



**The Art Institute
of CaliforniaSM - Hollywood**

CATALOG ADDENDUM
Summer 2009

TABLE OF CONTENTS

Mission, Values, Vision, Objectives	3
New Location in North Hollywood	3
Administration	3
Tuition and Fees	4
Additional Fees for All Programs	5
Program Changes	6
Academic Calendar & School Holidays	6
Culinary Arts Associate of Science Degree Program	7
Program Objectives and Graduation Requirements	7
Course Descriptions	8
Culinary Management Bachelor of Science Degree Program	12
Program Objectives and Graduation Requirements	12
Course Descriptions	14
Digital Photography Bachelor of Science Degree Program	21
Program Objectives and Graduation Requirements	21
Course Descriptions	23
Faculty Profile	28
Academic Affairs	28
Fashion Design	29
Fashion Marketing & Management	32
Foundation Studies	33
Graphic Design	36
Humanities	37
Interior Design	39
Liberal Studies	40
Set & Exhibit Design	42
Visual Effects & Motion Graphics	43
Web Design & Interactive Media	43

MISSION, VALUES, VISION, OBJECTIVES

Mission:

To provide postsecondary education programs that will prepare students for entry-level employment in their chosen fields through market-driven curricula.

Values:

- We believe in quality and excellence in creative, learner-centered education.
- We believe that serving our students is our priority.
- We believe that education is a partnership between the school, the faculty, and the student that requires open communication, personal responsibility, integrity, and active participation.
- We support the creative diversity of our students and share in the development of their artistic and academic potential.
- We believe in industry-relevant curricula that prepare students to contribute positively to the business community.
- We believe in a culture of learning is built on leadership, teamwork, accountability, and cooperation.
- We believe in training, growth, and advancement opportunities for our employees and recognizing individual responsibility, ownership, and accomplishment.

Vision:

The Art Institutes strive to be the leaders in career-focused, creative education in California.

Objectives:

Each Art Institute of California- Hollywood student is expected to attain a body of theoretical and practical knowledge appropriate to their degree objective in their chosen field. This proficiency is demonstrated through measurable student-learning outcomes specified in the outline of each course of each program. In our programs, students are not only expected to demonstrate an understanding of specific courses but also to develop critical and analytical learning skills together with educational values that contribute to lifelong learning.

NEW LOCATION

The Art Institute of California - Hollywood will be moving to a new location in the NoHo Arts District in October 2009. The school's new address will be: 5250 Lankershim Boulevard, North Hollywood, CA 91601

ADMINISTRATION

Gregory J. Marick President
Karen Nowak Dean of Academic Affairs
Melissa Romero Senior Director of Admissions
Kate Guerrero Director of Career Services
Peter Argo Director of Human Resources
Martin Shumaker Director of Administrative & Financial Services
Nate Gamb Dean of Student Affairs
Terry Bailey Academic Department Director: Web Design & Interactive Media
Aleta Campbell Academic Department Director: Fashion Design and Fashion Marketing & Management
John Judy Academic Department Director: Graphic Design and Foundation Studies
Jonathan LaMond Academic Department Director: Digital Filmmaking & Video Production and Visual Effects & Motion Graphics
Gary LaVasser Academic Department Director: Set & Exhibit Design and Industrial Design
Mark Lewison Academic Department Director: Interior Design
Adis Ceballos Director of Student Financial Services
Liesbeth Kok Director of Student Accounts
Lorena Lopez Registrar
Sarah E. Peck Director of Institutional Effectiveness
Barry Wong Associate Director of Technology

TUITION AND FEES¹

Tuition is currently charged at \$483 per credit **effective October 1, 2009, tuition will increase to \$503 per credit.** Tuition and fees applicable to The Art Institute of California- Hollywood programs will be as follows:

Bachelor's Degree Programs

	Fashion Design (B.F.A.)	Fashion Marketing & Management (B.S.)	Graphic Design (B.S.)	Web Design & Interactive Media (B.S.)	Interior Design (B.S.)	Visual Effects & Motion Graphics (B.S.)	Set & Exhibit Design (B.S.)
Tuition per Quarter (16 credits)	\$8,048.00	\$8,048.00	\$8,048.00	\$8,048.00	\$8,048.00	\$8,048.00	\$8,048.00
Annual Tuition ²	\$24,144.00	\$24,144.00	\$24,144.00	\$24,144.00	\$24,144.00	\$24,144.00	\$24,144.00
Total Tuition/Fees for Program ³	\$96,576.00	\$96,576.00	\$96,576.00	\$96,576.00	\$96,576.00	\$96,576.00	\$96,576.00
Starting Kit ⁴	\$1,155	\$1020	\$1045	\$1045	\$1110	\$1105	\$1110
Transitional Studies Charges ⁵	\$1,509.00	\$1,509.00	\$1,509.00	\$1,509.00	\$1,509.00	\$1,509.00	\$1,509.00

Bachelor's Degree Programs (continued)

	Game Art & Design (B.S.)	Media Arts & Animation (B.S.)	Digital Filmmaking & Video Production (B.S.)	Visual & Game Programming (B.S.)	Industrial Design (B.S.)	Culinary Management (B.S.)	Digital Photography (B.S.)
Tuition per Quarter (16 credits)	\$8,048.00	\$8,048.00	\$8,048.00	\$8,048.00	\$8,048.00	\$8,048.00	\$8,048.00
Annual Tuition ²	\$24,144.00	\$24,144.00	\$24,144.00	\$24,144.00	\$24,144.00	\$24,144.00	\$24,144.00
Total Tuition/Fees for Program ³	\$96,576.00	\$96,576.00	\$96,876.00 (additional \$300 fee for this Program is included)	\$96,576.00	\$96,576.00	\$96,576.00	\$96,576.00
Starting Kit ⁴	\$1020	\$1020	\$670	\$1020	\$1195	\$1155	\$1225
Quarterly Lab Fee	---	---	---	---	---	\$315.00	---
Transitional Studies Charges ⁵	\$1,509.00	\$1,509.00	\$1,509.00	\$1,509.00	\$1,509.00	\$1,509.00	\$1,509.00

