisites: ART100, ART110, GEN095, VC122)

### **VC202 Print Production**

4 credits

This course will prepare graphic designers for the most current print reproduction technology. An examination of terminology and procedures will include budget, estimating, scheduling, and the trafficking of print projects. Also included will be a study of printing inks, paper, finishing methods and other unique considerations of print reproduction. (Prerequisites: VFX101, GEN109, VC236)

### **VC226 Digital Illustration**

4 credits

This course will introduce vector-based graphic software to produce electronic illustration and typographic treatments. Students will apply drawing skills to a digital environment and develop effective illustrations and typographic images. (Prerequisites: ART100, ART110, GEN095, GEN109)

### **VC228 Graphic Symbolism**

4 credits

This course examines the importance of graphic symbols in design. Logos and other symbolic images will be examined in historic and contemporary contexts. Graphic elements including typography, simplified imagery and abstract shapes will then be developed as individual logo designs, icons and other symbolic images. (Prerequisites: VC130, VC226, VFX101)

### **VC232 Advanced Typography**

4 credits

This advanced course will build on the Type & Image course. Students will continue the study of type as an essential component of visual communication. Emphasis will be placed on design elements from the perspective of history, psychology and artistic interpretation. The student will design and produce a complex, multi-page project using layout software. (Prerequisites: VC202, VC236, VC240, VC244, VC250)

### **VC236 Digital Layout & Composition**

4 credits

This course expands the various elements and skills of graphic design using page design software. Knowledge of typography and layout design will be translated into the electronic environment. Techniques specific to computer-generated design will be explored. (Prerequisites: VC126, VC130, VC226, VFX101)

### **VC240 Concept Design**

4 credits

This course will emphasize the conceptualization process of design and its function in communication. Students will use creative problem-solving strategies and research techniques, specifically, problem identification, analysis, brainstorming and idea refinement. (Prerequisites: VC130, VC226, VFX101; and either VC236 or VC250)

### **VC244 Corporate Identity**

4 credits

Students will develop and produce a corporate identity system. Problem solving, information gathering, system development and application standards are addressed in the creation of an integrated identity program. Students will transfer the principles of color, typography, and symbol and logo development into branding. (Prerequisites: VC228, and either VC236 or VC250)

### **VC250 Introduction to Collateral Design**

4 credits

This course introduces the design and production of collateral using layout software. Knowledge of typography and layout design will be translated into the electronic environment. Techniques specific to computer-generated design will be explored. Consistency within a series of promotional materials will be addressed. (Prerequisites: VC126, VC130, VFX101, VC226)

### **VC255 Advanced Collateral Design**

4 credits

Collateral Design will focus on the problems in creating a graphic design solution that can be successfully applied to multiple formats, i.e. brochures, booklets, signage, letterheads, electronic output, and identity. Students will be using design to communicate content and meaning consistently through a variety of formats. (Prerequisites: VC202, VC226, VC240, VC244, VC250)

### **VC260 Portfolio I**

4 credits

Graphic Designers present portfolios of their work to prospective employers and clients to showcase their conceptual, technical and business abilities. Working with the instructor, AAS Graphic Design majors will prepare their entry-level portfolio for their job search upon graduation. BFA Visual Communication majors will compile a benchmark portfolio to demonstrate their progress at mid-program. All graduating AAS students are required to present their final portfolio to employers at the Student Portfolio Show. (Prerequisites: VC202, VC236, VC240, VC244, VC250)

### **VC302 Information Design**

4 credits

This advanced course will study a range of informational systems. Graphic elements including typography, simplified imagery and symbols will be used to quickly communicate comparisons, convey instructions or clarify data. (Prerequisites: VC232, VC255, VC330)

### **VC330 History of Graphic Design**

4 credits

This course will examine the influences of social trends, historical events, technological developments and the fine arts on contemporary graphic design. The student will gain insight into a variety of major design influences through lectures, visual examples, independent research and design assessments. Projects will be design problems grounded in the context of industry standards and history. (Prerequisites: GEN101, VC240, VC244, VC255)

### **VC333 Package Design**

4 credits

This course covers essential 3-D package design, including issues specific to product design and marketing. Some factors unique to packaging are materials and production methods, structures and surfaces, product positioning and environmental concerns. (Prerequisites: VC232, VC240, VC255)

### **VC402 Professional Development for Graphic Design**

4 credits

This course prepares students for the business environment and the transition into an applied arts program. 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. (Prerequisites: GEN102, GEN105, VC232, VC255, VC330)

### **VC403 Portfolio II**

4 credits

Graphic Designers present portfolios of their work to prospective employers and clients to showcase their conceptual, technical and business abilities. Working with the instructor, students will compile an entry-level portfolio to prepare for their job search.

All graduating BFA students are required to present their final portfolio to employers at the Student Portfolio Show. (Prerequisite: permission of Director)

### **VC404 Graphic Design Capstone**

4 credits

Students will develop and present an extensive and comprehensive (capstone) project that demonstrates understanding of their academic and design education experience. Final presentations will include written and verbal components. The course will emphasize the independent development of an industry-level project, providing research and presentation documentation and extending the skills learned in previous studio courses. (Prerequisite: permission of Director)

### **VC407 Graphic Design Internship**

4 credits

An internship is a monitored program where students work part-time in a professional workplace approved by their department, applying their knowledge, skills, and professionalism in a program-related environment. The internship will allow the student an opportunity to observe and participate in the operation of an industry-related organization and produce work that meets professional requirements. (Prerequisites: Level 9 or higher; Faculty Advisor approval; International students need signed approval from the International Student Advisor)

### **VC412 Art Direction**

4 credits

This course will examine the role of the art director in producing multi-faceted design projects. Working in teams, students will coordinate their creative efforts, from concept to finished output. By encouraging a team approach, the course will further enhance students' leadership, communications and negotiation skills. (Prerequisites: VC232, VC255, VC302, VC330)

### **VC422 Publication Design**

4 credits

Publication design students will research and develop concepts for multi-level content and execute a multiple-page publication requiring advanced, senior-level design and technical skills. The course also addresses the professional practice and time management skills needed to design and produce complex business and editorial documents. (Prerequisites: VC232, VC255, VC302, VC330)

### **VFX101 Image Manipulation**

4 credits

Using drawing and composition abilities, students will explore raster-based software. Compositing, editing, scanning and retouching are an integral part of the course. Digital cameras and basic photographic techniques are introduced. (Prerequisites: GEN109, ART100, ART110)

**VFX110 Digital Typography**

4 credits

This course studies the construction, function, terminology and application of typography as an element of design for various forms of still and moving media communications such as print, interactive design and motion graphics. The course surveys the history of letterforms, anatomy and classifications of type and clarifications of screen and bitmap fonts. Effective use of type in layout of various forms of electronic display is emphasized. Exercises and projects are designed to develop skills in utilizing type as a communication tool for print, interactive and motion graphics media. Examples of typography used as a design tool for various media are emphasized. (Prerequisites: ART100, GEN109)

**VFX201 Advanced Image Manipulation**

4 credits

This course is designed to further enhance the skills acquired in previous image manipulation and technology-based classes. Emphasis will be placed on advanced applications and the appropriate selection of variables for the required task. Integration of programs to achieve a required product will also be emphasized. (Prerequisite: VFX101)

**VFX250 Fundamentals of Motion Graphics**

4 credits

In this course, students study the basic concepts of motion graphics. Topics include learning to generate and creatively manipulate text, audio, still images and video, and rendering the final composite to video for a variety of media. (Prerequisites: VFX110, MAA205, DFV101; additional courses may be required depending on the student's program.)

## **ONLINE EDUCATION**

The Art Institute of Michigan offers online classes in the following programs: Web Design & Interactive Media, Interior Design, Culinary Arts, Visual Communications, Fashion Marketing & Management, as well as General Education courses. The Art Institute of Michigan offers these classes every quarter through The Art Institute of Pittsburgh – Online Division. Students wishing to enroll in an online class must meet the same requirements as those who take the classes on-site, since the competencies remain the same although the delivery format differs. Students who place into English Fundamentals (GEN095) do not qualify to enroll in online classes until they pass GEN095.

Online courses are asynchronous, which means that you can access the classroom at any time of the day, anywhere in the world. All that is required to access the classes is a reliable internet connection. A toll-free technical support help desk for software is available 24 hours a day, seven days a week.

The courses are not traditional independent study programs in that they are faculty-led and have specific participation requirements each week. You are expected to do work independently each week, and it is important that you have the responsibility and initiative of a “self-starter” to keep up with the pace of the class. In the virtual classroom, students are able to access assignments, lectures, participate in discussions (both individually with the instructor and with other students). Students enrolling in online classes are required to participate in a self-paced online orientation that acquaints them with the overall virtual classroom environment. This orientation is mandatory for students new to the online program and must be completed before they are allowed to begin their class. The exact due dates are available through the Registrar who is designated as the Online Advocate.

Students in online classes are required to participate in class a minimum of five out of seven days per week by logging into the course at least once within each 24-hour period for six weeks. During these log-in sessions, students will participate in the class by reviewing lectures and assignments posted by the instructor, posting their completed assignments, and engaging in discussions with the instructor and other members of the class on the message board in the Discussion area of the classroom. Students are required to make contextually relevant comments about course content, other students’ work, and participate in meaningful discussion with their classmates. Students receive feedback from their instructor and other students on a daily basis. Log-in sessions are monitored.

### **ADDITIONAL FEES AND REFUND POLICY**

In addition to the standard tuition, a \$100.00 fee is charged for each online class. This fee covers administration and technical support and is added to the student’s account. The Art Institute of Michigan’s refund policy applies to all students taking online classes.

## REGISTERING FOR ONLINE CLASSES AND ADD/DROP

Registration for online classes opens during the sixth week of every quarter for the upcoming quarter. The deadline for registration differs depending on whether the student has taken an online class before and the start date for the class they wish to take. These deadlines are posted on the application.

Registration is a three-step process for new Art Institute of Michigan students and a two-step process for continuing Art Institute of Michigan students. The first step is filling out the application and returning it to the Online Advocate or an Academic Advisor. Upon evaluation of the application, the Online Advocate will send a confirmation e-mail to the student. As part of the second step, the student is required to inform the Online Advocate whether or not they wish to take the class by responding to the confirmation e-mail. The third step only applies to those who are new to online classes. All students new to the online program are required to take the online orientation, a mini-online class that introduces the student to online learning. Registration is considered to be confirmed once the online orientation is completed by the posted deadline. The student may complete the online orientation anytime up until the deadline. Should the student fail to complete the orientation, their enrollment in the class will be cancelled.

Students new to the online program are also encouraged to register for a first session class which runs the first six weeks of the academic quarter. Graduating seniors can only take 1st session classes during their last quarter unless they have permission from their Department Director and the Online Advocate.

The Add/Drop period for both sessions of classes is concurrent with the Add/Drop period for traditional on-site classes: typically during the first week of the quarter. Please refer to your clearance schedule for exact dates. If you wish to withdraw from a 2nd session class after the Add/Drop period but before the 2nd session class starts, you will still receive a “W” for the class and be charged full price in accordance with The Art Institute of Michigan’s policy on course withdrawal.

## TECHNOLOGY REQUIREMENTS FOR ONLINE CLASSES

Each online class may require the student to have access to and be proficient with various hardware and software applications. It is the student’s responsibility to abide by these requirements. For a full listing of software and hardware by class, you may either contact the Online Advocate or go to [www.aionline.edu/catalog](http://www.aionline.edu/catalog).

It is also the student’s responsibility to keep their hardware and software up-to-date. If there are any technological problems, the student is encouraged to contact Embanet, the 24-hour/seven days a week help-line at (877) 670-4883.

For further information on any of the online programs, students are encouraged to browse the website at [www.aionline.edu](http://www.aionline.edu).

# **ADMISSIONS**

## **POLICY AND REQUIREMENTS**

To be considered for admission to The Art Institute of Michigan, a person must be a high school graduate or hold a General Education Development (GED) Certificate. An Assistant Director of Admissions will personally interview each prospective student. It is highly recommended that the interview take place on campus. However in circumstances where distance is a factor, the interview may be conducted on the telephone or via the Internet. The purposes of the pre-admissions interview are to:

1. Explore the prospective student's background and interests as they relate to the programs offered at the institution.
2. Assist prospective students to identify the appropriate area of study consistent with their background and interest.
3. Provide information concerning curriculum offerings and support services available at The Art Institute of Michigan.
4. Assist in assessing whether the prospective student has a reasonable chance of successfully completing the appropriate program of study.

If it is determined that a mutually beneficial situation exists, the prospective student will have the opportunity to complete an application for admission to the school.

Scores on national exams such as the SAT or ACT exam may be considered for admission, but are not required. All applicants for admission will be required to submit an essay of 150 words (Associate's degree and certificate programs) or 300 words (Bachelor's degree programs) describing how an education at The Art Institute of Michigan will help them attain their career goals. Applicants must also submit an official post secondary or college transcript.

Proof of high school graduation or equivalency is required for final admission to the school. A student is not permitted to continue to their second quarter of instruction without an official transcript showing high school graduation, GED scores, or a copy of their high school diploma. Financial aid eligible students will not receive financial assistance until documentation of high school completion is provided. An applicant who holds an associate's degree or higher may submit proof of that degree as evidence of satisfying the high school completion requirement. High school applicants who have not yet graduated should submit a partial transcript that indicates their expected graduation date in order to be evaluated for early conditional acceptance.

Students are permitted to enroll for future quarters as long as one year out from the time of application.

### **International Admissions Policy**

All international (nonimmigrant) applicants to The Art Institute of Michigan must meet the same admissions standards as all other students (Please refer to Admissions Requirements for all students in The Art Institute of Michigan Catalog).

### **English Language Proficiency Policy**

All applicants to The Art Institute of Michigan whose first language is not English must demonstrate competence in the English language. Demonstration that English is an applicant's "first" language can be satisfied if the applicant submits a diploma from secondary school (or above) in a system in which English is the official language of instruction. If English is not the applicant's "first" language, the applicant will need to meet the minimum English Language Proficiency standard through submission of an official minimum score on the written Test of English as a Foreign Language (TOEFL) or its TOEFL Internet (iBT) equivalent. A minimum score of 480 on the written TOEFL or 55 on the TOEFL Internet (iBT) is required for diploma programs. A minimum of 500 on the written TOEFL or 61 on the TOEFL Internet (iBT) is required for all associate and bachelor's level degree programs. A minimum of 550 on the written TOEFL or 79 on the TOEFL Internet (iBT) is required for master's level degree programs.

Applicants should contact the Admissions Office to determine other examinations for which official scores, equivalent to TOEFL, are acceptable as an alternative to TOEFL.

The above stated English language proficiency requirements are effective November 1, 2004.

### **Admissions Requirements for Nonimmigrant Students**

Applicants seeking to enroll in valid student nonimmigrant status must submit each of the following items:

- A completed and signed Application for Admission Form including required essay;
- A completed and signed Enrollment Agreement;
- Original or official copies of all educational transcripts (secondary school and, if applicable, university- level academic records) and diplomas. These educational transcripts and diplomas must be prepared in English or include a complete and official English translation;
- Official credential evaluation of non-American educational credentials, if applicable; please note that official credential evaluations must be prepared and submitted by a member organization of the National Association of Credential Evaluation Services (NACES); see [www.naces.org](http://www.naces.org)
- Proof of English language proficiency (see English language proficiency policy);
- A completed and signed Sponsor's Statement of Financial Support; (This statement is not required if the student is self-sponsored;)
- Official Financial Statements. Financial statements (typically provided by a

bank) must verify sufficient funds to cover the cost of the educational program as well as all living expenses;

- A U.S. \$50 non-refundable application fee and a U.S. \$100 refundable tuition deposit;
- A photocopy of the student's passport to provide proof of birth date and citizenship (Students outside the United States who have not yet acquired a passport will need to submit a copy of their birth certificate);
- For all nonimmigrant applicants residing in the United States at the time of application: a photocopy of the visa page contained within the student's passport as well as a photocopy of the student's I/94 arrival departure record (both sides);
- For all nonimmigrant applicants residing in the United States at the time of application in either F, M, or J non-immigrant classification: written confirmation of nonimmigrant status at previous school attended before transferring to The Art Institute of Michigan;
- Proof of Health Insurance. Students who do not possess health insurance upon applying to The Art Institute of Michigan must be prepared to purchase health insurance through an approved provider upon commencement of studies.

