



CATALOG ADDENDUM

Catalog 2010-2011

Publication date: September 2010

1. CATALOG ADDITIONS

New Diploma Program Offerings

Digital Image Management - Diploma

Fashion Retailing – Diploma

Web Design & Interactive Communications – Diploma

Web Design & Development—Diploma



Catalog Addendum
Digital Image Management
Diploma

Effective June, 2011

Digital Image Management – Diploma

48 Credits, Four 11-week quarters, or 44 weeks

The Digital Image Management diploma program will prepare students to obtain positions in their chosen field and function as assistants for a professional photographer. Students are primarily focused on the creation of digital photography and videos, the development of websites, publishing electronic images for print and the web, and basic business principles.

Students will gain knowledge in the key functions of digital photography and video; this involves the basics of how to produce digital photographs and videos that effectively communicate their ideas, the techniques of digital editing, asset management, and publishing and printing of digital files. Students will be taught business principles including how to keep financial records, market their work, and the basic knowledge of licensing, copyright laws, contracts, and negotiation. Student will develop an online portfolio that demonstrates their skills learned to effectively transition them into the workplace.

The general objectives for the program are:

- Demonstrate knowledge and control of the photographic process, including image manipulation, photo retouching, color management, printing, network use and digital asset management
- Demonstrate knowledge of the workings of a large, multi-functional commercial photographic studio, its business and operations, including key concepts of business plans, competitive business strategies, human resources, database management, and financial principles
- Create advanced market research including branding, competitive analysis, and direct marketing

Course No.	Course Name	Credit
CGS2800C	Basic Web Design	3
DIG1135C	Design Concepts for Interactive Media	3
DIG2201	Desktop Video	3
GRA2841C	Fundamentals of Web Design	3
PGY1800C	Principles of Photography with Digital Technology	3
PGY1801C	Introduction to Electronic Imaging Applications	3
PGY1806C	Photographic Design	3
PGY1811C	Color Management	3
PGY2273	The Business of Photography	3
PGY2274	Advanced Business of Photography	3
PGY2802C	Intermediate Electronic Imaging Applications	3
PGY2830C	Printing	3
PGY3288C	Image Management and Presentation	3
PGY3823C	Advanced Electronic Imaging Applications	3
RTV1241C	Introduction to Video Production	3
RTV2245C	Videography	3

CORE COURSE DESCRIPTIONS

No new course courses were introduced for this program.
(See pages 130-167 of the 2010-2011 Catalog, 1st edition.)



Catalog Addendum
Fashion Retailing
Diploma

Effective June, 2011

Fashion Retailing – Diploma

48 Credits, Four 11-week quarters, or 44 weeks

The Fashion Retailing Diploma program teaches students how to use their combined creative and business skills to display, market, and sell fashion merchandise. The well-trained student will be able to effectively understand and meet the customer's needs, and ultimately encourage sales. This is accomplished by having a keen awareness to the changing needs of the consumer, learning how to identify and predict new style trends, and by being able to conceptualize and promote fashion displays and sales campaigns. Individuals in fashion retailing will learn how to evaluate apparel construction, identify appropriate characteristics and uses of different textiles. They will also gain knowledge of consumer behavior, retail operations, visual merchandising, the larger marketplace, and business skills.

The general objectives for the program are:

- Define retailing, to include “bricks-and-mortar”, “clicks-and-mortar”, direct marketers with clicks-and-mortar retailing operations, and bricks-and-mortar retailers, relate them to the marketing concept with an emphasis on the total retail experience.
- Discuss why customer and channel relationships must be nurtured in today's highly competitive marketplace.
- Explain the steps in strategic planning for retailers, to include: situation analysis, objectives, and identification of consumers, overall strategy, specific activities, control and feedback.