Associate of Science Degree Programs

	Fashion Design (A.S.)	Fashion Marketing (A.S.)	Graphic Design (A.S.)	Web Design & Interactive Media (A.S.)	Culinary Arts (A.S.)	Digital Photography (A.S.)
Tuition per Quarter (16 credits)	\$8,048.00	\$8,048.00	\$8,048.00	\$8,048.00	\$8,048.00	\$8,048.00
Annual Tuition ²	\$24,144.00	\$24,144.00	\$24,144.00	\$24,144.00	\$24,144.00	\$24,144.00
Total Tuition/Fees for Program ³	\$56,336.00	\$56,336.00	\$56,336.00	\$56,336.00	\$56,336.00	\$56,336.00
Starting Kit ⁴	\$1155	\$1020	\$1045	\$1045	\$1155	\$1225
Quarterly Lab Fee	---	---	---	---	\$315.00	---
Transitional Studies Charges ⁵	\$1,509.00	\$1,509.00	\$1,509.00	\$1,509.00	\$1,509.00	\$1,509.00

¹A separate financial plan exists which complies with Regulation Z of the Truth in Lending Act.

²Annual tuition costs are based on an academic year of three quarters and an average of 16 quarter credits for Bachelor's and Associate of Science degree programs.

³NOT including Starting Kit or Transitional Studies charges. Total tuition costs based on 192 credits for Bachelor's degree programs and 112 credits for Associate of Science degree programs. Includes \$50 application fee and \$100 enrollment fee. Total tuition is based on the current credit hour rate. Total cost will increase with each per credit hour tuition increase.

⁴The starting kit is optional and consists of basic equipment, first quarter text books and materials needed for the first quarter classes. Refer to the Catalog for a listing of suggested first quarter courses. The materials in the supply kit may be purchased at art and/or industry supply stores. Text books may be purchased at the school or from text book suppliers

⁵Transitional Studies courses are in addition to the normal program of study. Transitional Studies charges are based on the current per credit hour rate at 3 credits per course.

The student is responsible for tuition and fees pertaining to the program's required course of study. The tuition and fees contained in the Enrollment Agreement are subject to change. The per credit hour rate is subject to an increase at least once per calendar year which will increase the total amount for the program. The adjustment to the per credit hour rate may occur before the student begins classes and the student's program will be calculated using the new rate. Any changes to tuition and fees will be published to the students.

Each school quarter is typically 11 weeks.

Average Costs of Consumable Supplies by Program

	Fashion Design	Fashion Marketing & Management	Graphic Design	Web Design & Interactive Media	Interior Design	Visual Effects & Motion Graphics	Set & Exhibit Design
Supplies	\$125	\$80	\$80	\$50	\$125	\$50	\$125
Textbooks	\$160	\$225	\$110	\$150	\$225	\$150	\$225

Average Costs of Consumable Supplies by Program

	Digital Filmmaking & Video Production	Digital Photography	Game Art & Design	Industrial Design	Media Arts & Animation	Visual & Game Programming	Culinary
Supplies	\$100	\$80	\$80	\$50	\$100	\$50	\$100
Textbooks	\$160	\$225	\$110	\$150	\$225	\$150	\$225

PROGRAM CHANGES

Fashion Marketing

- o FM3315 Brand Marketing, the pre-requisite is FM1123 Fundamentals of Advertising

Interior Design

- o ID3317 Materials & Specifications now has a prerequisite requirement of ID1124 Introduction to Interior Design.

ACADEMIC CALENDAR

Quarter Calendar

<u>Session</u>	<u>Start Date</u>	<u>Last Date to Add/Drop</u>	<u>Last Date to Withdraw</u>	<u>Last Day of Classes</u>
SU 09	July 13, 2009	July 20, 2009	September 11, 2009	September 26, 2009
FA 09	October 5, 2009	October 12, 2009	December 4, 2009	December 19, 2009
WI 10	January 11, 2010	January 19, 2010	March 12, 2010	March 27, 2010
SP 10	April 5, 2010	April 12, 2010	June 4, 2010	June 19, 2010

Mid-Quarter Calendar

<u>Session</u>	<u>Start Date</u>	<u>Last Date to Add/Drop</u>	<u>Last Date to Withdraw</u>	<u>Last Day of Classes</u>
SU 09	August 20, 2009	August 24, 2009	September 11, 2009	September 26, 2009
FA 09	November 12, 2009	November 16, 2009	December 4, 2009	December 19, 2009
WI 10	February 18, 2010	February 22, 2010	March 12, 2010	March 27, 2010
SP 10	April 5, 2010	April 12, 2010	June 4, 2010	June 19, 2010

School Holidays

Labor Day	Monday, September 7, 2009
Veteran's Day	Wednesday, November 11, 2009
Thanksgiving Day	Thursday, November 26, 2009
Day After Thanksgiving	Friday, November 27, 2009
Christmas Eve	Thursday, December 24, 2009
Christmas Day	Friday, December 25, 2009
New Year's Eve	Thursday, December 31, 2009
New Year's Day	Friday, January 1, 2010
Martin Luther King, Jr. Day	Monday, January 18, 2010
Presidents' Day	Friday, February 12, 2010
Memorial Day	Monday, May 31, 2010

Culinary Arts

Associate of Science

Program Description:

Today, America's interest in culinary arts is growing and prospering as never before. Few occupations can offer the creativity, excitement, and growth found in the culinary arts. Restaurants, hotels, clubs, resorts, convention centers, retirement homes, hospitals, major corporations, and entertainment facilities all offer career opportunities for the culinary professional. With national increases in dining out, the foodservice industry is growing at a rapid rate. Consumer expectations will rise accordingly and the industry must be prepared to respond to increasing demands for service, quality, nutrition, and diversity of product and flavor.