If an applicant, seeking to enroll in valid student nonimmigrant status, is transferring from a college or university in the United States, the International Student Transfer Clearance Form is also required.

If the applicant is accepted, he/she will be sent additional information regarding the student visa application process.

The Art Institute of Michigan is authorized under federal law to admit nonimmigrant students.

#### NON-DISCRIMINATION POLICY

The Art Institute of Michigan is committed to nondiscrimination and equal opportunity in admissions, employment, programs, and activities in accordance with Titles VI and VII of the Civil Rights Act of 1964, Title IX of the Education Amendments of 1972, Section 504 of the Rehabilitation Act of 1973, and The Americans with Disabilities Act. The Art Institute of Michigan does not discriminate on the basis of age, religion, race, creed, color, national origin, ancestry, sex, sexual orientation, genetic marker, or disability. Applicants requiring additional educational or tuition assistance will be referred to appropriate government agencies or other special educational institutions equipped to handle such situations. For information, please contact the Director of Admissions.

The Art Institute of Michigan reserves the right to request any additional information necessary to evaluate an applicant's potential for academic success.

#### ASSESSMENT AND PLACEMENT

The Art Institute of Michigan assesses the reading, writing, and math skills of entering students to determine if the student could benefit from additional assistance in math or English. Placement is determined based on transfer credit, ACT or SAT test scores, the ASSET placement exam produced by ACT, or ACCUPLACER online placement exam produced by The College Board. Applicants who are awarded transfer credit in English and math are exempt from placement testing. Students pursuing a bachelor's degree may be required to take one transitional course in English and/or up to two transitional courses in math. Students pursuing an associate's degree may be required to take one transitional course in English and/or one transitional course in math. Transitional studies courses are non-credit courses designed to enhance the student's opportunity to succeed academically, and are generally taken within the first year of study.

### **APPLICATION PROCEDURES**

An application for admission and the enrollment agreement must be completed and signed by the applicant and parent or guardian (if applicable), and submitted to The Art Institute of Michigan with a \$50.00 application fee. A registration fee of \$100.00 is due within 10 days after the enrollment agreement is signed. The Art Institute of Michigan requires a high school or college transcript, or GED scores as conditions for enrollment acceptance. Applications are reviewed by the Admissions Committee.

A visit is not a condition for submitting the application for admission or enrollment agreement. However, prospective students are strongly encouraged to visit The Art Institute of Michigan. Arrangements for an interview and tour of the school may be made by contacting the Admissions Office.

### **ACCEPTANCE NOTIFICATION**

The Art Institute of Michigan will notify the applicant, in writing, of his or her acceptance. In the event the student is not accepted, the administrative fees, if submitted, will be refunded. An applicant has the right to appeal the decision of the Admissions Committee. For information, please contact the Director of Admissions.

### **ORIENTATION**

Orientation programs are held for all new students and their parents. Students will be advised of the date, time, and events.

### **SPECIAL PROGRAMS**

The Art Institute of Michigan offers special programs each summer for high school educators. Contact the Admissions Office for further information.

### **SUMMER STUDIO 101 PROGRAM**

A five-day program in Visual Communications, Interior Design, Web Design & Interactive Media, Fashion Marketing & Management, and Culinary Arts is offered each summer for students entering the 10th, 11th and 12th grades. For more information, contact the Admissions Office.

**RE-ADMISSIONS**

Any student who has left The Art Institute of Michigan for any time period must complete the re-entry process in order to be readmitted to the school. To begin the process, the student must meet with the Assistant Director of Re-Admissions or appropriate designated admissions staff. The student's record will be reviewed for academic progress and financial obligations. If the former student is in good academic and financial standing, the Assistant Director of Re-Admissions, will begin the re-entry process.

## **FINANCIAL SERVICES**

### **RETURN OF FEDERAL TITLE IV AID**

#### **REFUND POLICY PRIOR TO MATRICULATION**

All tuition and fees paid by the applicant shall be refunded if the applicant is rejected by the school before enrollment. An applicant fee of not more than \$25.00 may be retained by the school if the applicant is denied.

An applicant may cancel his/her enrollment in person or in writing before the beginning of classes. An applicant not requesting cancellation before the scheduled starting date indicated on the Enrollment Agreement will be considered a student.

1. The Art Institute of Michigan will notify the student, in writing, of his/her acceptance or rejection. In the event that a student is not accepted by The Art Institute of Michigan, all tuition, fees, and other charges shall be refunded.
2. The applicant may cancel this contract and receive a full refund of all monies paid to date if cancellation is made in writing to the Director of Admissions and mailed or delivered to The Art Institute of Michigan at the address stated herein within six (6) business days after this Enrollment Agreement is accepted.
3. An applicant requesting cancellation more than six (6) days after the Enrollment Agreement is accepted, prior to the beginning of class, will receive a refund of all monies paid, less the \$50.00 application.
4. All tuition and fee monies paid by an applicant will be refunded if requested within three (3) business days after his/her first tour of The Art Institute of Michigan and inspection of equipment or if requested within three (3) business days of his/her attendance at the regularly scheduled orientation program for his/her starting quarter, whichever is sooner.
5. Refunds will be made within thirty (30) calendar days after the applicant's/student's request or within thirty (30) calendar days after his/her first scheduled class day.
6. Applicants who postpone starting at The Art Institute of Michigan after the original start date noted on the Enrollment Agreement are required to reapply and will be subject to the tuition, fees and other conditions on the revised Enrollment Agreement.

## REFUND POLICY AFTER MATRICULATION, ALL QUARTERS

In the event of withdrawal by a student or termination by The Art Institute of Michigan during any quarter of study:

1. Prepaid tuition and fees for any period beyond the current quarter will be refunded in full.
2. A student may voluntarily withdraw from training by notifying the Office of the Registrar in person or in writing. Written notice of cancellation shall take place on the date the letter of cancellation is postmarked or, in cases where the notice is hand carried, it shall occur on the date that the notice is delivered to The Art Institute of Michigan. The Art Institute of Michigan shall pay the refund within thirty (30) calendar days of that date. Refunds shall be paid directly to the student unless payment to the lender or other entity is required by the terms of the student's financial plan in which The Art Institute of Michigan participates. The termination date will be the date of notice indicated above. If the student has given no written notice, The Art Institute of Michigan shall determine the date of withdrawal from within fifteen (15) school days after the last date of attendance and shall pay the refund within thirty (30) calendar days of making that determination.
3. For a student on a written leave of absence who fails to arrive for class following conclusion of his/her leave, refunds will be made within thirty (30) days from his/her first scheduled class day.
4. In the event of a fully documented extreme illness or a personal emergency that makes it impractical for a student to complete the program, The Art Institute of Michigan may modify the tuition refund policy as deemed appropriate to the circumstances.
5. A separate lease agreement and refund policy exist for a student who leases housing accommodations arranged by The Art Institute of Michigan. The Art Institute of Michigan reserves the right to apply any student payment or any refund due to a student to any student financial account that is in arrears.
6. Each academic quarter is eleven (11) weeks in duration. The calculation of refunds is based upon the last day of attendance within the quarter. Any portion of a day's attendance is considered a full day of attendance for refund purposes.
7. In the event The Art Institute of Michigan cancels or changes a course or program of study in such a way that a student who had started the program or course is unable to complete it, The Art Institute of Michigan will refund all monies paid for the course or program within thirty (30) days.

8. Refunds are subject to state and federal guidelines and may be adjusted accordingly at any time. When changes are made, students will be notified.
9. Refund Policy for Online Course Withdrawal: Students who withdraw from a Session I or Session II online course after the drop/add period are treated the same way as if they withdrew from a residential class. Session II classes begin the day after Session I classes and run five weeks. The ending date of the second session may not coincide with the ending date of the on-ground classes.

## MID-QUARTER SESSIONS

1. Refund Policy after Matriculation, All Quarters

This academic quarter is approximately 5 weeks in duration.

2. Adjustment of the Tuition and Fee Charges

### *Institutional Policy*

In accordance with school policy, the school will earn tuition and fees for the mid-quarter as follows:

Week One 25%

Week Two 50%

Week Three 75%

After Week Three 100%

3. Supply Kit Return Policy

Students who leave The Art Institute of Michigan during the first three weeks of the mid-quarter session may return the starting kit and/or individual components of the starting kit within 10 days of the last date or attendance of the mid-quarter.

4. Information in the Catalog or Student Handbook Will Apply Except for the Following Changes:

Add/Drop period is two days from the start of the mid-quarter session. If you drop or add one or more classes, your financial aid eligibility may change. Please see your Financial Aid Officer before you drop or add a class.

5. Return of the Title IV Funds

The return of Title IV Calculation as described in the Enrollment Agreements for the mid-quarter session will apply using the mid-quarter start and end dates.

## Return of Federal Title IV Aid

A percentage of Federal Title IV Aid will be returned if the student withdraws during the first 60% of the quarter. The amount returned will be based on the percentage of days remaining in the quarter. The school will determine the calendar days completed in the quarter divided by the total number of calendar days in the quarter. If the amount is less than or equal to 60%, then that percent of the Federal Title IV Aid received is the amount that can be retained. The difference will be returned to the Federal Title IV Aid program from which funds were received in this order: Unsubsidized Stafford Loan, Subsidized Stafford Loan, PLUS Loan, Pell Grant, ACG Grant, SMART Grant, SEOG.

If Federal Title IV Aid funds have been given to the student, and if the student withdraws during the first 60% of the quarter, the student may need to return some of those funds. If the student needs to return funds, the school will notify the student regarding how much is owed, and how it is to be returned.

### Adjustment of Charges:

In accordance with The Art Institute of Michigan policy, The Art Institute of Michigan will earn tuition and fees as follows:

Day 1 – \$50

Day 2 and 3 – \$300

Day 4 through Week Four – 20%

Weeks Five and Six – 70%

After Week Six – 100%

The Art Institute of Michigan will first calculate how much needs to be returned under the federal return of Title IV Aid Policy. The amount will then be subtracted from the amount that was paid for the quarter of withdrawal to get the adjustment amount paid. The Art Institute of Michigan will then calculate how much of the charges can be retained based on the school policy. The amount that can be retained will be subtracted from the adjusted amount paid. If there is additional money to be refunded from Federal Title IV, the refund will be made to the student, or, with the student's authorization, to Federal Loans from which funds were received, in this order: Unsubsidized Stafford Loan, Subsidized Stafford Loan, Perkins Loan, PLUS Loan. If there is an additional credit balance remaining after the Federal refund is made, under school policy, refunds will be made in this order, to programs from which funds were received: Unsubsidized Stafford Loan, Subsidized Stafford Loan, Perkins Loan, PLUS Loan, other loans, other aid (if required), student.

If kits, components of the kit, books, or supplies, are returned to the bookstore in resalable condition within 21 days of withdrawal, a credit will be given.

All refunds and return of funds will be made within 30 days of the date that the student notifies the school of the withdrawal.

Examples of the calculations for this new policy are available in the Student Accounting office.

## **SCHOLARSHIPS**

The Art Institute of Michigan is dedicated to the success of students pursuing creative careers. Talented individuals from across the United States and internationally are sought to complement the student population. To support this commitment, The Art Institute of Michigan offers the following scholarships. The actual amount of scholarships awarded can vary at the sole discretion of The Art Institute of Michigan. Please see the Student Financial Services department for scholarship amounts available.

### **THE ART INSTITUTE OF MICHIGAN MERIT SCHOLARSHIP**

The Merit Scholarship Program provides scholarships to eligible students who show evidence of merit and the motivation to complete the program but who are unable to enter or continue classes without additional financial assistance. Eligibility is based on merit and financial need. Students must be in good financial standing with the school to participate. Scholarship proceeds may be applied to tuition, housing, or supply costs. Contact the Admissions department for more information and an entry form.

### **CULINARY SCHOLARSHIP**

High school seniors may compete for a full-tuition scholarship offered annually by The Art Institute of Michigan. Award is based on ability and commitment to a career in the culinary arts. Contact the Admissions department for more information and an entry form.

### **OTHER SCHOLARSHIPS**

Scholarships will be awarded only to individuals who have been admitted to the school. In the event education is terminated either by the student or the school, the scholarship becomes null and void. The scholarship is not redeemable for cash and may not be used to finance optional programs sponsored by the school. The scholarship covers tuition only and may not be applied against fees, housing, living expenses, or program supplies, and may not be transferred between schools within The Art Institutes system.

The Family Tuition Assistance Plan is also available. This scholarship is available when two or more family members are enrolled concurrently. Only full-time students may be eligible. Scholarships cover tuition only unless otherwise noted. They do not cover books, supplies, or miscellaneous fees. Students attending The Art Institute of Michigan on scholarships must maintain at least a 2.5 cumulative grade point average in order to retain eligibility.

The Art Institutes system of schools, of which The Art Institute of Michigan is a member, also offers scholarships to winners of various national competitions. Winners are selected by committees of artists and professionals who are independent of The Art Institutes system of schools. These national scholarships include the following:

One full-tuition scholarship is awarded annually through the National Art Education Association (NAEA), and one full-tuition Scholastic Arts Scholarship is granted. Two full-tuition scholarships are awarded annually through the national commercial art competition of the Vocational Industrial Clubs of America (VICA). One full-tuition Fashion Marketing scholarship is awarded annually at the Distributive Education Clubs of America (DECA) Career Development Conference. The recipients of these scholarships may enroll at any one of The Art Institutes schools.

## **FINANCIAL PLANNING**

Financial services is the business hub of The Art Institute of Michigan, and provides a variety of student and management services. Within this department are the following services and offices:

### **STUDENT FINANCIAL SERVICES**

The Student Financial Services Department assists students and their families with developing a financial plan to budget for educational expenses. Student financial aid specialists help students and parents complete the federal and state applications for grants and loans applicable to the student's circumstances. Once the student's eligibility for financial aid has been determined, a financial aid officer helps the student develop a plan for meeting educational expenses. Extended payment plans are available to ease the burden of college costs. Individual payment options allow students and their families to spread some costs over a longer period, in monthly or quarterly installments. Financial planning services are available to students and their families for consultation throughout the year.

## FINANCIAL INFORMATION CURRENT SCHEDULE OF CHARGES<sup>+</sup>

The current tuition and fees applicable to The Art Institute of Michigan programs are as follows: Tuition is charged at \$451.00 per credit. Effective October 2008.

	ADVERTISING (Bachelor's) (12 Quarters) (180 Credits)	CULINARY ARTS (Associate's) (6 Quarters) (96 Credits)	CULINARY MANAGEMENT (Bachelor's) (12 Quarters) (180 Credits)	FASHION MERCHANDISING (Associate's) (6 Quarters) (96 Credits)	FASHION MARKETING & MANAGEMENT (Bachelor's) (12 Quarters) (180 Credits)	GRAPHIC DESIGN (Associate's) (6 Quarters) (96 Credits)
Tuition per Quarter (16 credits)	\$7,504	\$7,504	\$7,504	\$7,504	\$7,504	\$7,504
Application Fee**	\$50	\$50	\$50	\$50	\$50	\$50
Administrative Fee**	\$100	\$100	\$100	\$100	\$100	\$100
Graduation Fee*	\$100	\$100	\$100	\$100	\$100	\$100
Starting Kit (estimated)***	\$490	\$1190	\$1190	\$765	\$765	\$490
<b>Total Tuition for Program NOT including starting kits or fees****</b>	<b>\$84,420</b>	<b>\$45,024</b>	<b>\$84,420</b>	<b>\$45,024</b>	<b>\$84,420</b>	<b>\$45,024</b>

  

	INTERIOR DESIGN (Bachelor's) (12 Quarters) (180 Credits)	PROFESSIONAL BAKING & PASTRY (Certificate) (4 Quarters) (36 Credits)	VISUAL COMMUNICATIONS (Bachelor's) (12 Quarters) (180 Credits)	WEB DESIGN & INTERACTIVE MEDIA (Associate's) (6 Quarters) (96 Credits)	WEB DESIGN & INTERACTIVE MEDIA (Bachelor's) (12 Quarters) (180 Credits)	DIGITAL PHOTOGRAPHY (Bachelor's) (12 Quarters) (180 Credits)
Tuition per Quarter (16 credits)	\$7,504	\$7,504	\$7,504	\$7,504	\$7,504	\$7,504
Application Fee**	\$50	\$50	\$50	\$50	\$50	\$50
Administrative Fee**	\$100	\$100	\$100	\$100	\$100	\$100
Graduation Fee*	\$100	\$100	\$100	\$100	\$100	\$100
Starting Kit (estimated)***	\$920	\$820	\$490	\$490	\$490	\$1350
<b>Total Tuition for Program NOT including starting kits or fees****</b>	<b>\$84,420</b>	<b>\$16,884</b>	<b>\$84,420</b>	<b>\$45,024</b>	<b>\$84,420</b>	<b>\$84,420</b>

\* Paid by graduating students only.