Course No.	Course Name	Credit
ADV4804C	Digital Media Campaigns	3
CTE1400C	Fundamentals of Apparel Textiles	3
CTE1600	Trends & Concepts in Apparel	3
CTE1760	Manufacturing Apparel Concepts	3
CTE1841C	Apparel Evaluation & Production	3
CTE2810	Elements of Retail Operations	3
MAN2024	Fashion Business Management	3
MAN3143	Business Management – Leadership	3
MAR1010	Fundamentals of Marketing	3
MAR3414C	Design Sales	3
MAR3500	Consumer Behavior	3
MAR3939	Current Topics in Fashion Marketing	3
MAR4800	Brand Marketing & Strategy	3
MKA1041	Introduction to Retailing	3
MKA2100C	Visual Merchandising	3
PUR3008C	Public Relations and Promotion	3

CORE COURSE DESCRIPTIONS

No new course courses were introduced for this program.
(See pages 130-167 of the 2010-2011 Catalog, 1st edition.)



Catalog Addendum
Web Design & Interactive
Communications
Diploma

Effective June, 2011

Web Design & Interactive Communications – Diploma

48 Credits, Four 11-week quarters, or 44 weeks

The Web Design & Interactive Communications diploma program teaches students how to create the look, feel and functionality of World Wide Web pages for client Web sites with a specific emphasis on professional standards and practical deployment. This course of study extends foundation principles in visual communications and interactive media as related to dynamic delivery through multiple channels including mobile technologies. Students will develop abilities in computer languages, usability principles and information architecture in a team oriented environment that prepares them for the professional world. Students will also be trained in current web technologies and in project management on assignments that will enhance their personal portfolio. According to the Bureau of Labor Statistics (BLS), Web designers and developers need to stay current on industry trends for continued success, and increasing knowledge level and skills is important in maintaining a career advantage.

The general objectives for the program are:

- Demonstrate the use of appropriate visual elements and visual communication skills for interactive media.
- Create applications that solve specified problems through a variety of scripting techniques.
- Critique and evaluate appropriate design solutions.
- Design and develop media marketing and business plans.

Course No.	Course Name	Credit
CGS2800C	Basic Web Design	3
CGS3803C	Intermediate Web Design	3
CGS3875C	Interactive Motion Graphics	3
COP1845C	Introduction to Scripting and Programming Language	3
COP3846C	Introduction to Dynamic Web Scripting	3
DIG2201C	Desktop Video	3
DIG2250C	Audio for Interactive Design	3
DIG2590C	Digital Media/Interactive Portfolio	3
DIG3103C	Interface Design	3
DIG3343C	Broadcast Graphics I: Animated Text and Logo Design	3
GRA2130C	Introduction to User Centered Design	3
PGY1892C	Digital Graphic Production	3
	Program Elective	3
	Program Elective	3
	Program Elective	3
	Program Elective	3

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Catalog Addendum
Web Design & Development
Diploma

Effective June, 2011

Web Design & Development – Diploma

The Web Design & Development diploma program teaches students how to create the look, feel and functionality of World Wide Web pages for client Web sites. This involves developing a design that effectively communicates the ideas being promoted by the Web sites, and focusing on the ways in which the Web sites function for optimum information delivery. The program will also focus on the design and development of mobile device applications.

Students will develop abilities in aspects of Web design, computer languages, and multimedia skills, along with developing a professional portfolio as a formal transition into the workplace. Students will also learn to adapt the most up-to-date programs, techniques and standards in a field that is quickly and continuously changing. According the Bureau of Labor Statistics (BLS), Web designers and developers need to stay current on industry trends for continued success, and increasing knowledge level and skills is important in maintaining a career advantage.

The general objectives for the program are:

- Demonstrate professional visual communication skills through the use of graphic illustrations, photography and typography
- Integrate composition and design in support of concept
- Demonstrate the ability to program and code to functional requirements of media project(s)
- Apply critical thinking and needs analysis to concept design and in developing media marketing
- Apply presentation and communication skills to produce design and business solutions appropriate to a particular client or target audience

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COP1845C	Introduction to Scripting and Programming Language	3
COP3846C	Introduction to Dynamic Web Scripting	3
DIG1135C	Design Concepts for Interactive Media	3
DIG2201C	Desktop Video	3
DIG2250C	Audio for Interactive Design	3
DIG2590C	Digital Media/Interactive Portfolio	3
DIG3103C	Interface Design	3
DIG3343C	Broadcast Graphics I: Animated Text and Logo Design	3
GRA1120C	Layout	3
GRA1852C	Computer Graphics	3
GRA1853C	Typography	3
GRA2130C	Introduction to User Centered Design	3
PGY1892C	Digital Graphic Production	3

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