The curriculum emphasizes progressive techniques and trends. Students receive practical training in modern kitchens. The Culinary Arts associate's degree program consists of providing courses covering basic skills and advanced techniques, including international cuisine, à la carte, sauces, American regional cuisine, charcuterie, classical cuisine, baking, pastry, and culinary skills. Instruction in kitchen management, purchasing, and cost control, menu design, and dining room operation provides students with a solid business background. Students gain hands-on experience operating the school restaurant, working in the kitchen, and the front of the house. Students can gain experience in settings such as entertainment establishments, resorts, hotels, clubs, restaurants, hospitals, and other healthcare institutions, convention centers, and even on cruise ships.

Program Objectives:

1. Students will be able to demonstrate the ability to professionally prepare standardized recipes using a variety of cooking techniques as well as the appropriate equipment and cooking skills.
2. Students will also be able to describe and perform tasks related to common business practices within the culinary industry, including inventory, menu planning, cost control, and food purchasing.
3. Additionally, students will be able to describe the principles of food and beverage management as well as the functions essential to the operation of the dining room in a restaurant through developing an appropriate business for a specific market.
4. Finally, students will define and articulate the values of the culinary profession, including the standards for presenting themselves to employers in a professional manner, personal commitments to respect co-workers, employers and equipment, well-defined career goals, and the value of life-long professional development.
5. Graduates will be prepared for entry-level positions such as line cook, (sauce, grill, broiler, or fry cook), pantry cook (garde manger), or assistant dining room manager.

Graduation Requirements

To receive an Associate of Science degree in Culinary Arts, students must: receive a passing grade or credit for all required coursework; earn a minimum of 112 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institute.

Courses

Quarter Credit Hours

CUL1105 Concepts & Theories of Culinary Techniques	3
CUL1107 Sanitation & Safety	3
CUL1108 Fundamentals of Classical Techniques	3
CUL1116 American Regional Cuisine	6
CUL1117 Purchasing & Product Identification	3
CUL1124 Management, Supervision & Career Development	3
CUL1125 Introduction to Baking Science & Theory	3
CUL1126 Introduction to Pastry Techniques & Artistry	6
CUL1143 World Cuisine	3
CUL1144 Planning & Controlling Costs	3
CUL1145 Management by Menu	3
CUL1146 Garde Manger	6
CUL2214 Asian Cuisine	3

CUL2216 Classical European Cuisines	3
CUL2225 Latin Cuisine	3
CUL2227 Food & Beverage Operations Management	3
CUL2301 A La Carte	9
CUL2302 Externship	3
CUL2303 Capstone	3
CUL2304 Art Culinaire	6
Elective*	3
FS104 Computer Applications	3
HU110 College English	4
HU111 Effective Speaking	4
HU130 Visual Language & Culture	4
Mathematics Requirement	4
MS135 Nutrition Science	4
Social & Behavioral Sciences Requirement	4
Social & Behavioral Sciences Requirement	4
TOTAL QUARTER CREDITS	112

***Electives:** Elective may be chosen from lower-division (1000- or 2000-level courses) or from upper division courses (3000- or 4000-level courses). Elective may not be chosen from Liberal Studies classes. Prerequisites must be met.

♦**Liberal Studies:** *HU090 must be completed prior to attempting any humanities, social and behavioral sciences, or liberal studies courses. MS090 must be completed prior to attempting any mathematics or science courses.* Courses designated with a diamond are Liberal Studies courses. Four of the fourteen Liberal Studies courses required for an **Associate of Science in Culinary Arts** must be chosen from upper division (300-400 level) courses.

NOTE: All courses are 11 weeks in length. **The Culinary Arts Associate of Science** degree program is seven quarters in length. Completion of the program in seven quarters is dependent upon whether the student successfully attempts 15-16 quarter credits per quarter.

Course Descriptions

CUL1105 CONCEPTS & THEORIES OF CULINARY TECHNIQUES

3 Quarter Credits (33 hrs Lecture)

The fundamental concepts, skills and techniques involved in basic cookery are covered in this course. Special emphasis is given to the study of ingredients and cooking theories. Lectures teach organization skills in the kitchen and work coordination. The basics of stocks, soups, sauces, vegetable cookery, starch cookery, meat and poultry are covered. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising and frying. *Prerequisite: None*

CUL1107 SANITATION & SAFETY

3 Quarter Credits (33 hrs Lecture)

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

CUL1108 FUNDAMENTALS OF CLASSICAL TECHNIQUES

6 Quarter Credits (22 hrs Lecture/88 hrs lab)

The fundamental concepts, skills and techniques involved in basic cookery are covered in this course. Special emphasis is given to the study of ingredients, cooking theories, and the preparation of stocks, broth, glazes, soups, thickening agents, the grand sauces and emulsion sauces. Lectures and demonstrations teach organization skills in the kitchen, work coordination, and knife skills. The basics of vegetable cookery, starch cookery, meat and poultry are covered. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising and frying. Students must successfully pass a practical cooking examination covering a variety of cooking techniques. *Corequisites: CUL1105 Concepts & Theories of Culinary Techniques, CUL1107 Sanitation & Safety*

CUL1116 AMERICAN REGIONAL CUISINE

6 Quarter Credits (22 hrs Lecture/88 hrs lab)

The course reinforces the knowledge and skill learned in the preceding classes and helps students build confidence in the techniques of basic cookery. The development of knife skills is accented. American Regional Cuisine explores the use of indigenous ingredients in the preparation of traditional and contemporary American specialties. The concepts of mise en place, time-lines, plate presentation, and teamwork in a production setting are introduced and accentuated. Timing and organization skills are emphasized.

Prerequisite: CUL1108 Fundamentals of Classical Techniques

CUL1117 PURCHASING & PRODUCT IDENTIFICATION

3 Quarter Credits (33 hrs Lecture)

This course is a collaborative exploration of basic principles of purchasing food, equipment, and supplies. Primary focus is on product identification, supplier selection, and the ordering, receiving, storing and issuing process.