\*\* The application and administrative fees are paid by new and transfer students only.

Transitional Studies may be required where students show deficiencies in basic math and English skills. Therefore, students may be required to take additional coursework to raise their subject knowledge to the required level.

Tuition for this coursework is charged at the usual per credit rate and is in addition to the total cost of the program.

\*\*\* Starting Kit and fees may change without notice.

\*\*\*\* Based on current credit hour rate. Total cost will increase with each per credit hour tuition increase.

The Current tuition and fees applicable to The Art Institute of Michigan programs are as follows:

Tuition is charged at \$451.00 per credit. Effective October 2008

## FINANCIAL AID AND SATISFACTORY ACADEMIC PROGRESS

The Art Institute of Michigan is approved as an eligible Title IV funding institution. All students who receive federal or state-sponsored financial assistance must maintain satisfactory academic progress for financial assistance eligibility. Students receiving any form of financial aid are required to meet standards for academic progress and attendance. Proof of such progress on a periodic basis is verified prior to any disbursements of financial aid. Failure to make satisfactory academic progress or satisfactory attendance requirements may result in the termination or reduction of financial aid. Please see the “Satisfactory Academic Progress” section of this catalog for the full policy.

### *Suspension and Reinstatement of Financial Assistance --- All Programs*

Students who are suspended from a program of study or terminated from school are ineligible for financial assistance until they regain admission and comply with satisfactory academic progress requirements.

### *Financial Assistance Appeal*

Students who are denied or suspended from financial assistance may file an appeal under appropriate federal and state guidelines with the institution’s Student Financial Assistance Review Committee.

## **FEDERAL STUDENT FINANCIAL AID**

The purpose of federal student financial aid programs is to provide eligible students with an opportunity to obtain a college education. Central to the purpose of financial aid is the belief that students and their families, to the extent possible, have the primary responsibility to pay for the student’s college education. Financial aid is made available to assist students when family resources are not sufficient to meet college costs. All students are to be treated fairly and equitably by applying policies and procedures for determining eligibility consistently. Though applicants are encouraged to seek financial aid, students should not rely solely on these monies to support themselves throughout the academic year.

The financial aid department is responsible for accurate distribution, explanation, documentation, and validation of financial aid requirements. It is the student’s responsibility to comply with all requests in a timely fashion if the student wishes to continue receiving benefits. Federal aid grants are awarded on a fiscal year basis, beginning July 1 and ending June 30, so some applicants may need to complete the application process twice during an academic or calendar year.

## **FEDERAL FINANCIAL AID PROGRAMS**

The Art Institute of Michigan participates in the following programs:

### Academic Competitive Grant (ACG)

The Academic Competitive Grant is available to students who are receiving a Pell Grant, are full time in their first or second year of college in a degree program, who graduated

from High School in 2005 or later, and who took a program of study in High School that was considered to be rigorous. Each eligible student may receive 2 years of ACG. The award is up to \$750 the first year and up to \$1,300 the second year. To receive a second year grant, the student must have a 3.0 GPA at the end of the first year.

#### *Federal Pell Grant*

To be eligible for a Federal Pell Grant, students must have a financial need, make application, prove U.S. citizenship or permanent resident status, be able to show graduation from high school or its equivalency, not owe a refund on a federal grant nor be in default on a federal loan, and maintain satisfactory academic progress in school. They also must have need according to a federal formula.

#### *Federal Supplemental Educational Opportunity Grants*

Federal Supplemental Educational Opportunity Grants (FSEOG) are for students who demonstrate exceptional financial need (with priority given to Pell Grant recipients). FSEOG does not have to be repaid, but there is a limited amount of funds available.

#### *National Science and Mathematics Access to Retain Talent (SMART) Grants*

SMART Grants are available to eligible students in the third and fourth years of certain Bachelor degree programs. Students must be receiving a Pell Grant, be a US Citizen, and have a 3.0 GPA. If transferring from another school, the student must have a 3.0 in classes for which credits are being transferred. The admissions office can provide the student with a list of eligible programs. Awards are up to \$4,000 per year.

#### *Federal Subsidized Stafford Loan*

The Federal Subsidized Stafford Loan is a variable interest loan available to students through eligible lenders. The loan is obtained directly from private banks, savings and loan associations, and credit unions. To be eligible, the student must be a citizen or permanent resident alien of the United States and meet other eligibility requirements. Repayment of the loan begins six months after the student's last day of attendance.

#### *Federal Unsubsidized Stafford/Parent Loan for Undergraduate Students*

The Federal Unsubsidized Stafford Loan and Parent Loan for Undergraduate Students (PLUS) are variable interest loans available to students and parents through eligible lenders. The PLUS loan is a credit-worthy loan available to parents of dependent students. Independent students may borrow the Unsubsidized Stafford Loan without credit requirements. Unlike the Stafford Loans, whose payments begin six months after the student's last day in school, the PLUS loan repayment begins 30 days after the loan is disbursed.

#### *Federal Work-Study*

Through the Federal Work-Study program, eligible students have the opportunity to meet part of their expenses by working part-time on or off campus. A limited number of assignments are available, with priority given to students with the greatest need. Our Student Financial Services department has more details. The maximum students can earn

through this program is the amount of their unmet need (the difference between expenses and all their resources).

#### *Federal Perkins Loans*

A Federal Perkins loan is a low-interest (5%) loan for undergraduate students with exceptional financial need. The federal government, through The Art Institute of Michigan, makes these funds available depending on your need, the availability for Perkins funds and the amount of other aid you receive. Repayment of the loan begins nine months after you graduate, leave school or drop below half-time status.

For a more complete description of federal aid programs, please ask for The Art Institutes Complete Guide to Financial Aid.

### **ACCOUNTING**

At the time of the initial enrollment, the student develops an estimated financial plan demonstrating that he or she will be able to meet all the expenses involved in the education process (tuition, fees, supplies, costs of living, etc). The Accounting Department maintains student billing and payment records.

The student or parents/guardians where applicable, will receive payment notices as outlined on their estimated financial plan. The payments are due on or before the date noted on the financial plan. All payments must be current prior to registration and entry for the following quarter.

## **CAREER SERVICES**

The Career Services Department at The Art Institute of Michigan prides itself on helping students and graduates pursue appropriate jobs for all different stages of the education process. This includes helping students locate and pursue part-time jobs while in school, industry part-time and internships later in the educational process and entry-level industry positions upon graduation. Besides helping students pursue with appropriate entry-level jobs at companies, Career Services invites employers to come speak to groups of students, hosts many professional organizations on campus, and visits employers to discuss how our students' and graduates' skills can best be used by their organizations. While The Art Institute of Michigan provides individualized job search assistance, it does not guarantee employment.

### **PART-TIME EMPLOYMENT AND INTERNSHIP SUPPORT**

The Career Services Department will assist students in locating and securing part-time, freelance, and field-related employment at no additional charge to the student.

Career Services has a network of local companies that depend on students as part-time workers. These companies attend school-sponsored part-time job fairs and recruit the talented students of The Art Institute of Michigan. As students progress in their programs, they may be ready to apply for industry part-time work. Career Services can help students get that first taste of the industry through industry contacts and matching your skills with employer needs.

As students near graduation, Career Services can assist students in finding an internship in their field of study. Some programs require an internship as a component of students' studies, some do not. But whether it is required or not, an internship is an excellent opportunity to put the skills learned in class into action. Career Services has an extensive database of industry contacts to help students find an internship that fits their needs. Career Services will also give students tips and tools to guide them through the process. An internship can be a tremendous learning experience that paves the way for an entry-level position in the field.

### **GRADUATE ASSISTANCE**

Once students are ready to graduate, it is time to search for full-time, entry-level industry positions. If students have taken advantage of industry speakers and events sponsored by Career Services, joined trade industry student groups, and attended professional organizations that are on campus monthly, they have already started the networking process. Internships can help to add value to a resume. Armed with a body of work required in a portfolio format, CD ROM, demo reel, or website URL, students work closely with Career Services to match skills to the hundreds of companies on the employer database. With the help of a Graduate Career Services Advisor, students' resumes are reviewed, interviewing skills are honed, and the interviewing process may

begin. As part of the graduation ritual, a portfolio review is held that will provide the opportunity to show work to many potential employers that attend the show.

The Art Institute of Michigan does not guarantee employment or any particular level of compensation following graduation. Graduates who confine employment considerations to the Detroit metropolitan area may limit employment opportunities available to them.

## **STUDENT AFFAIRS**

### **STUDENT AFFAIRS MISSION AND FUNCTION**

We believe in a student-centered approach that cultivates a positive learning environment and increases the quality of student life by providing the appropriate resources that foster academic progress, personal development, professional growth, and involvement within The Art Institute of Michigan community. The primary function of Student Affairs is to assist students in completing their educational program of study by providing them with a variety of services and activities that enhance and support their academic experience.

### **ONLINE ACADEMIC ADVISING**

The Online Advocate serves as an advocate for students wishing to participate in alternate platforms of education. The online program can enhance the student's academic experience by eliminating the restrictions of time and geographic location. The Online Advocate also serves as an advocate and liaison for those students who are not physically present on the campus.

### **COUNSELING SERVICES**

The Art Institute of Michigan recognizes that preparing for a professional career is a challenging process, which involves personal growth and development. Stress and questioning often accompany this growth process. The Art Institute of Michigan has on file information on public counseling service centers and can share the information with those in need of such service. This information can be obtained from the office of the Director of Student Affairs.

There are also organizations that may be contacted for help. The National Institute on Drug Abuse Hotline (800-662-4357) is available from 8:00 a.m. to 2:00 a.m., Monday through Friday and from 11:00 a.m. to 2:00 a.m. on weekends. Narcotics Anonymous on the Metro Detroit Helpline can be reached at (248) 543-7200.

### **DISABILITIES SERVICES**

The Art Institute of Michigan provides accommodations to qualified students with disabilities. The Disability Services office assists qualified students with disabilities in acquiring reasonable and appropriate accommodations and in supporting their success at The Art Institute of Michigan.

The Art Institute of Michigan is committed to providing qualified students with a disability an equal opportunity to access the benefits, rights and privileges of college services, programs and activities in compliance with The American with Disabilities Act and Section 504 of the Rehabilitation Act of 1973.

Students who believe they are in need of accommodations should contact the Disability Services office. If you have a concern or complaint in this regard, please contact the Dean of Academic Affairs. Complaints will be handled in accordance with the school's Student Grievance Procedure for Internal Complaints of Discrimination and Harassment.

## **HOUSING**

The Housing Office provides information to assist students in locating the type of housing that best suits personal and financial needs while complementing the educational experience.

Art Institute of Michigan-sponsored housing serves the student by facilitating a learning environment that provides accommodations that are clean, congenial, comfortable, and convenient. The Director of Student Affairs provides organized and thorough administrative functions that are designed to serve the students' well being by attending to the everyday obstacles of life, contributing to their well-being, so that students may focus on academic development at The Art Institute of Michigan. Students reside in apartments shared with other students. Housing costs can be included in the student's financial plan.

The Art Institute of Michigan is able to rent a portion of a unit to each student resident. The advantage of this living arrangement is that students may be able to include the housing costs in their financial plan and students have the opportunity to live, cook, study, and travel to and from The Art Institute of Michigan together.

## **CAMPUS ORGANIZATIONS AND PROGRAMMING**

The Art Institute of Michigan encourages students to adopt a service-oriented philosophy and to be involved within The Art Institute of Michigan. Student Life Services include wellness programs, events, community service activities, and student organizations.

### **PROGRAMS AND EVENTS**

Student Life Services strive to increase student success by assisting students in developing competencies in problem solving strategies, relationship building, leadership skills, career related skills, and promoting opportunities for positive social interaction through programming. Included in our program is a focus on diversity and activities that foster respect of cultural, ethnic, and gender differences. Orientation events provide students an introduction to the academic environment, extracurricular life, residence life, and campus surroundings.

### **CAMPUS STORE**

The Art Institute of Michigan Campus Store is a major source of supply kits, art supplies, and computer software at competitive prices. The Campus Store also provides a variety of college spirit wear and gifts. The Student Lounge and vending areas provide a comfortable, convenient gathering place for students.

## **STUDY TRIPS**

The Art Institute of Michigan arranges study trips to local cultural and commercial sites. These visits are an integral part of each student's training and offer a chance for valuable exposure to places and events relating to the student's field of study. In addition to local study trips to support the curriculum, out-of-town seminars and visits are planned in individual programs. The costs related to optional study trips are not included in regular tuition or fees.

## **STUDENT LOUNGE**

The Student Lounges and vending areas provide comfortable, convenient gathering places for students.

## **PORTFOLIO SHOW AND GRADUATION**

Portfolio Show is a celebration of the work and accomplishments of the graduating class. It also serves to showcase student work to prospective.

## **ALUMNI SERVICES**

The Art Institute of Michigan encourages alumni to maintain contact with The Art Institute of Michigan through annual alumni events, gallery showings, exhibitions, and mailings. The Art Institute of Michigan has an Alumni Coordinator to serve alumni. More information about alumni benefits and services can be found on The Art Institutes alumni Web site:

[www.alumniconnections.com/ArtInstitutes](http://www.alumniconnections.com/ArtInstitutes).

## ACADEMIC POLICIES AND PROCEDURES

The Art Institute of Michigan maintains academic policies to ensure a quality educational process and to provide meaningful measurements of student academic progress.

### ACADEMIC GRADING

The grading system incorporates letter grades and codes that have the following numeric equivalence and definitions:

Letter Grades	Equivalent Grade Points
A	4.0
A-	3.7
B+	3.4
B	3.0
B-	2.7
C+	2.4
C	2.0
C-	1.7
D+	1.4
D	1.0
F	0.0

#### Letter Codes

K or TR– External Transfer Credit

P – Proficiency Credit by Exam or Portfolio

S – Suspension from Course

W – Withdrawal from Course (first nine weeks)

WF – Withdrawal from Course

I – Incomplete

U – Unofficial Transcript

#### Advance Course Credit (K, TR or P)

Course credit transferred from another accredited post secondary institution is assigned a “K” code. Proficiency credit awarded on the basis of an exam or portfolio examination is assigned a “P” code. Such a credit is applied to the total credits required for graduation, but has no letter point value and is not computed in the cumulative grade point average. All transfer credits must be approved by the Academic Affairs Department.

#### Suspension (S)

A student who is suspended from a program is assigned an “S” code for courses within the quarter of termination.

#### Withdrawal (W)

A student who withdraws from a course or from the program during the first nine weeks of the quarter will be assigned a “W” code for each course. The “W” code is not used in the computation of the student’s grade point average. However, the credits count as attempted credits.

#### Withdrawal/Fail (WF)

The student who withdraws from a course or from the program after the ninth week of the quarter will be assigned a “W/F” code for each course. The “W/F” is used in computing the student’s grade point average.

#### Incomplete (I)

Incomplete grades from one session must be made up by the end of the second week of the following session. After that date, all incomplete grades will become “F” grades and the course(s) will have to be repeated. Students must petition for an Incomplete grade during week 10 of the quarter. The forms are available in the Registrar’s Office. The Incomplete grade will compute as an “F” for the quarterly and cumulative GPA.

#### Unofficial (U)

Unofficial transfer credits are dependent on receipt of official transcript.

#### Grade Appeal

Students wishing to appeal a grade must request in writing to the instructor no later than the end of the second week following the quarter for which the grade was awarded.