Prerequisite: None

CUL1124 MANAGEMENT, SUPERVISION & CAREER DEVELOPMENT

3 Quarter Credits (33 hrs Lecture)

This course focuses on managing people from the hospitality supervisor's viewpoint. The emphasis is on techniques for increasing productivity, controlling labor costs, time management, and managing change. It also stresses effective communication and explains the responsibilities of a supervisor in the food service operation. Students develop techniques and strategies for marketing themselves in their chosen fields. Emphasis will be placed on student's assessing their more marketable skills, developing a network of contacts, generating interviews, writing cover letters and resumes, preparing for their employment interview, developing a professional appearance, closing and follow-up. *Prerequisite: None*

CUL1125 INTRODUCTION TO BAKING SCIENCE & THEORY

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

Students are introduced to the fundamental concepts, skills and techniques of baking. Special significance is placed on the study of ingredient functions, product identification and weights and measures as applied to baking. Lectures, demonstrations, production, tasting and testing, students learn yeast-raised dough mixing methods, pie dough, quick dough, cookie dough, and product finishing techniques. Students must pass a practical exam.

Prerequisite: CUL1107 Sanitation & Safety

CUL1126 INTRODUCTION TO PASTRY TECHNIQUES & ARTISTRY

6 Quarter Credits (22 hrs Lecture/88 hrs lab)

This course is a combination of theory, lecture, demonstration and hands-on production to provide an introduction to pastry techniques for use in a commercial kitchen. Students learn a variety of dough, batters, fillings, and glazes with an emphasis on formulas. Instruction regarding the preparation of basic cakes and icings, roll-in dough, preparations of pastry cream and finishing techniques; plus selection and proper use and handling of various chocolates used in baking and decorating are introduced. Emphasis is also placed on dessert plating and presentation. Students must pass a practical exam. *Prerequisite: CUL1107 Sanitation & Safety*

CUL1143 WORLD CUISINE

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

This course emphasizes both the influences and ingredients that create the unique character of selected World cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of Spain, Middle East, Turkey, Greece, Africa and India. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines. *Prerequisite: CUL1108 Fundamentals of Classical Techniques*

CUL1144 PLANNING & CONTROLLING COSTS

3 Quarter Credits (33 hrs Lecture)

This course is intended to provide the student with the methodologies and tools to control costs and help the student value the planning and control process in the food and beverage industry. Topics include: planning and controlling costs using budgeting techniques, standard costing, standardized recipes, performance measurements, food, beverage and labor cost controls and allocation of overhead. *Prerequisite: None*

CUL1145 MANAGEMENT BY MENU

3 Quarter Credits (33 hrs Lecture)

This course prepares future food service managers by giving a clear picture of the important role menu planning plays within operations. It covers topics ranging from menu development, pricing, and evaluation to facilities design and layout. Students will benefit because good menu development is crucial to the success of any foodservice operation, i.e., a planning tool, source of operational information and a merchandising method for reaching patrons. *Prerequisite: None*

CUL1146 GARDE MANGER

6 Quarter Credits (22 hrs Lecture/88 hrs Lab)

This course provides students with skills and knowledge of the organization, equipment and responsibilities of the "cold kitchen". Students are introduced to and prepare cold hors d'oeuvres, sandwiches, salads, as well as basic charcuterie items while focusing on the total utilization of product. Reception foods and buffet arrangements are introduced. Students must pass a written and practical exam. *Prerequisite: CUL1108 Fundamentals of Classical Techniques*

CUL2214 ASIAN CUISINE

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

This course emphasizes both the influences and ingredients that create the unique character of selected Asian cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of the four regions of China, Japan, Korea, Vietnam, Thailand, and Indonesia. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.

Prerequisite: CUL1108 Fundamentals of Classical Techniques

CUL2216 CLASSICAL EUROPEAN CUISINES

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

This course emphasizes both the influences and ingredients that create the unique character of selected Classical European Cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of British Isles, Italy, France, and Germany, Austria, Switzerland, and Scandinavia countries. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.

Prerequisite: CUL1108 Fundamentals of Classical Techniques

CUL2225 LATIN CUISINE

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

This course emphasizes both the influences and ingredients that create the unique character of selected Latin cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of Mexico, South America and the Caribbean Islands. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines. *Prerequisite: CUL1108 Fundamentals of Classical Techniques*

CUL2227 FOOD & BEVERAGE OPERATIONS MANAGEMENT

3 Quarter Credits (33 hrs Lecture)

This course addresses front-of-the-house operations and is designed to provide students with an introduction from a managerial perspective of providing exceptional service to increasingly sophisticated and demanding guests. Survey of the world's leading wines classified by type, as well as other distilled beverages. Topics covered include the management and training of personnel to be responsible, professional alcohol servers, product knowledge, the income statement, job descriptions, sales forecasting and cost control. The students will produce a complete dining room and bar operation manual. This project should be saved on diskette or jump drive, as it will be used during Capstone or the development of a business plan. *Prerequisite: None*

CUL2301 A LA CARTE

6 Quarter Credits (33 hrs Lecture/132 hrs Lab)

Introduces students to the A La Carte kitchen, emphasis is on “a la minute” method of food preparation, plus dining room service standards. Industry terminology, correct application of culinary skills, plate presentation, organization and timing in producing items off both a fixed-price menu and a la carte menu are stressed. The principles of dining room service are practiced and emphasized. The philosophy of food are further explored and examined in light of today's understanding of food, nutrition and presentation.

Prerequisite: By Permission of Academic Director/Advisor

CUL2302 EXTERNSHIP

3 Quarter Credits (99 hrs Externship)

The course has been designed to acquaint the student with actual working conditions in an approved restaurant/hospitality establishment. This course is a supervised entry-level work experience in the restaurant/hospitality field requiring a minimum of 90 work hours. Individual conferences and class attendance is required. Students are responsible for securing an externship job and may seek assistance through The Institute. Students gain experience needed to enter their field on graduation. *Prerequisite: CUL1124 Management, Supervision & Career Development*

CUL2303 CAPSTONE

3 Quarter Credits (33 hrs Lecture)

Through competencies developed with previous related studies course work, students will develop a business plan for a minimum one hundred-seat restaurant. The project will include: Market Analysis and Marketing Strategy, Operating Budget, Sales Projections, Opening Inventories, Capital Equipment, Standardized Recipes and Costing for all standardized recipes, Menu and Facilities Design. The course covers the components of a business plan as well as techniques for developing and presenting sections of the plan. Business related competencies are reviewed and tutored as necessary for completion of the project. *Prerequisite: By Permission of Academic Director/Advisor*

CUL2304 ART CULINAIRE

6 Quarter Credits (22 hrs Lecture/88 hrs Lab)

This course will celebrate the culinary styles, restaurants, restaurateur and chefs who are in the current industry spotlight. Their style, substance and quality will be discussed and examined. During the hands-on production aspect of the class, students will have the opportunity to be exposed to specialty produce and products.

Prerequisites: CUL1108 Fundamentals of Classical Techniques, CUL1116 American Regional Cuisine, CUL1125 Introduction to Baking Science & Theory, CUL1126 Introduction to Pastry Techniques & Artistry, CUL1146 Garde Manger

Culinary Management

Bachelor of Science

Program Description:

The bachelor's degree program in Culinary Management prepares graduates for entry-level foodservice-related management and supervisory trainee programs. The program provides an opportunity for students to become competent in the identified priorities for the foodservice industry: cooking and kitchen skills, communication, training, leadership, motivation, management, human resources, technology, accounting, marketing, and customer relations. 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 and day-to-day performance, and ability 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 handling all forms of human resource issues. They possess excellent interpersonal and communication skills, function as team leaders, and supervise a culturally diverse staff. Computer proficiency in foodservice operations is an integral part of a manager's daily function. Above all, knowledge of the customer and customer relations skills empower the foodservice managers to render better service, and to cater to the demands of knowledgeable consumers and employees. Our curriculum is driven by the industry and changes with its trends. It begins with courses that give students a foundation of basic concepts such as the History and Evolution of Food, Hospitality Technology, Managerial Accounting, Marketing Applications, and the Capstone Business Plan. Students will develop critical thinking and interpersonal skills while learning the business realities of the foodservice industry, like Business Communications, Human Resource Management, and Business Law.

Program Objectives:

1. Graduates will be able to identify and list challenges to effective organizational management.
2. Graduates will be able to describe and articulate wine culture and perform food and wine pairing.
3. Graduates will be able to develop a business plan that is agile and appropriate for the business and the market, which includes appropriate integration of the key financial statements and how the financial statements interrelate.
4. Additionally, graduates will define and articulate the professional values of the culinary profession, including the standards for presenting themselves to employers in a professional manner, personal commitments to respect coworkers, employers, and equipment, well-defined career goals, and the value of lifelong professional development.
5. Students will also be able to demonstrate professional leadership skills, including the ability to define professional ethics, supervision skills, and a plan for professional growth within the culinary field.
6. Graduates will be qualified to seek entry-level positions as chef/kitchen manager, assistant purchasing director, assistant restaurant manager, restaurant manager, food production managers, airline-catering managers, assistant catering manager, and assistant food and beverage director.

Graduation Requirements

To receive a Bachelor of Science degree in Culinary Management, students must: receive a passing grade or credit for all required coursework; earn a minimum of 192 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institute.

Courses

Quarter Credit Hours

CUL1105 Concepts & Theories of Culinary Techniques	3
CUL1107 Sanitation & Safety	3
CUL1108 Fundamentals of Classical Techniques	3
CUL1116 American Regional Cuisine	6

CUL1117 Purchasing & Product Identification	3
CUL1124 Management, Supervision & Career Development	3
CUL1125 Introduction to Baking Science & Theory	3
CUL1126 Introduction to Pastry Techniques & Artistry	6
CUL1143 World Cuisine	3
CUL1144 Planning & Controlling Costs	3
CUL1145 Management by Menu	3
CUL1146 Garde Manger	6
CUL2214 Asian Cuisine	3
CUL2216 Classical European Cuisines	3
CUL2225 Latin Cuisine	3
CUL2227 Food & Beverage Operations Management	3
CUL2301 A La Carte	9
CUL2302 Externship	3
CUL2303 Capstone	3
CUL2304 Art Culinaire	6
CM3305 Facilities Management and Design	3
CM3306 Foodservice Technology and Information	3
CM3315 Hospitality Marketing	3
CM3316 Legal Issues & Ethics for Culinarians	3
CM3317 Introduction to Accounting Skills	3
CM3319 Leadership & Organizational Development	3
CM3320 Foodservice Financial Management	3
CM3322 Human Resource Management	3
CM3324 Catering and Event Management	3
CM4400 Management Externship	3
CM4404 Quality Service Management and Training	3
CM4405 Senior Culinary Practicum	3
CM4410 Innovation and Entrepreneurship	3
CM4415 Global Management and Operations in the Hospitality Industry	3
CM4420 Exploring Wines & Culinary Arts	3
CM4500 Senior Project – Capstone	3
Elective*	3
**Humanities Art Requirement	4
**Humanities Writing Requirement	4
**Liberal Studies Requirement	4
**Liberal Studies Requirement	4
FS104 Computer Applications	3
HU110 College English	4
HU111 Effective Speaking	4
HU130 Visual Language & Culture	4
Humanities Requirement	4
Liberal Studies Requirement	4
Mathematics Requirement	4
MS135 Nutrition Science	4
Social & Behavioral Sciences Requirement	4
Social & Behavioral Sciences Requirement	4
Social & Behavioral Sciences Requirement	4
TOTAL QUARTER CREDITS	192

*Electives: 1st elective may be chosen from lower-division (1000- or 2000-level courses) or from upper division Culinary program courses (3000- or 4000-level courses). 2nd elective must be selected from upper division Culinary program courses (3000- or 4000-level courses). Prerequisites must be met.