#### Academic Performance Measures

Student academic performance is recorded, reported and monitored by the Registrar on a quarterly basis using the following measurements:

#### Grade Point Computation:

The grade point for an individual course is computed using the equivalent grade points listed above. The total grade points for the individual course are determined by multiplying the letter grade equivalent grade points by the credit hours for the course.

#### Quarterly Grade Point Average:

The quarterly grade point average (GPA) is computed by dividing the total grade points earned for all courses attempted in the quarter by the total credits attempted in that quarter. The quarterly GPA is reported each quarter.

#### Cumulative Grade Point Average:

The cumulative grade point average (CGPA) is computed by dividing the total grade points earned for all courses attempted at The Art Institute of Michigan by the total credits attempted. The resulting CGPA is expressed as a whole number and a tenth, e.g., 2.5, 3.2. The school uses a 4.0 scale to assign grade points. Example: A student earns B grades, which equal 3.0 grade points each, in four 4-credit courses ( $3.0 \times 4 \times 4 = 48$ ) during the first quarter, and A grades, which equal 4.0 grade points each, in four 4-credit courses ( $4.0 \times 4 \times 4 = 64$ ) during the second quarter:  $48 + 64 = 112$  (total grade points earned for all courses):

$112/32 = 3.5$  CGPA (Total grade points / total number of credits attempted = CGPA).  
The CGPA is used in all evaluations of student academic progress and/or standing.

#### Incremental completion rate (ICR):

The incremental completion rate (ICR) is based on a formula that determines whether a student is making satisfactory progress towards graduation.

#### Quarter Credit Hour:

All course work at The Art Institute of Michigan is measured in quarter credit hours. One-quarter credit hour is awarded for each 10 classroom contact hours of lecture, 20 classroom contact hours of laboratory instruction or 30 contact hours of internship. One classroom contact hour is defined as 50 minutes in a 60 minute period. The student is assumed to devote appropriate time to preparation and study outside the classroom. Measurements in credit hours or the listing of credits for courses is not intended to imply transferability into college programs at other post-secondary institutions.

#### Grade Reports:

The student is issued a final grade report at the end of each academic quarter of study for all courses completed during that particular quarter. Approximately mid-quarter, each student receives mid-term evaluations. This is a process that is designed to help each student understand strengths and weaknesses within each course. As a result, the student can focus on those areas of performance that need more development. Further, the student can request individual tutoring or support service from the instructors or departments as needed.

The Art Institute of Michigan is concerned with each student's overall professional development. The mid-term evaluation is based on academic, career objective, and competency development. Each student should take every opportunity to consult with instructors and Academic Department Director to ensure maximum academic and professional development.

#### Academic Transcripts:

The Registrar's office coordinates transcript requests. A written request with signature is required to release an academic transcript. There is a \$10.00 administrative fee per transcript requested. Release of transcripts is subject to good financial standing. A minimum of five days processing time is usually required.

#### Criteria for Honor Designation

To promote academic excellence and to recognize exemplary academic achievement, the following honors designations are issued on a term basis and upon graduation.

Term Honor Designation (at the completion of a quarter or semester) – Students who enroll for and complete 12 credits or more and meet the following criteria may receive the corresponding designation:

Honor Designation at Graduation – Students who achieve a CGPA of 3.5 or better are designated as Honor Graduates.

Transitional Studies classes are not considered when evaluating honor designations.

## Enrollment Status

Full time: Enrolled in 12 or more credits in an academic quarter.

Half time: Enrolled in less than 11 credits in an academic quarter.

Full load - degree programs: Full-time course load schedule for a particular program averages 16 credits.

Academic Year: Three eleven-week quarters and 36 quarter credit hours in which the student is enrolled.

First-Year Student: Students who are enrolled in their first three quarters or have not been granted 36 or more transfer credits.

Second-Year Student: Students who are enrolled in their fourth through sixth quarter or have accumulated 36 or more credits.

Third-Year Student: Students who are enrolled in their seventh through ninth quarter or have accumulated 90 or more credits.

Fourth-Year Student: Students who are enrolled in their tenth through twelfth quarter or have accumulated 144 or more credits.

## **SATISFACTORY ACADEMIC PROGRESS**

Applicable to every student enrolled in diploma and undergraduate degree programs, the Satisfactory Academic Progress Policy ensures that students make satisfactory progress towards successful completion of their academic programs. The evaluation points and milestones contained in the policy are meant to identify problems for which actions of early intervention or remediation can be taken. Most critical to this policy is a student's ability to enroll in and complete courses in a consistent manner. This ability is measured in two ways: cumulative grade-point average (CGPA); and incremental completion rate (ICR). Failure to complete courses successfully for any reason may negatively affect academic progress. Failing courses or withdrawing from courses could result in the loss of financial aid. In order for a student to graduate, the minimum requirements are a CGPA of 2.0 and completion of the program in no more than 150% of total program credits.

### Milestones and Evaluation Points for Satisfactory Academic Progress

#### Diploma Programs:

1. At the end of first quarter, students must achieve a CGPA of 1.0 and an ICR of 33.33%. Anything below these milestones will result in probation.

2. At the end of second quarter, students must attain a CGPA of 1.0 and an ICR of 33.33%. Anything below these milestones will result in dismissal.
3. At the end of second quarter, students with a CGPA under 1.5, but at least 1.0 and/or an ICR below 50%, but at least 33.33% will be placed on probation.
4. At the end of fourth quarter, and every quarter thereafter, students must attain a CGPA of 2.0 and an ICR of 66.67%. Anything below these milestones will result in dismissal.
5. Students may not attempt more than 150% of the credits in their programs; anything in excess of 150% of the credits will result in dismissal.

#### Degree Programs:

1. At the end of second quarter, students must achieve a CGPA of 1.0 and an ICR of 33.33%. Anything below these milestones will result in probation.
2. At the end of third quarter, students must attain a CGPA of 1.0 and an ICR of 33.33%. Anything below these milestones will result in dismissal.
3. At the end of third quarter, students with a CGPA under 1.5, but at least 1.0 and/or an ICR below 50%, but at least 33.33% will be placed on probation.
4. At the end of sixth quarter, and every second quarter thereafter, students must accomplish a CGPA of 2.0 and an ICR of 66.67%. Anything below these milestones will result in dismissal.
5. Students may not attempt more than 150% of the credits in their programs; anything in excess of 150% of the credits will result in dismissal.

#### The Effect of Transitional Studies Courses on CGPA and Completion Rate:

Transitional Studies Courses are based on the results of the academic placement test. Like any course, students must successfully complete such courses in order to progress in the program.

Transitional Studies course credits do not count towards the total number of credits for graduation nor do they count in the CGPA; however, they do count in determining the maximum time frame and the incremental completion rate. To pass a Transitional Studies course, students must earn a grade of C or better. Students who do not pass a Transitional Studies course must repeat it the following quarter. Transitional Studies courses may be individually attempted no more than three times. Failing or withdrawing from a Transitional Studies course three times will result in dismissal.

#### Appeal Process:

The process to appeal requires the student to request the opportunity to appeal a dismissal in writing. The reason for the appeal must be the result of mitigating circumstances; and documentation supporting a claim of mitigating circumstances must be provided.

Any student wishing to appeal an academic termination may do so in writing to the Dean of Academic Affairs by the end of the first week of the following quarter. The written appeal must be supported with appropriate documentation of the mitigating circumstances and with an explanation of how the circumstances have been remedied or

changed.

The Dean of Academic Affairs or a Committee reviews a student's appeal and determines whether the student's circumstance(s) and academic status warrant consideration for reinstatement. The student may be asked to appear in person during the review process when deemed necessary by the Dean of Academic Affairs or the Committee.

A student who is granted an appeal may be reinstated, and if otherwise eligible, receive financial aid; however, the student will be placed on probation for that quarter.

If a student appeal is denied, he or she must remain out of school until one year after the quarter in which the appeal was denied. The student can then request an additional appeal for reinstatement, but would have to demonstrate accomplishments or changes that show a degree of college readiness that reliably predict success.

**Good Standing Requirement for Transferring to another Art Institutes System School:**  
Students wishing to transfer from one Art Institutes system school to another may do so only if they are in good standing at the sending school. Any student dismissed for academic progress cannot transfer to another Art Institutes system school until he or she has been reinstated at the sending school and is deemed to be making satisfactory academic progress.

**Satisfactory Academic Progress: Requirement for Changes in Program:**

Students are allowed one change in program and must be making satisfactory academic progress at the time a request is made to change programs. Changing from a day program to an evening program of the same area of study is not considered a change of program of study. Changing from an associate program to a bachelor's program for the same area of study is not considered a change of program.

## RE-ENTERING THE ART INSTITUTE OF MICHIGAN

**Re-Entry Process for Students Who Left in Good Standing:**

Any student who has left the school for any time period must go through the re-entry process. Each student's academic status must be reviewed before consideration for re-entry can begin. Students seeking re-entry must meet with the Director of Re-Admissions or designee and may be reviewed by the Dean of Academic Affairs. Re-entering students may need to reapply for financial aid.

**Procedure for Re-Entry After Academic Dismissal:**

A student terminated for falling below SAPP (Satisfactory Academic Progress) standards must appeal in writing to the Dean of Academic Affairs for re-entry before the start of the quarter in which he/she wishes to return. Also, any student who ceased attendance and whose grades in the last quarter of attendance failed to meet the minimum standards of the SAPP must go through the same appeal process. The appeal procedure described in the preceding section applies.

If the appeal is granted, the re-entering student is placed on probation during the quarter of return. The student must meet the minimum standards of the SAPP to continue in the program. The student must successfully retake courses previously failed so that the recalculated GPA and successful completion percentage meets or exceeds the minimum requirements.

## **EXPLANATIONS OF RELATED ISSUES**

### **Repeated Courses and Grades:**

Grades achieved in repeated classes replace the 'F', 'AF', 'W', or 'WF'. Grades of 'F', 'AF', 'W' or 'WF' are included in the maximum allowable time frame and incremental completion rate requirements in attempted hours. Students may also retake a class in which they received a passing grade in order to improve their CGPA.

### **Remediation of Academic Deficiencies:**

It is strongly recommended that any student with 'W' or 'F' grades register for the same courses in the subsequent quarter to improve academic achievement.

### **Transfer Credits:**

Credits from transfer courses are not calculated in the maximum allowable credits or incremental completion rate requirements; however, transfer credits do reduce the total number of credits that must be attempted within the program. Therefore, the maximum attempted credit total for a student with transfer credit is one and one-half times the number of credits required to complete for graduation.

Grades for credits transferred from any post-secondary institution are recorded as 'TR' and do not affect the student's CGPA. Grades from courses taken in another program at The Art Institute of Michigan, if applicable to a transfer program, are recorded and affect the student's CGPA.

## **SCHEDULES AND REGISTRATION**

### **QUARTERLY STUDENT REGISTRATION PROCEDURES**

The continuing enrollment registration for in-school students takes place during the seventh week of each academic quarter. Appropriate notices regarding the registration period are posted in advance.

Much course, instructor and classroom scheduling takes place in the short period between registration and the start of classes. Therefore, it is very important that every student register on time. Students who register late are subject to delays in the scheduling process and to course selection on a space available basis.

### **PROGRAM AND ATTENDANCE STATUS CHANGE**

Once enrolled, a student is assumed to be in continuous enrollment and attendance, and to be making satisfactory progress until graduation. The student who alters this academic progression in any manner is considered to be making a "status change" which requires approval or understanding in advance of the changes.

The basic status changes include:

- a change from one program of study to another program of study (termed “internal transfer”)
- a change of attendance schedules (from part-time to full-time class attendance, evening to day attendance or vice-versa)
- a withdrawal, suspension or termination of studies
- a course change, addition or deletion
- transferring from one Art Institutes system school to another Art Institutes system school (termed “external transfer”)

Students should notify The Art Institute of Michigan of address changes and changes in emergency information.

Students who wish to request an academic or registration status change as noted above must refer to the Registrar’s Office for procedural details.

#### STUDENT IDENTIFICATION (ID) CARDS

The student is required to retain a Photo ID card that is used for various purposes for the duration of the program:

- for checking out library books and resource materials at the Library
- for checking out training equipment
- for checking in and out of the computer labs
- for security identification

#### COURSE CUT-OFF DATE

All students must be cleared to sit in class by the first day of the second week of the quarter. If the student is not cleared for class prior to the course cut-off date, the student is not allowed to start the quarter. Students must attend each class by the first scheduled class meeting of the second week of the quarter in order to attend that class for that quarter.

#### ADD/DROP PERIOD

Any course that is added or dropped from the student’s schedule must be processed by the Registrar’s Office prior to the end of the designated add/drop period. After add/drop a student is charged for all classes for which he/she is registered. Information regarding the length of the add/drop period is available in the Registrar’s office in Academic Affairs. The add/drop period is the first Monday through the Monday of week two of each quarter.

#### CLASS SCHEDULING

The student’s class schedule will be available on or before the first day of class each quarter. The Art Institute of Michigan reserves the right to make any schedule changes to courses, room assignments, session assignments and student reassignment, as deemed appropriate by the Dean of Academic Affairs.

## **CLASS SIZE**

The maximum number of students in a class is 30 for studios or labs and 50 for lecture. Typically the average class size is much smaller. For Culinary Arts courses, the average number of students is 20 for studios or labs and 30 for lecture. The maximum class size is 50 students, which is usually a lecture course. In the Fall 2009 quarter, the average class size was 20 students. While there is no minimum class size, a class for which fewer than 12 students are registered may be cancelled. This is not only to make the best use of instructional resources, but to foster adequate dialogue and academic exchange between class participants.

## **CLASS ASSIGNMENTS AND PROJECTS**

There is considerable emphasis placed on simulated work situations and completion dates. Class time is set aside for completing the projects and the student will spend additional time outside the class hours as necessary for meeting the established project submission deadlines. In the professional world, there are rarely any acceptable excuses for missing project deadlines and it is extremely important that students learn and exhibit professional discipline.

The Art Institute of Michigan is sensitive to the fact that most students are employed outside of class hours and the amount of “homework” required to complete projects or assignments should average 20 hours per week.

## **ATTENDANCE POLICIES AND PROCEDURES**

We are required by Federal, State, and Accreditation regulation to maintain and enforce an attendance policy.

Participation in classroom activities is vital to a student’s successful completion of each course and is an important facet of each student’s professional development. The school’s Attendance Policy has been designed to reflect the demanding nature of the professional fields. The student is expected to attend all classes as scheduled, to be on time and to remain in the classes for their full duration. It is recognized that a student may be absent from class due to a serious illness or family emergency. There are no excused absences. Arrangements to complete make-up work for missed classes must be made with each individual instructor. Charges for tuition, housing, kits, transportation, and all other fees are non-refundable charges regardless of circumstances.

## **ABSENCE CATEGORIES**

**Full Absence:** A full day of absence is defined as being absent for the total number of hours classes are scheduled each day for the program in which the student is enrolled. Absences are recorded from the first day of the quarter regardless of the reason for absence.

**Partial Absence:** A student who arrives late or leaves class early is charged in fifteen-minute increments of absenteeism. This absence accumulates toward absenteeism on a

student's quarterly record.

Consecutive Absenteeism: A student absent fourteen consecutive calendar days without notifying the Registrar is considered withdrawn from the program.

#### **ATTENDANCE POLICY**

32% absenteeism in a course may result in attendance failure in that class. This equals 11 hours of absenteeism in a three-hour week course, 14 hours in a four-hour week course, 17.5 hours in a five-hour week course and 21 hours of absenteeism in a six-hour week course. This includes accumulated time marked as "tardy" from class as well as total absences from classes, as well as any classes missed during the add/drop period. Students will be withdrawn from the class and receive an 'F' and must repeat the course with a passing grade. A student who receives attendance failures in all classes will be suspended from school. Attendance failure accompanied by an unsatisfactory SAPP or ICR status may also result in dismissal.

Attendance Suspension Appeal Procedure: A student may appeal an attendance suspension. Appeals must be submitted to the Dean of Academic Affairs in writing within three school days after the notice of dismissal is sent.

#### **TRANSFER CREDIT POLICY**

Contact the office of The Dean of Academic Affairs for all matters related to Transfer Credit and Program Change.