♦**Liberal Studies:** *HU090 must be completed prior to attempting any humanities, social and behavioral sciences, or liberal studies courses. MS090 must be completed prior to attempting any mathematics or science courses.* Courses designated with a diamond are Liberal Studies courses. Four of the fourteen Liberal Studies courses required for a Bachelor of Science in Culinary Management must be chosen from upper division (300-400 level) courses.

NOTE: All courses are 11 weeks in length. The Culinary Management Bachelor of Science degree program is twelve quarters in length. Completion of the program in twelve quarters is dependent upon whether the student successfully attempts 15-16 quarter credits per quarter.

Course Descriptions

CUL1105 CONCEPTS & THEORIES OF CULINARY TECHNIQUES

3 Quarter Credits (33 hrs Lecture)

The fundamental concepts, skills and techniques involved in basic cookery are covered in this course. Special emphasis is given to the study of ingredients and cooking theories. Lectures teach organization skills in the kitchen and work coordination. The basics of stocks, soups, sauces, vegetable cookery, starch cookery, meat and poultry are covered. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising and frying. *Prerequisite: None*

CUL1107 SANITATION & SAFETY

3 Quarter Credits (33 hrs Lecture)

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

CUL1108 FUNDAMENTALS OF CLASSICAL TECHNIQUES

6 Quarter Credits (22 hrs Lecture/88 hrs lab)

The fundamental concepts, skills and techniques involved in basic cookery are covered in this course. Special emphasis is given to the study of ingredients, cooking theories, and the preparation of stocks, broth, glazes, soups, thickening agents, the grand sauces and emulsion sauces. Lectures and demonstrations teach organization skills in the kitchen, work coordination, and knife skills. The basics of vegetable cookery, starch cookery, meat and poultry are covered. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising and frying. Students must successfully pass a practical cooking examination covering a variety of cooking techniques. *Corequisites: CUL1105 Concepts & Theories of Culinary Techniques, CUL1107 Sanitation & Safety*

CUL1116 AMERICAN REGIONAL CUISINE

6 Quarter Credits (22 hrs Lecture/88 hrs lab)

The course reinforces the knowledge and skill learned in the preceding classes and helps students build confidence in the techniques of basic cookery. The development of knife skills is accented. American Regional Cuisine explores the use of indigenous ingredients in the preparation of traditional and contemporary American specialties. The concepts of mise en place, time-lines, plate presentation, and teamwork in a production setting are introduced and accentuated. Timing and organization skills are emphasized. *Prerequisite: CUL1108 Fundamentals of Classical Techniques*

CUL1117 PURCHASING & PRODUCT IDENTIFICATION

3 Quarter Credits (33 hrs Lecture)

This course is a collaborative exploration of basic principles of purchasing food, equipment, and supplies. Primary focus is on product identification, supplier selection, and the ordering, receiving, storing and issuing process. *Prerequisite: None*

CUL1124 MANAGEMENT, SUPERVISION & CAREER DEVELOPMENT

3 Quarter Credits (33 hrs Lecture)

This course focuses on managing people from the hospitality supervisor's viewpoint. The emphasis is on techniques for increasing productivity, controlling labor costs, time management, and managing change. It also stresses effective communication and explains the responsibilities of a supervisor in the food service operation. Students develop techniques and strategies for marketing themselves in their chosen fields. Emphasis will be placed on student's assessing their more marketable skills, developing a network of contacts, generating interviews, writing cover letters and resumes, preparing for their employment interview, developing a professional appearance, closing and follow-up. *Prerequisite: None*

CUL1125 INTRODUCTION TO BAKING SCIENCE & THEORY

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

Students are introduced to the fundamental concepts, skills and techniques of baking. Special significance is placed on the study of ingredient functions, product identification and weights and measures as applied to baking. Lectures, demonstrations, production, tasting and testing, students learn yeast-raised dough mixing methods, pie dough, quick dough, cookie dough, and product finishing techniques. Students must pass a practical exam. *Prerequisite: CUL1107 Sanitation & Safety*

CUL1126 INTRODUCTION TO PASTRY TECHNIQUES & ARTISTRY

6 Quarter Credits (22 hrs Lecture/88 hrs lab)

This course is a combination of theory, lecture, demonstration and hands-on production to provide an introduction to pastry techniques for use in a commercial kitchen. Students learn a variety of dough, batters, fillings, and glazes with an emphasis on formulas. Instruction regarding the preparation of basic cakes and icings, roll-in dough, preparations of pastry cream and finishing techniques; plus selection and proper use and handling of various chocolates used in baking and decorating are introduced. Emphasis is also placed on dessert plating and presentation. Students must pass a practical exam.

Prerequisite: CUL1107 Sanitation & Safety

CUL1143 WORLD CUISINE

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

This course emphasizes both the influences and ingredients that create the unique character of selected World cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of Spain, Middle East, Turkey, Greece, Africa and India. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.

Prerequisite: CUL1108 Fundamentals of Classical Techniques

CUL1144 PLANNING & CONTROLLING COSTS

3 Quarter Credits (33 hrs Lecture)

This course is intended to provide the student with the methodologies and tools to control costs and help the student value the planning and control process in the food and beverage industry. Topics include: planning and controlling costs using budgeting techniques, standard costing, standardized recipes, performance measurements, food, beverage and labor cost controls and allocation of overhead. *Prerequisite: None*

CUL1145 MANAGEMENT BY MENU

3 Quarter Credits (33 hrs Lecture)

This course prepares future food service managers by giving a clear picture of the important role menu planning plays within operations. It covers topics ranging from menu development, pricing, and evaluation to facilities design and layout. Students will benefit because good menu development is crucial to the success of any foodservice operation, i.e., a planning tool, source of operational information and a merchandising method for reaching patrons. *Prerequisite: None*

CUL1146 GARDE MANGER

6 Quarter Credits (22 hrs Lecture/88 hrs Lab)

This course provides students with skills and knowledge of the organization, equipment and responsibilities of the "cold kitchen". Students are introduced to and prepare cold hors d'oeuvres, sandwiches, salads, as well as basic charcuterie items while focusing on the total utilization of product. Reception foods and buffet arrangements are introduced. Students must pass a written and practical exam. *Prerequisite: CUL1108 Fundamentals of Classical Techniques*