#### **TRANSFER OF CREDIT BETWEEN ART INSTITUTES SCHOOLS**

##### **Associate's Degree Graduates to Bachelor's Degree Program:**

A serious attempt will be made to ensure that all Associate Degree credits earned by graduates of an Art Institutes school will transfer to the same program at all Bachelor's Degree programs at Art Institutes schools within the system. Such graduates will attain upper division status. However, differing state and accrediting regulations may require additional courses at the Associate's Degree level. If the Associate Degree transferred by the graduate has been updated with the addition of new competencies, the Dean of Academic Affairs has the discretionary authority to add a course(s) at the Associate's Degree level.

Associate's Degree credits earned by graduates of an Art Institutes school for which there is no corresponding Bachelor's Degree, will be evaluated on a course-by-course basis for applicability to the new program of study. Only those courses and credits required for graduation in the new program of study will be accepted. All conditions in the following Associate's Degree credits to Associate's/Bachelor's Degree Program procedure apply.

##### **Transcripts**

Official transcripts must be sent to the Admissions Office of the admitting Art Institutes school prior to the class start. Transcripts submitted after the student's first quarter of

attendance at The Art Institutes school may be considered for transfer credit, at the discretion of the Dean of Academic Affairs.

**Associate's Degree Credits to Associate's/Bachelor's Degree Program:**

Associate's Degree credits, with a grade of "C" or better, from an Art Institutes school, earned by students who do not hold an Associate's Degree, will transfer to the same program at the Associate's Degree or Bachelor's Degree level. Differing state and accrediting regulations may require additional courses at the Associate's Degree level. If the Associate Degree transferred by the student has been updated with the addition of new competencies, the Dean of Academic Affairs has the discretionary authority to add a course(s) at the Associate's Degree level and/or Bachelor's Degree level.

**Transcripts**

Official transcripts must be sent to the Admissions Office of the admitting Art Institutes school prior to the class start. Transcripts submitted after the student's first quarter of attendance at an Art Institutes school may be considered for transfer credit, at the discretion of the Dean of Academic Affairs.

**Course Descriptions**

The official descriptions of the courses submitted for transfer credit must be comparable to the coursework at an Art Institutes school. Official course descriptions from the sending college or a college catalog will be used to determine comparability and must be received prior to the class start.

**Level of Transfer Credits**

Only college-level credits (100 level course or equivalent) taken at an accredited institution of higher education will be considered for transfer. No remedial courses will be considered.

**Grades of Transfer Credits**

Courses with earned graded of "C" (2.0) or better will be considered for transfer credit.

**Course Prerequisites and Sequence of Courses**

Course prerequisites and course sequences are to be observed to assure appropriate student skill development.

**Proficiency Credit**

Official documents (CLEP or AP scores) related to transfer or proficiency credit must be received by an Art Institutes school prior to the class start. No more than 25 percent of program credits will be considered for any type of proficiency credit.

**Class Proficiency Test**

Requests for testing out of specific classes approved by the Institute must be made through the Department Director prior to the class start. No more than 25 percent of program credits will be considered for any type of proficiency credit.

**Portfolio Review.** Requests for portfolio review, and/or relevant work experience documented by appropriate samples of work outcomes, references, and verification of employment must be received prior to the class start.

### **Allowable Total Transfer of Credit**

Students may be granted as much as 75 percent of the total program credits required for graduation. Students must earn in residency a minimum of 25 percent of the total program credits required for graduation. Due to regulatory considerations, at some Art Institutes schools, the minimum percentage of total program credits that must be earned in residency may vary from the standard above.

## **TRANSFER OF DEGREES AND COURSE CREDIT FROM COLLEGES AND UNIVERSITIES BEFORE MATRICULATION AT AN ART INSTITUTES SCHOOL**

### **Transcripts**

Official transcripts must be sent to the Admissions Office of the admitting Art Institutes school prior to the class start. Transcripts submitted after the student's first quarter of attendance at an Art Institutes school may be considered for transfer credit, at the discretion of the Dean of Academic Affairs.

### **Course Descriptions**

The official descriptions of the courses submitted for transfer credit must be comparable to the coursework at an Art Institutes school. Official course descriptions from the sending college or a college catalog will be used to determine comparability and must be received prior to the class start.

### **Level of Transfer Credits**

Only college-level credits (100 level course or equivalent) taken at an accredited institution of higher education will be considered for transfer. No remedial courses will be considered.

### **Grades of Transfer Credits**

Courses with earned graded of "C" (2.0) or better will be considered for transfer credit.

### **Course Prerequisites and Sequence of Courses**

Course prerequisites and course sequences are to be observed to assure appropriate student skill development.

### **Proficiency Credit**

Official documents (CLEP or AP scores) related to transfer or proficiency credit must be received by an Art Institutes school prior to the class start. No more than 25 percent of program credits will be considered for any type of proficiency credit.

### **Class Proficiency Test**

Requests for testing out of specific classes approved by The Art Institute of Michigan must be made through the Department Director prior to the class start. No more than 25 percent of program credits will be considered for any type of proficiency credit.

### **Allowable Total Transfer of Credit**

Students may be granted as much as 75 percent of the total program credits required for graduation. Students must earn in residency a minimum of 25 percent of the total program credits required for graduation. Due to regulatory considerations, at some Art Institutes schools, the minimum percentage of total program credits that must be earned in residency may vary from the standard above.

### **Portfolio Review**

Requests for portfolio review, and/or relevant work experience documented by appropriate samples of work outcomes, references, and verification of employment must be received prior to the class start.

### **TRANSFER CREDIT AFTER MATRICULATION (CONCURRENT ENROLLMENT OR RE-ENTRY TO THE INSTITUTION) AT AN ART INSTITUTES SCHOOL**

**NOTE: Transfer credit after matriculation must be completed prior to the student's final term of study.**

*CONCURRENT ENROLLMENT:* Requests for transfer of credit from accredited institutions of higher education, for a course taken concurrently with an Art Institutes school full-time schedule, after a student's matriculation at an Art Institutes school may be made to the Dean of Academic Affairs. Transfer Credit may be awarded if all other criteria for transfer of credit are met, and if the institution permits concurrent enrollment.

### **Approval Needed**

Requests for concurrent enrollment in a course at another college or university while the student is on full-time status at an Art Institutes school (according to the US Department of Education's definition of the term) must be approved by the General Education Director, the Department Director, or the Dean of Academic Affairs prior to enrollment in the course.

### **Full-time Status**

The student must be enrolled full-time at an Art Institutes school at all times during the concurrent enrollment at another college or university.

### **One Course Limit**

Only one course per quarter in concurrent enrollment will be accepted.

**Grading**

The concurrent enrollment course must be passed with a grade of "C" or better. The student's record at The Art Institute of Michigan will reflect a "TR" grade. The grade will not be factored into the GPA or the CGPA.

**Completion Deadline**

Credit will awarded for the course when documentation is produced that the course was successfully completed.

**Delay of Graduation**

Concurrent enrollment course taken during the last quarter of an Art Institutes school enrollment will in all probability delay graduation by one quarter.

**Transcripts**

Official transcripts must be sent to the Dean of Academic Affairs upon successful completion of the concurrent enrollment course.

*TRANSFER CREDIT UPON RE-ENTRY TO THE INSTITUTION:* Requests for transfer of credit from accredited institutions of higher education, for a course taken while a student was not in attendance at an Art Institutes school, but after a student's initial matriculation at the school may be made to the Dean of Academic Affairs. Transfer Credit may be awarded if all other criteria for transfer of credit are met.

**Grading**

The course(s) must be passed with a grade of "C" or better. The student's record at an Art Institutes school will reflect a "TR" grade. The grade will not be factored into the GPA or the CGPA.

**Timeliness of Coursework**

Certain courses are time-sensitive with respect to the technology used in the course. Evaluation of the appropriateness of transfer for these types of courses will be at the discretion of the Dean of Academic Affairs.

**CHANGE OF PROGRAM WITHIN AN ART INSTITUTES SCHOOL**

A student petitioning to transfer from one program to another within The Art Institute of Michigan must obtain approval from the Department Director of the department from which the student is transferring. The student's coursework and earned credits will be reviewed for applicability to the new program. Only those credits required for graduation in the new program will be transferred to the new program and counted toward graduation. Only one change of program is allowed per student.

**TRANSFER OF CREDIT TO OTHER INSTITUTIONS**

Art Institutes schools do not imply or guarantee that credits completed will be accepted by or transfer into any other college, university, or institution. Each institution sets its own policies regarding the acceptance of credit from other institutions. Students

interested in transferring credit earned at The Art Institute of Michigan to another institution should contact the institution and request their policies on credit transfer.

## **GRADUATION REQUIREMENTS**

In addition to the general credit hour and academic graduation requirements, The Art Institute of Michigan has the following requirements for graduation:

### **PORTFOLIO REVIEW**

Graduating students from all departments must pass a required course where a portfolio is produced. The portfolio must demonstrate entry-level employment competencies appropriate to the specific degree program. Each student is required to participate in the Portfolio Show.

Portfolio requirements and competency standards for each degree program are available from the Academic Affairs Department or appropriate Academic Department Director. The portfolio requirements and program competencies are reviewed periodically to ensure they meet industry needs. The school reserves the right to alter or modify the portfolio requirements at any time it is deemed in the best interest of graduating students to enhance their career employment potential.

### **PORTFOLIO REVIEW AND GRADUATION**

The portfolio review is a celebration of the work and accomplishments of the graduating class. It also serves to showcase student work to prospective employers, the community, family and friends.

For additional graduation requirements for specific programs, please refer to the program descriptions.

## **FAMILY EDUCATION RIGHTS AND PRIVACY ACT (FERPA)**

### **Family Educational Rights and Privacy Act**

The Family Educational Rights and Privacy Act of 1974, as amended ("FERPA") sets out requirements designed to afford students certain rights with respect to their education records. In addition, it puts limits on what information The Art Institute of Michigan may disclose to third parties without receiving prior written consent from the student.

### **Procedure to Inspect Education Records**

Students have the right under FERPA to inspect and review their education records. A student who wishes to inspect and review his/her records should submit a written request to the Dean of Academic Affairs or the Director of Administrative and Financial. The request should identify as precisely as possible the records the student wishes to inspect. If the requested records are subject to inspection and review by the student, arrangements for access will be made within a reasonable period of time but in no case more than 45 days after the request was made, and the student will be notified of the time and place

where the records may be inspected. The school may require the presence of a school official during the inspection and review of a student's records.

Certain limitations exist on a student's right to inspect and review their own education records. Those limitations include, for example, the following: (i) financial information submitted by parents; (ii) confidential letters and recommendations placed in their files prior to January 1, 1975; (iii) confidential letters and recommendations placed in their files after January 1, 1975 to which the student has waived his or her right to inspect and review and that are related to the student's admission, application for employment or job placement, or receipt of honors. In addition, the term "education record" does not include certain types of records such as, by way of example, records of instructional, supervisory, administrative, and certain educational personnel that are in the sole possession of the maker thereof, and are not accessible or revealed to any other individual except a substitute.

When a record contains personally identifiable information about more than one student, the student may inspect and review only the information that relates to him/her personally.

#### DISCLOSURE OF EDUCATIONAL RECORDS

The Art Institute of Michigan generally will not permit disclosure of personally identifiable information from the records of a student without prior written consent of the student. Personally identifiable information is disclosed (some items are mandatory, some discretionary) from the records of a student without that student's prior written consent to the following individuals or institutions or in the following circumstances:

- To The Art Institute of Michigan officials who have been determined by the school to have legitimate educational interests in the records. A school official is
  - a person employed by the school or its corporate parent in an administrative, supervisory, academic or research, or support staff position. This includes, but is not limited to human resources and accounting staff for purposes of the tuition reimbursement plan; or
  - a person employed by or under contract to the school to perform specific tasks, such as an auditor, consultant, or attorney, a person on the Board of Trustees, or a student serving on an official committee or assisting another school official.

Any school official who needs information about a student in the course of performing instructional, supervisory, advisory, or administrative duties for The Art Institute of Michigan has a legitimate educational interest.

- To certain officials of the United States Department of Education, the Comptroller General of the United States, the Attorney General of the United States, and state and local educational authorities in connection with state or federally supported educational programs.

- In connection with the student's request for, or receipt of, financial aid necessary to determine the eligibility, amounts or conditions of financial aid, or to enforce the terms and conditions of the aid.
- To organizations conducting certain studies for or on behalf of the school.
- To accrediting commissions or state licensing or regulatory bodies to carry out their functions.
- To parents of a dependent student, as defined in Section 152 of the Internal Revenue Code.
- To comply with a judicial order or lawfully issued subpoena.
- To appropriate parties in health or safety emergencies.
- To officials of another school in which a student seeks or intends to enroll.
- To an alleged victim of a crime of violence or a non-forcible sexual offense, the final results of the disciplinary proceedings conducted by the school against the alleged perpetrator of that crime or offense with respect to that crime or offense.
- To persons in addition to the victim of a crime of violence or non-forcible sexual offense, the final results of the disciplinary proceedings described in paragraph 10 on the previous page but only if the school has determined that a student is the perpetrator of a crime of violence or non-forcible sexual offense, and with respect to the allegation made against him or her, the student has committed a violation of the institution's rules or policies. (The school, in such instances, may only disclose the name of the perpetrator—not the name of any other student, including a victim or witness—without the prior written consent of the other student(s)).
- To a parent regarding the student's violation of any federal, state, or local law or of any rules or policy of the school governing the use or possession of alcohol or a controlled substance if the school determines that the student has committed a disciplinary violation with respect to that use or possession, and the student is under 21 at the time of the disclosure to the parent.
- Directory information (see Section IV below).
- Student Recruiting Information as requested by the U.S. Military. Student recruiting information includes ONLY: name, address, telephone listing, age or date of birth, class level, academic major, place of birth, degrees received and most recent educational institution attended. It does not include and The Art Institute of Michigan will not provide: social security numbers, race, ethnicity, nationality, GPA, grades, low performing student lists, religious affiliation, students with loans in default, veteran's status, students no longer enrolled. Students who opt out of the directory also opt out of student recruiting information

## RECORD OF REQUESTS FOR DISCLOSURE

Except with respect to those requests made by the student themselves, those disclosures made with the written consent of the student, or to requests by or disclosures to The Art Institute of Michigan officials with legitimate educational interests and disclosures of directory information (or other exceptions described in the applicable regulations), The Art Institute of Michigan will maintain a record indicating the parties who have requested or obtained personally identifiable information from a student's education records and the

legitimate interests those parties had in requesting or obtaining the information. This record may be inspected by the student.

## DIRECTORY INFORMATION

The Art Institute of Michigan designates the following information as directory information. (Directory information is personally identifiable information which may be disclosed without the student's consent):

1. Student's name
2. Address: Local, email and website
3. Telephone number (local)
4. Date and place of birth
5. Program of study
6. Participation in officially recognized activities
7. Dates of attendance
8. Degrees and certificates awarded
9. Most recent previously attended school
10. Photograph of the student, if available
11. Enrollment status (i.e., enrolled, continuing, future enrolled student, reentry, leave of absence, etc.)
12. Student honors and awards received.
13. The height and weight of athletic team members

Notice of these categories and of the right of an individual in attendance at The Art Institute of Michigan to request that his/her directory information be kept confidential will be given to the student annually. Students may request nondisclosure of student directory information by specifying nondisclosure, in writing, to the Office of the Registrar, The Art Institute of Michigan, 28125 Cabot Drive, Suite 120 Novi, MI 48377. Failure to request nondisclosure of directory information will result in routine disclosure of one or more of the above-designated categories of personally identifiable directory information.

## CORRECTION OF EDUCATIONAL RECORDS

Students have the right under FERPA to ask to have records corrected which they believe are inaccurate, misleading, or in violation of their privacy rights. The following are the procedures for the correction of records:

1. A student must ask the Director of Administrative and Financial Services or the Dean of Academic Affairs to amend a record. As part of the request, the student should identify the part of the record they want to have changed and specify why they believe it to be inaccurate, misleading, or in violation of his/her privacy rights.
2. The Art Institute of Michigan may either amend the record or decide not to amend the record. If it decides not to amend the record, it will notify the student of its decision

and advise the student of the right to a hearing to challenge the information believed to be inaccurate, misleading, or in violation of the student's privacy rights.

3. Upon request, The Art Institute of Michigan will arrange for a hearing and notify the student reasonably in advance of the date, place, and time of the hearing. The hearing will be conducted by an individual who does not have a direct interest in the outcome of the hearing. That individual may be an official of The Art Institute of Michigan. The student shall be afforded a forum for the opportunity to present evidence relevant to the issues raised in the original request to amend the student's education records. The student may be assisted by other people, including an attorney.

4. The Art Institute of Michigan will prepare a written decision based solely on the evidence presented at the hearing. The decision will include a summary of the evidence, and the reasons for the decision.

5. If, as a result of the hearing, The Art Institute of Michigan decides that the information is inaccurate, misleading, or otherwise in violation of the privacy rights of the student, it will (a) amend the record accordingly; and (b) inform the student of the amendment in writing.

6. If, as a result of the hearing, The Art Institute of Michigan decides that the information in the education record is not inaccurate, misleading, or otherwise in violation of the privacy rights of the student, it shall inform the student of the right to place a statement in the record commenting on the contested information in the record or stating why he or she disagrees with the decision of the school.

7. If a statement is placed in the education records of a student under paragraph 6 above, The Art Institute of Michigan will:

- a. maintain the statement with the contested part of the record for as long as the record is maintained; and
- b. disclose the statement whenever it discloses the portion of the record to which the statement relates.

## STUDENT RIGHT TO FILE COMPLAINT

A student has the right to file a complaint with the United States Department of Education concerning alleged failures by The Art Institute of Michigan to comply with the requirements of FERPA. The name and address of the governmental office that administers FERPA is:

Family Policy Compliance Office  
United States Department of Education  
400 Maryland Avenue, S.W.  
Washington, DC 20202-4605

## **STUDENT CONDUCT POLICY**

### **SECTION I. GUIDING PRINCIPLES.**

The Art Institute of Michigan recognizes its students as responsible and dedicated men and women who are preparing for career employment. An integral part of their career and professional development is the expectation that they conduct themselves during the education process in the same manner as will be expected in all employment situations. As members of The Art Institute of Michigan community, students have responsibilities and duties commensurate with their rights and privileges. In this policy, The Art Institute of Michigan provides guidance to students regarding those standards of student conduct and behavior that it considers essential to its educational mission. This policy also provides guidance regarding the types of conduct that infringe upon the fulfillment of The Art Institute of Michigan's mission.

### **SECTION II. SCOPE.**

This Student Conduct Policy applies to all students and student organizations at The Art Institute of Michigan.

### **SECTION III. REACH**

The Student Conduct Policy shall apply to student conduct that occurs on The Art Institute of Michigan premises including online platforms, at The Art Institute of Michigan-sponsored activities, student organization sponsored events or in Art Institute of Michigan Housing. At the discretion of the Chief Conduct Officer (Dean or Director of Student Affairs, Director of Student Services, Dean of Academic Affairs or a delegate as appointed by the President of The Art Institute of Michigan), the Policy also shall apply to off-campus student conduct when the conduct, as alleged, adversely affects a substantial college interest and potentially violates a campus policy.

### **SECTION IV. RESPONSIBILITIES OF DUAL MEMBERSHIP.**

Students are both members of The Art Institute of Michigan community and citizens of the state. As citizens, students are responsible to the community of which they are a part, and, as students, they are responsible to the academic community of The Art Institute of Michigan and to other individuals who make up the community. By enforcing its Student Conduct Policy, The Art Institute of Michigan neither substitutes for nor interferes with other civil or criminal legal processes. When a student is charged in both jurisdictions, The Art Institute of Michigan will decide on the basis of its interests, the interests of affected students, and the interests of the community whether to proceed with its disciplinary process or to defer action.

## SECTION V. DISCIPLINARY OFFENSES.

The offenses listed below are given as examples only. The Art Institute of Michigan may sanction other conduct not specifically included on this list.

### **1. Scholastic Dishonesty**

- a) Plagiarism
- b) Cheating on assignments or examinations
- c) Engaging in unauthorized collaboration on academic work
- d) Taking, acquiring or using test materials without faculty permission
- e) Submitting false or incomplete records of academic achievement;
- f) Altering, forging or misusing an Art Institute of Michigan academic record;
- g) Fabricating or falsifying data, research procedures, or data analysis;
- h) Deceiving The Art Institute of Michigan and/or its officials.

### **2. Illegal or Unauthorized Possession or Use of Weapons**

- a) Possession or use of firearms, explosives, dangerous chemicals, or other weapons, likenesses of weapons, on college property, school sponsored housing or at college sponsored functions, except where possession is required by law.

### **3. Sexual Assault or Nonconsensual Contact**

- a) Any form of unwanted sexual attention or unwanted sexual contact

### **4. Threatening, Violent or Aggressive Conduct**

- a) Assault, battery, or any other form of physical abuse of a student or college employee
- b) Fighting or physical altercation
- c) Conveyance of threats by any means of communication including, but not limited to, threats of physical abuse and threats to damage or destroy college property or the property of other students or college employees
- d) Any conduct that threatens the health or safety of another individual one's own self or another individual. Threats to commit self-harm and/ or actual incidents of self-harm by any student

### **5. Theft, Property Damage and Vandalism**

- a) Theft, attempted theft, vandalism/damage, or defacing of college property, college controlled property or the property of another student, faculty, staff member or guests.
- b) Extortion
- c) Setting fires, tampering with fire safety and/or fire fighting equipment

### **6. Disruptive or Disorderly Conduct**

Disruptive Behavior, such as, Interference with the normal operations of The Art Institute of Michigan (i.e., disruption of teaching and administrative functions, disciplinary procedures, pedestrian or vehicular traffic, or other Art Institute of Michigan activities)

- a) Disruptive Classroom Conduct, such as,
  - i. Engaging in behavior that substantially or repeatedly interrupts either the instructor's ability to teach or student learning. The classroom extends to any setting where a student is engaged in work toward academic credit or satisfaction of program-based requirements or related activities, or
  - ii. Use of cell phones and pagers during scheduled classroom times
- b) Disorderly Conduct, such as,
  - i. Disorderly, lewd, indecent, or obscene conduct. This would include but is not limited to any type of clothing, gang colors, gang symbols or materials worn or brought onto the premises by any student or guest deemed to be lewd, indecent or obscene as determined by The Art Institute of Michigan officials
  - ii. Breach of peace on college property or at any college-sponsored or supervised program
  - iii. Any in-school or off-campus act considered inappropriate or as an example of misconduct that adversely affects the interests of The Art Institute of Michigan and/or its reputation

#### **7. Illegal or Unauthorized Possession or Use of Drugs or Alcohol**

- a) Use, sale, possession or distribution of illegal or controlled substances, drug or drug paraphernalia on college property or at any function sponsored or supervised by The Art Institute of Michigan.
- b) Being under the influence of illegal or controlled substances on college property, or at any The Art Institute of Michigan function
- c) Use, sale, possession or distribution of alcoholic beverages on college property or at any function sponsored or supervised by The Art Institute of Michigan.
- d) Being under the influence of alcohol on college property or at any The Art Institute of Michigan function is also prohibited

#### **8. Verbal Assault, Defamation, and Harassment**

- a) Verbal abuse of a student or The Art Institute of Michigan employee
- b) Harassment by any means of any individual, including coercion and personal abuse. Harassment includes but is not limited to, written or verbal acts or uses of technology, which have the effect of harassing or intimidating a person
- c) Harassment based on sex, race, color, national origin, religion, sexual orientation, age, disability or any other criteria protected by state, federal or local law.

#### **8. Hazing**

- a) Verbal abuse of a student or college employee
- b) Any form of "hazing" and any act that endangers the safety of a student, or that destroys or removes public or private property, for the purpose of initiation, admission into, affiliation with, or as a condition for continued membership in a group or organization. "Hazing" includes any method of initiation or pre-initiation into a student club or any pastime or amusement engaged in with respect to such a

club that causes, or is likely to cause, bodily danger, physical harm, or personal degradation or disgrace resulting in physical or mental harm, to any student or other person attending The Art Institute of Michigan.

**9. Falsification**

- a) Willfully providing college officials with false, misleading or incomplete information
- b) Forgery, falsification, alteration or misuse of college documents, records or identification with the intent to injure, defraud, or misinform.

**10. Abuse of The Art Institute of Michigan disciplinary system, including but not limited to:**

- a) Failure to obey the summons of a disciplinary body or The Art Institute of Michigan official
- b) Falsification, distortion, or misrepresentation of information before a disciplinary body or college official
- c) Disruption or interference with the orderly conduct of a disciplinary proceeding
- d) Attempting to influence the impartiality of a member of a disciplinary body prior to and/or during the course of the disciplinary proceeding
- e) Verbal or physical harassment and/or intimidation of a member of a disciplinary body prior to, during, and/or after the disciplinary proceeding
- f) Failure to comply with the sanction(s) imposed under the student conduct policy
- g) Influencing or attempting to influence another person to commit an abuse of the disciplinary system

**11. Unauthorized Use or Misuse of The Art Institute of Michigan Facilities**

- a) Unauthorized entry into, unauthorized use of, or misuse of The Art Institute of Michigan property, including computers and data and voice communication networks.

**12. Violation of Federal or State Laws**

- a) Violation of federal, state or local laws and The Art Institute of Michigan rules and regulations on college property or at college-sanctioned or college-sponsored functions

**13. Insubordination**

- a) Persistent or gross acts of willful disobedience or defiance toward The Art Institute of Michigan personnel
- b) Failure to comply with direction of school officials, faculty, staff or security officers who are acting in the performance of their duties
- c) Failure to exit during fire drill,
- d) Failure to identify oneself when on The Art Institute of Michigan property or at a school- sponsored or supervised functions, upon request of school official acting in the performance of his/her duties

#### **14. Violations of The Art Institute of Michigan Rules**

- a) Violations by guest of a student on school property. Students are responsible for the actions of their guests
- b) Violation of school safety regulations, including but not limited to setting fires, tampering with fire safety and/or fire fighting equipment, failure to exit during fire drill, turning in false fire alarms and bomb threats
- c) Smoking in classrooms or other The Art Institute of Michigan buildings or areas unless designated as a smoking area
- d) Any violation of the student housing license agreement, rules and regulations and/or the school-sponsored housing student handbook
- e) Any violation of the institutions policies on the responsible use of technology including but not limited to
  - I. The theft or abuse of computer, email, Internet or Intranet resources
  - II. Unauthorized entry into a file, to use, read, or change the contents, of for any other purpose
  - III. Unauthorized transfer of a file
  - IV. Unauthorized downloading of copyrighted materials in violation of law
  - V. Unauthorized use of another individual's identification and/or password
  - VI. Use of computing facilities to interfere with the work of another student, faculty member, or school official
  - VII. Use of computing facilities to send obscene or abusive messages
  - VIII. Use of computing facilities to interfere with normal operation of the school's computing system
- f) Failure to satisfy school financial obligations

The above list is illustrative only, and The Art Institute of Michigan may sanction other conduct not specifically included on this list.

#### **SECTION VI. SANCTIONS.**

The Art Institute of Michigan may impose sanctions for violations of the student conduct policy. The type of sanction imposed may vary depending upon the seriousness of the violation(s). The Art Institute of Michigan reserves the right to immediately impose the most severe sanction if circumstances merit.

Although not exhaustive, the following list represents the types of sanctions that may be imposed upon any student or student organization found to have violated the student conduct policy:

1. Warning: A notice in writing that a student has failed to meet some aspect of the school's standards and expectations
2. Probation: Probation is used for repeated violations or a specific violation of a serious nature as a first course of action. The Chief Conduct Officer or his/her delegate defines the terms of probation.
3. Discretionary Sanctions: The student will be required to complete an educational service, attend counseling, or have restricted privileges.

4. Removal from Sponsored Housing: The student will be immediately dismissed from school-sponsored housing. The student will be required to vacate the premises according to the terms of the sanction.
5. Suspension: Separation of the student from the school for a pre-determined period of time. The student may be able to return to school once specified conditions for readmission are met. The student may not attend classes, visit school-sponsored housing, use school facilities, participate in or attend school activities, or be employed by the school during his/her suspension.
6. Expulsion: The student will be expelled from The Art Institute of Michigan immediately. The student will not be permitted to continue his or her studies at The Art Institute of Michigan and may not return to the school or to school-sponsored housing or activities at any time or for any reason.
7. Restitution: Compensation for loss or damage to property leased, owned or controlled by the school. This may take the form of monetary or material replacement.

The above list is only a general guideline. Some sanctions may be omitted, and other sanctions not listed above may be used.

## SECTION VII. DISCIPLINARY PROCEDURES:

### Complaint

Any member of The Art Institute of Michigan community may file a complaint against any student for misconduct or for otherwise being in violation of The Art Institute of Michigan policies.

1. The complaint shall be prepared in writing or in an incident report and directed to the Chief Conduct Officer or his/her delegate.
2. The written complaint or incident report should include the nature of the offense, date, approximate time and location of incident. The name of the victim, offender and any witness/s may be included.
3. Complaints or incident reports should be submitted within 48 hours after the alleged violation occurred unless there are extenuating circumstances requiring a longer timeframe.

The Chief Conduct Officer or a delegate may review and investigate the complaint to determine if the allegations have factual merit, to identify violations of the student conduct policy, and to impose sanctions for such violations.

Generally, the accused should be given the opportunity to tell his or her account of the situation and to provide this information, in writing, unless The Art Institute of Michigan determines that the circumstances do not warrant disclosure of some or all of the facts.

### Search of Student's Property

Students have no expectation of privacy in their personal property while on campus. The Art Institute of Michigan reserves the right to search the contents of students' personal property or belongings at any time and for any reason, including when there is reasonable

suspicion on the part of The Art Institute of Michigan staff that a risk to the health, safety or welfare of students, and/or the school community exists and including searches pursuant to an investigation of potential wrong doing. This includes but is not limited to vehicles brought onto property leased, owned or controlled by the school, backpacks, portfolios and clothing. This policy also applies to student property in school-sponsored housing, student e-mail and/or computers.

#### Notification and Determination of violations that warrant Disciplinary Meeting

1. The Chief Conduct Officer or a delegate may choose to conduct a disciplinary meeting. Potential attendees include a student or students, the Chief Conduct Officer or his/her delegate and others who may have relevant information. The Student should receive advance notice of the allegations and the reason for the meeting. After the meeting,
2. The Chief Conduct Officer or his/her delegate will determine whether it is more likely than not that a violation occurred, may a render and communicate the decision to the STUDENT in writing, which shall describe the violation and the sanctions imposed, if any, and the student's right to appeal. If the Chief Conduct Officer determines that there was no violation, that decision may be documented in writing to the student as well.
  - a. If a STUDENT fails to appear for the meeting, the Chief Conduct Officer or his/her delegate may make a determination of violations of The Art Institute of Michigan policies on the basis of the information available, and impose sanctions for such violations.

#### Notification and Determination of violations that warrant Disciplinary Hearing

*In some cases, involving serious violations, the Chief Conduct Officer or delegate, hereby referred to as "Hearing Officer", in his or her sole discretion, may choose to assemble a disciplinary panel to adjudicate the process.*

1. The Hearing Officer may immediately (before a hearing takes place) remove the student from the campus community pursuant to an Interim Suspension until the Disciplinary Panel is convened. (see interim suspension)
2. The Student should receive advance notice of the allegations and the reason for the meeting. A student may forgo attendance at the hearing and a determination of the sanction will be made by the Disciplinary Panel
3. Hearings normally shall be conducted in private. The Disciplinary Hearing is an academic hearing, not a legal hearing. Therefore, legal counsel is not allowed at the hearing.
4. The student may be accompanied by one person (family member, friend, etc) to provide support. The committee may prohibit from attending or remove any person who disrupts the proceedings of the committee
5. In Hearings involving more than one STUDENT, the Hearing Officer, in his or her discretion, may permit the hearing concerning each student to be conducted separately.
6. The Disciplinary Panel may hear from any person who may have relevant information and the Panel may review any documents presented to them.

- a. Pertinent records, documents and written statements may be considered by the Hearing Officer at his/her discretion
  - b. The Disciplinary Panel may ask questions and may seek information not provided to it.
7. The Disciplinary Panel may determine whether it is more likely than not that a violation occurred. The Panel should communicate to the Hearing Officer its decision and its recommended sanction, if any.
8. After the Hearing, the Hearing Officer will issue a written decision to the accused student which identifies the accusations and the panel's conclusions, any sanctions, and the student's right of appeal.
9. In general, the accused should have access to the documentation reviewed by the panel, however identifying names and information may be removed from the documentation when necessary to protect other student's privacy rights.