CUL2214 ASIAN CUISINE

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

This course emphasizes both the influences and ingredients that create the unique character of selected Asian cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of the four regions of China, Japan, Korea, Vietnam, Thailand, and Indonesia. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines. *Prerequisite: CUL1108 Fundamentals of Classical Techniques*

CUL2216 CLASSICAL EUROPEAN CUISINES

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

This course emphasizes both the influences and ingredients that create the unique character of selected Classical European Cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of British Isles, Italy, France, and Germany, Austria, Switzerland, and Scandinavia countries. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines. *Prerequisite: CUL1108 Fundamentals of Classical Techniques*

CUL2225 LATIN CUISINE

3 Quarter Credits (11 hrs Lecture/44 hrs Lab)

This course emphasizes both the influences and ingredients that create the unique character of selected Latin cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of Mexico, South America and the Caribbean Islands. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.

Prerequisite: CUL1108 Fundamentals of Classical Techniques

CUL2227 FOOD & BEVERAGE OPERATIONS MANAGEMENT

3 Quarter Credits (33 hrs Lecture)

This course addresses front-of-the-house operations and is designed to provide students with an introduction from a managerial perspective of providing exceptional service to increasingly sophisticated and demanding guests. Survey of the world's leading wines classified by type, as well as other distilled beverages. Topics covered include the management and training of personnel to be responsible, professional alcohol servers, product knowledge, the income statement, job descriptions, sales forecasting and cost control. The students will produce a complete dining room and bar operation manual. This project should be saved on diskette or jump drive, as it will be used during Capstone or the development of a business plan. *Prerequisite: None*

CUL2301 A LA CARTE

6 Quarter Credits (33 hrs Lecture/132 hrs Lab)

Introduces students to the A La Carte kitchen, emphasis is on "a la minute" method of food preparation, plus dining room service standards. Industry terminology, correct application of culinary skills, plate presentation, organization and timing in producing items off both a fixed-price menu and a la carte menu are stressed. The principles of dining room service are practiced and emphasized. The philosophy of food are further explored and examined in light of today's understanding of food, nutrition and presentation. *Prerequisite: By Permission of Academic Director/Advisor*

CUL2302 EXTERNSHIP

3 Quarter Credits (99 hrs Externship)

The course has been designed to acquaint the student with actual working conditions in an approved restaurant/hospitality establishment. This course is a supervised entry-level work experience in the restaurant/hospitality field requiring a minimum of 90 work hours. Individual conferences and class attendance is required. Students are responsible for securing an externship job and may seek assistance through The Institute. Students gain experience needed to enter their field on graduation.

Prerequisite: CUL1124 Management, Supervision & Career Development

CUL2303 CAPSTONE

3 Quarter Credits (33 hrs Lecture)

Through competencies developed with previous related studies course work, students will develop a business plan for a minimum one hundred-seat restaurant. The project will include: Market Analysis and Marketing Strategy, Operating Budget, Sales Projections, Opening Inventories, Capital Equipment, Standardized Recipes and Costing for all standardized recipes, Menu and Facilities Design. The course covers the components of a business plan as well as techniques for developing and presenting sections of the plan. Business related competencies are reviewed and tutored as necessary for completion of the project. *Prerequisite: By Permission of Academic Director/Advisor*

CUL2304 ART CULINAIRE

6 Quarter Credits (22 hrs Lecture/88 hrs Lab)

This course will celebrate the culinary styles, restaurants, restaurateur and chefs who are in the current industry spotlight. Their style, substance and quality will be discussed and examined. During the hands-on production aspect of the class, students will have the opportunity to be exposed to specialty produce and products.

Prerequisites: CUL1108 Fundamentals of Classical Techniques, CUL1116 American Regional Cuisine, CUL1125 Introduction to Baking Science & Theory, CUL1126 Introduction to Pastry Techniques & Artistry, CUL1146 Garde Manger

CM3305 FACILITIES MANAGEMENT & DESIGN

3 Quarter Credits (33 hrs Lecture)

This course provides students with information related to hospitality facility design and maintenance. Food service layout and design is related to operating issues, new building construction, and renovations. Planning and design of facilities including equipment, space and functional relationships, cost and operating efficiencies; emphasis on maintenance programs, safety regulations, building code requirements and energy conservation. *Prerequisite: None*

CM3306 FOODSERVICE TECHNOLOGY & INFORMATION

3 Quarter Credits (33 hrs Lecture)

This course is a survey course in foodservice information systems and technology (IS&T) designed to introduce students to the many diverse facets of IS&T in the foodservice industry. Current systems and issues of major importance in the field of IS&T will be considered as they relate to the foodservice industry. Emphasis will be placed on the managerial and business aspects of IS&T, rather than the technical perspectives. Core topics will include key foodservice systems (e.g., accounting and property management systems, point-of-sale, sales and catering, etc.), guest service and customer relationship management (CRM), knowledge management, and IS&T strategy. *Prerequisite: FS104 Computer Applications*

CM3315 HOSPITALITY MARKETING

3 Quarter Credits (33 hrs Lecture)

This course is an introduction to service marketing as applied to the Hospitality industry. This course will cover application of basic marketing concepts and research methods. Design and delivery of marketing components for a hospitality business will be covered. Topics included but not limited to: unique attributes of service marketing; consumer orientation; consumer behavior; market segmentation principles; target marketing; product planning; promotion planning; market research; and competitor analysis. *Prerequisite: None*

CM3316 LEGAL ISSUES & ETHICS FOR CULINARIANS

3 Quarter Credits (33 hrs Lecture)

The course is designed to give the student an overview of legal issues arising in the foodservice environment. The students will examine laws pertinent to the hospitality/food service industry and will investigate the relationship of these laws to the administration of a service organization. This course also identifies common ethical dilemmas encountered by Culinarians; introduces the student to the foundations, purpose, and content of ethical codes and approaches to ethical decision making.