#### Disciplinary Panel

A Disciplinary Panel may consist of members of The Art Institute of Michigan Executive Committee, Campus Staff, Faculty or Student Body. When students are permitted on the panel, the accused student should sign a form granting permission to release his/her educational records to a student serving on the panel. Failure to sign the permission constitutes an agreement to have no student on the panel.

#### Administrative Interim Suspension

Students may be administratively suspended on an interim basis when:

- (1) serious allegations are being investigated
- (2) serious allegations are pending before a disciplinary panel
- (3) in advance of a disciplinary panel hearing; or
- (4) when a student potentially poses a threat of harm to himself, to others, or to property of The Art Institute of Michigan or a member of The Art Institute of Michigan community

During the interim suspension, students are denied access to school-sponsored housing and/or to the school (including classes, labs, library) and/or all other school activities or privileges for which the student might otherwise be eligible, as the Chief Conduct Officer or designee may determine to be appropriate. This interim suspension period should last no longer than three business days, and the Chief Conduct Officer or delegate may make reasonable provisions to provide for accommodations of a student in school sponsored housing.

The interim suspension is not to be considered disciplinary, but it is a tool to separate potential adversaries until a reasoned decision can be made.

#### SECTION VIII. APPEAL PROCEDURES.

Students have a right to appeal disciplinary actions when they believe they have extenuating circumstances or believe to have been treated in an arbitrary or biased fashion or without adherence to The Art Institute of Michigan policies and procedures.

- During an appeal, the student should continue to obey the terms of the decision, i.e., a student who has been suspended from school may not be on school property, a student dismissed from school-sponsored housing must leave in accordance with the directions indicated in the decision
- The student must write a letter of appeal in the student's own words, addressed to the President of The Art Institute of Michigan or his/her delegate. This letter must clearly state the extenuating circumstances or the grounds for believing the decision was arbitrary or biased or that it was without adherence to The Art Institute of Michigan policies and procedures, and provide any supporting documentation. It must be delivered to the President or his/her delegate within seven calendar days following the student's receipt of the decision.
- Students should provide documentation to support the allegations of the appeal.
- The President or his/her delegate may appoint an ad hoc committee to review appeals and make a recommendation regarding disposition of the appeal within 30 days of the date of receipt of the appeal. This committee will be comprised of faculty or staff members not involved in making the initial disciplinary decision.
- The President and/or the committee may decide to convene an appeal hearing. The student will be informed notified in writing of the date and time of the appeal. The student is expected to attend the meeting, and failure to do so, for other than documented emergencies, may be considered forfeiture of the right to present further information regarding the appeal.
- The student making the appeal may be provided an opportunity to address the committee in person. The student may be accompanied by one person (family member, friend, etc) as an observer. The committee may prohibit from attending or remove any person who disrupts the proceedings of the committee.
- The Appeal Committee is an academic hearing, not a legal hearing. Therefore, legal counsel is not allowed at the meeting.
- Audio recording of the academic hearing is not permitted. Minutes of the meeting are confidential.
- Following appropriate review and deliberation, the committee will report back to the President or his/her delegate with its recommendation following its review of the appeal. The President or his/her delegate will render a written decision on the appeal within thirty calendar days from receipt of the appeal. The decision will be final.

## **DRUG-FREE WORKPLACE AND CAMPUS**

The Art Institute of Michigan has established a drug-free awareness program, which provides information about the dangers of drug abuse and the penalties that may be imposed on students and employees for drug and alcohol abuse violations. The Art Institute of Michigan's policy of maintaining a drug-free and alcohol-free college includes available counseling and rehabilitation programs.

The use of illegal drugs and the abuse of alcohol on the campus of The Art Institute of Michigan or in facilities controlled by The Art Institute of Michigan are prohibited by college regulations and are incompatible with The Art Institute of Michigan goal of

providing a healthy educational environment for students, faculty, staff and guests. The following information is provided in compliance with the Drug-Free Schools and Communities Act Amendments of 1989.

## EFFECTS OF DRUGS AND ALCOHOL

Drugs can be highly addictive and injurious. A person can pay a price in terms of his or her physical, emotional, and social health.

This price can be paid in a number of ways. The risk of contracting sexually transmitted diseases, including AIDS, is increased through unwanted or unprotected sex when one is under the influence of drugs or alcohol. Drugs can be the trigger for violent crime. Economic and legal problems usually follow directly when one tries to support a drug habit by resorting to crime. The dependence, illness, loss of job, and loss of family or friends that can result from drug or alcohol use and abuse can be tragic.

In keeping with the mission of The Art Institute of Michigan and the requirements of state and federal law, The Art Institute of Michigan has adopted this program to ensure a drug-free campus and workplace and to prevent the use of controlled substances and the abuse of alcohol.

### Health Risks Associated with the Use of Alcohol

#### Short Term Risks

- Increased risks of accidents and injuries
- Alcohol-related traffic accidents (the leading cause of death for teens)
- Alcohol slows reaction time, decreases muscle coordination, and impairs vision
- Fatal overdose
- Unconsciousness or blackout
- Death by aspiration of vomit
- Nausea
- Gastritis

#### Long-Term Risks

- Increased blood pressure
- Increased risk of heart attack
- Brain damage resulting in permanent psychosis
- Cancer of the mouth, esophagus or stomach
- Liver damage (cirrhosis, alcohol hepatitis, cancer)
- Ulcers and Gastritis
- Pancreatitis
- Birth defects
- In males-testicular atrophy and breast enlargement
- In females-increased risk of breast cancer
- Prolonged, excessive drinking can shorten life span by ten to twelve years.

### Health Risks Associated with the Use of Drugs

### Amphetamines (Speed, Uppers)

- Malnutrition
- Hallucinations
- Dependence, psychological and sometimes physical Deliriants (Aerosols, Lighter Fluid, Paint Thinner)
- Permanent damage to lungs, brain, liver, bone marrow
- Loss of coordination, confusion, hallucinations
- Overdose causing convulsions, death
- Depressants (Barbiturates, Tranquilizers, Methaqualone)
- Confusion, depression, loss of coordination
- Dependence, physical and psychological
- Coma, death (caused by overdose)
- Can be lethal when combined with alcohol
- Hallucinogens (LSD, PCP, DMT, STP, Mescaline)
- Hallucinations, panic, irrational behaviors (which can lead to increased risk of accidents, injuries)
- Tolerance overdose leading to convulsions, coma, death
- Possible birth defects in children of LSD users
- Intravenous Drug Use
- Places one at risk for HIV infection (the virus causing AIDS) when needles are shared
- Marijuana and Hashish
- Chronic bronchitis
- Decreased vital capacity
- Increased risk of lung cancer
- In men lower levels of testosterone and increase in abnormal sperm count
- Stimulants (Cocaine)
- Painful nosebleeds and nasal erosion
- Intense "downs" that result in physical and/or emotional discomfort
- Tolerance and physical dependence can develop
- Narcotics (Heroin, Morphine, Codeine, Opium)
- Malnutrition
- Hepatitis
- Loss of judgment and self-control leading to increased risk of accidents, injuries
- Dependence
- Overdose leading to convulsions, coma, death

### SANCTIONS

The Art Institute of Michigan, in all of its actions, seeks to uphold local, state and federal laws. Insofar as permitted by these laws, The Art Institute of Michigan will apply sanctions that could lead to a student being fined, suspended or expelled or an employee being disciplined, suspended or dismissed for violation of The Art Institute of Michigan standards of conduct. Students and employees may also be referred for prosecution. Disciplinary sanctions may include the completion of an appropriate rehabilitation program, at the student's or employee's expense, if necessary.

## **EXTERNAL SANCTIONS**

Unlawful possession, use or distribution of alcohol or illicit drugs may also lead to a referral to the appropriate local, state and/or federal authorities for prosecution for a misdemeanor or a felony, depending on the nature of the offense. The sanctions for such offenses may include fines and/or imprisonment.

## **CONVICTIONS FOR DRUG-RELATED OFFENSES**

Any student convicted of any drug-related criminal statute must notify the Dean of Student Affairs, in writing, no later than five (5) days after such conviction regardless of where the offense occurred. This is because under federal and state laws, any student convicted of a drug-related felony offense must be denied all federal and state assistance, including Pell Grants, the Federal Supplemental Educational Opportunity Grant, and Federal Stafford Loans. However, a criminal conviction shall not be necessary to find that a student has violated these standards of conduct, and The Art Institute of Michigan need not, and ordinarily will not, defer its own actions and sanctions pending the outcome of any criminal proceeding.

## **DANGER SIGNALS INDICATING A DRUG OR ALCOHOL PROBLEM**

Following is a listing of classic danger signals that may indicate the presence of a drug or alcohol problem:

- abrupt changes in mood or attitude
- decreased efficiency at work or at school
- frequent absences, tardiness, and/or early departures
- relationship problems with family, friends, and co-workers
- unusual outbursts of anger and hostility
- social withdrawal

## **COUNSELING**

If you observe any of these changes in yourself or another student, you are encouraged to talk with the Dean of Academic Affairs. Abuse of alcohol or drugs can lead to dependency and addiction, with serious consequences for personal health and overall quality of life. There are drug and alcohol counseling, treatment, and rehabilitation facilities available in our area where students and employees may seek advice and treatment. The College can refer you to one that meets your needs.

A list of emergency and sliding-fee scale resources is available from the office of the Dean of Academic Affairs.

## **CAMPUS SECURITY AND SAFETY**

### **CAMPUS SECURITY POLICY**

The Art Institute of Michigan faculty, staff, and administration are concerned that every student enjoys a safe, secure stay with the school. Crime awareness and campus security are matters for which every student must take personal responsibility. The Art Institute of Michigan's Student Conduct Codes strictly prohibit the possession of weapons and the

unlawful use of alcohol, controlled substances, and drugs on the campus. Violation of these rules or criminal acts of any kind may result in prompt disciplinary action including expulsion.

The Art Institute of Michigan's Campus Security Policy is available for students through request to the office of Student Affairs. It discusses, among other topics, the importance of prompt reporting of crimes to The Art Institute of Michigan officials and local police; campus security procedures aimed at encouraging students and employees to be responsible for their own security and the security of others; counseling and other assistance available from The Art Institute of Michigan to any student who may be the victim of a crime; and statistics on selected crimes that The Art Institute of Michigan will maintain pursuant to the Crime Awareness and Campus Security Act.

#### REPORTING CRIMINAL ACTIVITY

Any student, employee, faculty, or staff member who is victim of or witness to criminal activity or other emergency should report the activity immediately to the nearest faculty or staff member, who will, in turn, notify The Art Institute of Michigan President or Executive Committee member and the police.

Any observer of a sexual assault crime should notify security and The Art Institute of Michigan President or Executive Committee member immediately. Sexual assault includes but is not limited to rape, forced sodomy, forced oral copulation, rape by a foreign object, sexual battery or threat of sexual assault. It is critical that the rights of the victim are protected so that they are the one to call authorities to accurately report the facts of the crime. The police will arrive to review the crime, take a description of the attacker, and ensure that the victim and his or her escort are transported to a medical facility. Confidentiality is required in order to protect all parties involved.

Any inquiries from newspapers, employees, parents, or other students are immediately forwarded to The Art Institute of Michigan President to avoid misrepresentation of the facts and breach of confidentiality. Efforts are made by the college staff or faculty to help the victim deal with any academic difficulties resulting from the crime.

Should a student, faculty, or staff member be accused of a crime, appropriate disciplinary action is taken until a formal investigation is completed. The victim is informed of any further disciplinary action or appeal.

Prevention is the best tool for eliminating sexual assault. All staff, faculty, and students should take every step necessary to prevent sexual assault from occurring, such as expressing strong disapproval, using self-defense techniques, and increasing awareness of what sexual assault means.

#### NO HARASSMENT

The Art Institute of Michigan is committed to providing workplaces and learning environments that are free from harassment on the basis of any protected classification including, but not limited to race, sex, gender, color, religion, sexual orientation, genetic

marker, age, national origin, disability, medical condition, marital status, veteran status or on any other basis protected by law. Such conduct is unprofessional, unproductive, illegal, and generally considered bad for business. Consequently, all conduct of this nature is expressly prohibited, regardless of whether it violates any law.

#### DEFINITION OF SEXUAL HARASSMENT

Sexual harassment consists of unwelcome sexual advances, requests for sexual favors, or other verbal or physical conduct of a sexual nature where:

- a. Submission to such conduct is an explicit or implicit term or condition of a person's status in a course, program or activity or in admission, or in an academic decision;
- b. Submission to or rejection of such conduct is used as a basis for an academic decision; or
- c. Such conduct has the purpose or effect of unreasonably interfering with an individual's work or academic performance or creating an intimidating, hostile, or offensive work or educational environment.

Examples of sexual harassment include, but are not limited to: unwanted sexual advances; demands for sexual favors in exchange for favorable treatment; verbal abuse of a sexual nature; graphic commentary about an individual's body, sexual prowess, or sexual deficiencies; leering; whistling; touching; pinching; assault; coerced sexual acts; suggestive, insulting or obscene comments or gestures; stalking; and displaying sexually suggestive objects or pictures. The Art Institute of Michigan prohibits all conduct of this nature whether or not such conduct violates any applicable laws.

#### OTHER FORMS OF HARASSMENT

Verbal abuse, insulting comments and gestures, and other harassing conduct are also forbidden under this policy when directed at an individual because of his or her race, color, sex, sexual orientation, familial status, age, religion, ethnic origin, or disability. It is the responsibility of each employee and each student to conduct himself or herself in a professional manner at all times and to refrain from such harassment.

#### COMPLAINT PROCEDURE

Students who feel they have been harassed should follow the Student Grievance Procedure for Internal Complaints of harassment or discrimination. Promptly after learning of such alleged conduct, The Art Institute of Michigan will conduct an investigation for the purpose of determining whether prohibited harassment has occurred. Efforts will be made to ensure confidentiality to the extent consistent with the goal of conducting an appropriate investigation. Students who initiate or participate in such investigations in good faith will be protected against school-related retaliation. If an investigation confirms the allegations, The Art Institute of Michigan will take prompt corrective action, which may include discipline, up to and including immediate dismissal.

## COMPLAINTS AND GRIEVANCES

### STUDENT COMPLAINT PROCEDURE

If a student has a complaint or concern regarding any aspect of The Art Institute of Michigan, the student should first see his/her Department Director. If the issue raised has not been resolved in a satisfactory manner, the student is directed to the Dean of Academic Affairs. If the concern or complaint is still not adequately resolved, the student may prepare a detailed written statement about the complaint or concern, including all relevant issues that would be helpful in best presenting this concern (including the names and titles of individuals involved, if any), and send or give the statement to the President's office.

If the student has exhausted the above procedure and has still not received a satisfactory response or feels that The Art Institute of Michigan has not adequately addressed the complaint or concern, the student may submit a written complaint to:

Michigan Department of Labor and Economic Growth  
Office of Postsecondary Services  
201 North Washington Square  
Lansing, Michigan 48913

If a student does not feel that the school has adequately addressed a complaint or concern, the student may consider contacting the Higher Learning Commission. All complaints considered by the Commission must be in written form, with permission from the complaint(s) for the Commission to forward a copy to the complaint to The Art Institute of Michigan for a response. The complainant(s) will be kept informed as to the status of the complaint as well as the final resolution by the Commission.

The Commission's Web site is [www.ncahigherlearningcommission.org](http://www.ncahigherlearningcommission.org) and the phone number is (312) 263-0456.

### *Students Grievance Procedure for Internal Complaints of Discrimination and Harassment*

The Art Institute of Michigan does not discriminate or harass on the basis of race, color, national origin, sex, gender, sexual orientation, genetic marker, disability, age, religion or any other characteristic protected by state, local or federal law, in our programs and activities.

Students who believe they have been subjected to discrimination or harassment in violation of this policy should follow the procedure outlined below. This complaint procedure is intended to provide a fair, prompt and reliable determination about whether The Art Institute of Michigan non-discrimination policy has been violated.

1. Complaints are encouraged to file a complaint as soon as possible after an alleged incident of discrimination has occurred. Any student who chooses to file a discrimination complaint should do so with the Dean of Academic Affairs. The

complaint should be presented in writing and it should describe the alleged incident(s) and any corrective action sought. The complaint should be signed by the complainant. In most cases, the person accused of discrimination will be notified of the complaint by the Dean of Academic Affairs.

2. The person accused of discrimination will have fourteen calendar days to respond to the complaint in writing. The signed written response should be submitted to the Dean of Academic Affairs.
3. The Dean of Academic Affairs will investigate the allegations. Both the complainant and the accused will have the opportunity to meet and discuss the allegations with the investigator and may offer any witnesses in support of their position to the investigator during the course of the investigation. A student may be accompanied during investigation meetings and discussions by one person (family member, friend, etc.) who can act as an observer, provide emotional support, and/or assist the student in understanding and cooperating in the investigation. The observer may not be an attorney, unless otherwise required by local law. The investigator may prohibit from attending or remove any person who disrupts the investigation in the investigator's sole discretion.
4. The Dean of Academic Affairs will determine whether a violation of The Art Institute of Michigan non-discrimination policy has occurred. The Dean of Academic Affairs will issue a written determination as promptly as practicable. If the Dean of Academic Affairs determines that the policy has been violated, the Dean of Academic Affairs will also recommend corrective action.
5. The decision of the Dean of Academic Affairs may be appealed by petitioning the President's Office of The Art Institute of Michigan. The written appeal must be made within twenty calendar days of receipt of the determination letter from the Dean of Academic Affairs. The President, or his designee, will render a written decision on the appeal within thirty calendar days from receipt of the appeal. The President's decision shall be final.
6. Matters involving general student complaints will be addressed according to the Student Complaint Procedures, a copy of which can be found in the Student Handbook.

For more information about your rights under the federal laws prohibiting discrimination, please contact the Office for Civil Rights at the U.S. Department of Education or visit the website at <http://www.ed.gov/ocr>.

#### *Comparable Program Information*

Comparable program information related to tuition, fees, and program length is available from The Higher Learning Commission of the North Central Association of Schools and Colleges. The Higher Learning Commission is located at 30 North LaSalle Street, Suite 2400, Chicago, Illinois 60602, their Web site is [www.ncahigherlearningcommission.org](http://www.ncahigherlearningcommission.org)

and the phone number is 1-312-263-0456. Questions about The Art Institute of Michigan's accreditation with The Higher Learning Commission can be directed to The Art Institute of Michigan at (248) 675-3800.

## **ARBITRATION**

The student and The Art Institute of Michigan agree that any dispute or claim between the student and The Art Institute of Michigan (or any company affiliated with The Art Institute of Michigan, or any of its officers, directors, trustees, employees or agents) arising out of or relating to this enrollment agreement or, absent such agreement, your enrollment or attendance at The Art Institute of Michigan, whether such dispute arises before, during, or after the student's attendance and whether the dispute is based on contract, tort, statute, or otherwise, shall be, at your or The Art Institute of Michigan's election, submitted to and resolved by individual binding arbitration pursuant to the terms described herein.

If the student decides to initiate arbitration, the student may select either, JAMS or the National Arbitration Forum ("NAF") to serve as the arbitration administrator pursuant to its rules of procedure. If The Art Institute of Michigan intends to initiate arbitration, it will notify the student in writing by regular mail at your latest address on file with The Art Institute of Michigan, and the student will have 20 days from the date of the letter to select one of these organizations as the administrator. If the student fails to select an administrator within that 20-day period, The Art Institute of Michigan will select one.

The Art Institute of Michigan agrees that it will not elect to arbitrate any individual claim of less than \$5,000 that the student brings in small claims court (or in a similar court of limited jurisdiction subject to expedited procedures). If that claim is transferred or appealed to a different court, however, or if your claim exceeds \$5,000, The Art Institute of Michigan reserves the right to elect arbitration and, if it does so, the student agrees that the matter will be resolved by binding arbitration pursuant to the terms of this Section.

**IF EITHER THE STUDENT OR THE ART INSTITUTE OF MICHIGAN CHOOSES ARBITRATION, NEITHER PARTY WILL HAVE THE RIGHT TO A JURY TRIAL, TO ENGAGE IN DISCOVERY, EXCEPT AS PROVIDED IN THE APPLICABLE ARBITRATION RULES, OR OTHERWISE TO LITIGATE THE DISPUTE OR CLAIM IN ANY COURT (OTHER THAN IN SMALL CLAIMS OR SIMILAR COURT, AS SET FORTH IN THE PRECEDING PARAGRAPH, OR IN AN ACTION TO ENFORCE THE ARBITRATOR'S AWARD). FURTHER, THE STUDENT WILL NOT HAVE THE RIGHT TO PARTICIPATE AS A REPRESENTATIVE OR MEMBER OF ANY CLASS OF CLAIMANTS PERTAINING TO ANY CLAIM SUBJECT TO ARBITRATION. THE ARBITRATOR'S DECISION WILL BE FINAL AND BINDING. OTHER RIGHTS THAT THE STUDENT OR THE ART INSTITUTE OF MICHIGAN WOULD HAVE IN COURT ALSO MAY NOT BE AVAILABLE IN ARBITRATION.**

The arbitrator shall have no authority to arbitrate claims on a class action basis, and claims brought by or against the student may not be joined or consolidated with claims brought by or against any other person. Any arbitration hearing shall take place in the federal judicial district in which the student resides. Upon the student's written request, The Art Institute of Michigan will pay the filing fees charged by the arbitration administrator, up to a maximum of \$3,500 per claim. Each party will bear the expense of its own attorneys, experts and witnesses, regardless of which party prevails, unless applicable law or this Agreement gives a right to recover any of those fees from the other party. If the arbitrator determines that any claim or defense is frivolous or wrongfully intended to oppress the other party, the arbitrator may award sanctions in the form of fees and expenses reasonably incurred by the other party (including arbitration administration fees, arbitrators' fees, and attorney, expert and witness fees), to the extent such fees and expenses could be imposed under Rule 11 of the Federal Rules of Civil Procedure.

The Federal Arbitration Act ("FAA"), 9 U.S.C. §§ 1, et seq., shall govern this arbitration provision. This arbitration provision shall survive the termination of your relationship with The Art Institute of Michigan. If students have a question about the arbitration administrators mentioned above, their contact information is as follows: JAMS, 45 Broadway, 28th Floor, New York, NY, 10006, [www.jamsadr.com](http://www.jamsadr.com), 800-352-5267; National Arbitration Forum, P.O. Box 50191, Minneapolis, MN, 55405, [www.arb-forum.com](http://www.arb-forum.com), 800-474-2371.

The above supersedes any inconsistent arbitration provision published in any other document.

## **MISCELLANEOUS**

### **TELEPHONE DIRECTORY**

#### *School Closing Information*

24-Hour Information about Emergency Closing can be accessed at [media.myfoxdetroit.com/weather/school\\_closings.htm](http://media.myfoxdetroit.com/weather/school_closings.htm)

or by calling the school's main number at (248) 675-3800 for closing recorded messages

#### *Telephone Directory*

Police-Fire Emergency Ambulance

Service: dial 9 then 911 OR dial 9 then 0 (for Operator)

#### *Building Reception*

(248) 675-3800

## **GUEST/VISITORS**

Guests including family/children are not allowed in the classroom. The classroom is a professional environment. Guests can be a distraction from the educational goals at hand. Classroom space and equipment are for students only. All guests must sign-in at the reception desk.

### CHILDREN ON CAMPUS

Both for their own safety and to maintain an appropriate academic atmosphere on campus, children, escorted or not escorted, are not permitted in classrooms, labs, studios, libraries, or lounges.

### TELEPHONE USAGE

The Art Institute of Michigan cannot operate a telephone message service for students. Only in the case of a genuine emergency will a message be taken for a student.

### APPROPRIATE ATTIRE

Students are requested to dress appropriately for their profession while attending The Art Institute of Michigan.

### PROPERTY RIGHTS

The Art Institute of Michigan is not responsible for the personal property of the students (e.g. books, supplies, equipment, and clothing). The student should place his/her name and the student number on all items of value. Equipment serial numbers should be recorded and kept in a safe place. Students should review their personal property/homeowners insurance and automobile comprehensive insurance policies to determine whether valuable equipment (such as cameras) would be covered in the event of theft or loss.

### PROPERTY OF THE ART INSTITUTE OF MICHIGAN

The student is responsible for any school books or equipment used or checked out and is responsible for the cost of repair or replacement of such items in the event they are damaged or lost.

### EXHIBITION OF STUDENT WORK

Student artwork is important to The Art Institute of Michigan and The Art Institutes system of schools. It is of great benefit in teaching other students and in demonstrating the nature and value of the programs. Artwork is used by admissions representatives to show prospective students and counselors what students have achieved. Student artwork is also a basic part of the catalog and other publications and exhibitions illustrating the programs at the school. The Art Institute of Michigan reserves the right to make use of the artwork of its students for such purposes, with student permission. The Art Institute of Michigan also reserves the right to select artwork that is appropriate to a given circumstance and may choose not to display work that might be viewed as objectionable by some audiences. The Art Institute of Michigan is not responsible for loss or damage of student property including artwork or tapes.

### ILLNESS OR INJURY

In the event of illness or injury to a student on school premises or at a sponsored function of The Art Institute of Michigan, the student may request to be transported to a local hospital emergency room or doctor for examination and treatment if necessary. The

student should review personal and/or family insurance policies to determine whether appropriate coverage exists.

#### **SMOKING**

The Art Institute of Michigan is a smoke-free environment, and all faculty and staff strictly enforce this restriction.

#### **LOST AND FOUND**

Lost and Found items can be retrieved at the main reception desk. Items collected during the current quarter will be kept only until the last day of the quarter. All items in the Lost & Found will be discarded at the end of each quarter.

#### **STUDENT LIABILITY**

Physical injury and/or other medical problems, including loss or damage to personal property resulting from fire, theft, or other causes, are not the responsibility of the college. The Art Institute of Michigan recommends that students carry personal insurance.

## **CAMPUS RESOURCES**

### **FACILITIES**

The Art Institute of Michigan occupies over 38,000 square feet of space in two buildings at Haggerty Corporate Center in Novi, Michigan. Classrooms, studios, kitchens and dining lab and computer labs with Internet access, Macintosh and PC computer systems, are located at 28175 Cabot Drive. Administrative offices and a library/resource center for study and research are located in the adjacent building at 28125 Cabot Drive.

### **LIBRARY**

The library's main purpose is to contribute to the teaching and learning processes within The Art Institute of Michigan's specialized educational environment. The library's combination of technology, software and traditional and digital resources supports a visually focused and career-oriented curriculum. The library collection contains resources in many formats, including traditional books and periodicals; videos; CDs; and DVDs. The library seeks an effective balance between building its in-house collection and providing access to online resources. Online research databases are also available to support the general education and program specific courses.

The Library supports The Art Institute of Michigan's educational goal of preparing students for careers in design, media, culinary, and fashion-related fields. It is an integral support to the curriculum and plays an extremely critical and vital role within the school. The Library is committed to responding to the highly innovative nature of the diverse, specialized technical and creative career programs at the school.

The Library is an important academic and research facility for faculty and students. It houses program-related books and other media formats as well as a broad spectrum of curriculum-related periodicals, and general interest publications.

### **ART GALLERY AND EXHIBITIONS**

The Art Institute of Michigan has an art gallery that features rotating exhibitions throughout the year. Exhibitions feature the work of students, faculty, alumni and artists outside of our college community. The gallery also provides students the opportunity to experience a wide variety of exhibitions related to their programs of study. Receptions are held at both gallery throughout the year and are at no charge and open to the public.

## ACADEMIC CALENDAR

### Winter Quarter 2010

Online Registration (Deadline 1 <sup>st</sup> Session)	Friday, January 8, 2010
Winter 2010 Classes Start	Monday, January 11, 2010
Winter I Add/Drop Period	January 11 – 18, 2010
Martin Luther King (Holiday)	Friday, January 15, 2010
Registration Advisement	February 15 – 20, 2010
President's Day (Holiday)	Monday, February 15, 2010

Online Course Withdraw (Deadline 2 <sup>nd</sup> Session)	Monday, February 15, 2010
Winter II 2010 Classes Start	Thursday, February 18, 2010
Winter II Add/Drop Period	February 18 – 22, 2010
Course Withdraw (Deadline on-ground)	Thursday, March 4, 2010
Last Day of Classes	Saturday, March 27, 2010
Winter Break	March 28 – April 4, 2010

### Spring Quarter 2010

Online Registration (Deadline 1 <sup>st</sup> Session)	Friday, April 3, 2010
Spring 2010 Classes Start	Monday, April 6, 2010
Spring I Add/Drop Period	April 6 – 13, 2010
Registration Advisement	Monday, May 10 – 15, 2010

Online Course Withdraw (Deadline 2 <sup>nd</sup> Session)	Monday, May 10, 2010
Spring II 2010 Classes Start	Thursday, May 13, 2010
Spring II Add/Drop Period	May 13 – 17, 2010
Course Withdraw (Deadline on-ground)	Thursday, May 27, 2010
Last Day of Classes	Saturday, June 19, 2010
Spring Break	June 20 – July 11, 2010

### Summer Quarter 2010

Online Registration (Deadline 1 <sup>st</sup> Session)	Friday, July 9, 2010
Summer 2010 Classes Start	Monday, July 12, 2010
Summer I Add/Drop Period	July 12 – 19, 2010
Registration Advisement	August 16 – 20, 2010

Online Course Withdraw (Deadline 2 <sup>nd</sup> Session)	Monday, August 16, 2010
Summer II 2010 Classes Start	Thursday, August 19, 2010
Summer II Add/Drop Period	August 19 – 23, 2010
Labor Day (Holiday)	Monday, Sept. 6, 2010
Course Withdraw (Deadline on-ground)	Thursday, September 9, 2010
Last Day of Classes	Saturday, September 25, 2010
Summer Break	September 26 – October 3, 2010

**Fall Quarter 2010**

Online Registration (Deadline 1 <sup>st</sup> Session)	Friday, October 1, 2010
Summer 2010 Classes Start	Monday, October 4, 2010
Add/Drop Period	October 4 – 11, 2010
Registration Advisement	November 8 – 13, 2010
Online Course Withdraw (Deadline 2 <sup>nd</sup> Session)	Monday, November 8, 2010
Summer II 2010 Classes Start	Thursday, November 11, 2010
Add/Drop Period	November 11 – 15, 2010
Course Withdraw (Deadline on-ground)	Wednesday, November 24, 2010
Thanksgiving Holiday Recess	November 25 – 28, 2010
Last Day of Classes	Saturday, December 18, 2010
Summer Break	December 19, 2010 – January 9, 2011

\*All dates are subject to change.

## **DIRECTIONS TO CAMPUS**

### **From the North (Walled Lake)**

1. Starting in WALLED LAKE, MI on E WEST MAPLE RD go toward WOODS CT
2. Turn RIGHT on M-5 S
3. Take ramp toward 12 MILE RD
4. Turn LEFT on W 12 MILE RD
5. Turn LEFT on CABOT DR
6. Arrive at 28175 CABOT DR, NOVI, on the LEFT

### **From the West (Brighton)**

1. Take I-96 E toward DETROIT
2. Take exit #164/DETROIT/TOLEDO toward 12 MILE RD
3. Turn RIGHT on W 12 MILE RD
4. Turn LEFT on CABOT DR
5. Arrive at 28175 CABOT DR, NOVI, on the LEFT

### **From the South (Canton)**

1. Take I-275 N toward FLINT
2. Take exit #165/GRAND RIVER AVE/PORT HURON toward M-5 N/12 MILE RD
3. Turn RIGHT on W 12 MILE RD
4. Turn LEFT on CABOT DR
5. Arrive at 28175 CABOT DR, NOVI, on the LEFT

### **From the East (Southfield)**

1. Take I-696 W
2. Take exit #1/GD RIVER AVE/TOLEDO toward M-5 N/12 MILE RD
3. Turn RIGHT on W 12 MILE RD
4. Turn LEFT on CABOT DR
5. Arrive at 28175 CABOT DR, NOVI, on the LEFT