Prerequisite: CUL1124 Management, Supervision & Career Development

CM3317 INTRODUCTION TO ACCOUNTING

3 Quarter Credits (33 hrs Lecture)

This course introduces the basic concepts of financial accounting, including the principles upon which the determination of a company's net income and financial position are based. The course presents the accounting cycle, recording process, financial statements, budgetary planning, and performance evaluation. Basic financial statements are introduced, the items included in these reports and the economic events and accounting related to them. The course provides information to facilitate how to use and interpret accounting information. *Prerequisite: Any lower division Mathematics course*

CM3319 LEADERSHIP & ORGANIZATIONAL DEVELOPMENT

3 Quarter Credits (33 hrs Lecture)

Students examine leadership, organizational management and culture, focuses on the role of the managers as facilitators of change within the organizations. The course emphasizes the concepts of motivation, interpersonal relationships, group dynamics, leadership, and organization culture. Examination of leadership styles, development of strategic plans, and critical problem solving in the hospitality industry are covered in the course.

Prerequisite: CUL1124 Management, Supervision & Career Development

CM3320 FOODSERVICE FINANCIAL MANAGEMENT

3 Quarter Credits (33 hrs Lecture)

In this course, the students develop a working knowledge of the current theories, issues and challenges involved with financial management. Students are introduced to the tools and skills that financial managers use in effective decision making. Topics include budgeting, cash management, cost concepts and behavior, investment analysis, borrowing funds, and financial forecasting. *Prerequisite: CM3317 Introduction to Accounting*

CM3322 HUMAN RESOURCE MANAGEMENT

3 Quarter Credits (33 hrs Lecture)

This course introduces the principles and practices of human resources management relevant to hospitality organizations, with emphasis on the entry-level manager's role. Topics covered will include employment laws, workforce management, compensation and benefits administration, labor unions, employee safety, diversity and ethics. *Prerequisite: CUL1124 Management, Supervision & Career Development*

CM3324 CATERING & EVENT MANAGEMENT

3 Quarter Credits (33 hrs Lecture)

This course introduces students to the fundamentals of catering, special events and sales in the hospitality industry. The course focuses on understanding the catering's role within the hospitality industry and the various catering disciplines. Students also discuss topics such as contracts, checklists, legal considerations, staffing and training, food production, and sanitation. This course is project driven which requires significant creative and independent work. *Prerequisite: None*

CM4400 MANAGEMENT EXTERNSHIP

3 Quarter Credits (99 hrs Externship)

Students observe and participate in the supervisory operation of a successful foodservice business. They apply their professional skills to gain experience in order to enter and become successful in the foodservice business. Emphasis is placed on developing hospitality management skills. *Prerequisite: By Permission of Academic Director/Advisor*

CM4404 QUALITY SERVICE MANAGEMENT & TRAINING

3 Quarter Credits (33 hrs Lecture)

This class will examine the role of service in the food service industry and explore how to give quality customer service. Service systems and training programs in quality operations will be examined through the use of case studies and hypothetical scenarios. The course will cover employee training and development from both a strategic and operational perspective. The class will culminate by examining Charlie Trotter's service standards in what is often the best-rated restaurant in the United States. *Prerequisite: None*

CM4405 SENIOR CULINARY PRACTICUM

4 Quarter Credits (22 hrs Lecture/66 hrs Lab)

This course is intended to be a practical capstone for the culinary management curriculum. It will draw on the majority of disciplines presented earlier in the program. In this class students will plan, organize, and execute functions that will be booked and/or sold to the public. Students in effect, will experience the necessary functions of opening their own restaurant.

Prerequisite: By Permission of Academic Director/Advisor

CM4410 INNOVATION & ENTREPRENEURSHIP

3 Quarter Credits (33 hrs Lecture)

This course provides an introductory overview to the knowledge and skills needed for entrepreneurship. The course offers a chance to gain new knowledge and skills about how to identify and pursue entrepreneurial opportunities that can be applied to a student's own interests. Topics include: how entrepreneurs find, screen, and evaluate ideas and new business opportunities.

Creativity: Imagination, ingenuity; The ability to create; The act of relating previously unrelated things; The application of a person's mental ability and curiosity to discover something new.

Innovation: The introduction of something new; The development of new processes, methods, devices, products, and services for use by oneself and/or others.

Entrepreneurship: The pursuit of opportunity without regard to resources currently controlled; The process of creating value by combining resources in unique ways to exploit opportunity. Involves taking responsibility for implementing innovative concepts. *Prerequisite: By Permission of Academic Director/Advisor*

CM4415 GLOBAL MANAGEMENT & OPERATIONS IN THE HOSPITALITY INDUSTRY

3 Quarter Credits (33 hrs Lecture)

This course provides students with an introduction to the dimensions and nature of the international hospitality industry. It is designed to review the principles of management and to apply management theory to the global marketplace. Students examine the social, cultural, political and economic environments within which international hospitality operators compete for survival and growth. Topics emphasized include cultural dimensions of management, international management strategy, international marketing and international human resource management. *Prerequisite: By Permission of Academic Director/Advisor*

CM4420 EXPLORING WINES & THE CULINARY ARTS

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course provides an introduction to the production of wine from vineyard to bottle, as well as a review of the basic grape varieties that are used to make wine. Through lectures, research and tasting, students are exposed to different types, styles and quality levels of wine. Students will become familiar with the world's most important wine regions and learn the common criteria by which wines from these different regions are evaluated. This course is designed to teach students the applied approach to matching wine and food, using flavors, textures, and components present in food and wine as complementing strategies. The course emphasizes menu planning, preparation of foods, cooking methods, and tasting wines with food.

Prerequisite: CUL2227 Food & Beverage Operations Management

CM4500 SENIOR PROJECT — CAPSTONE

3 Quarter Credits (33 hrs Lecture)

Through competencies developed with previous related studies course work, students will develop a business plan for a minimum one hundred-seat restaurant. The project will include: Market Analysis and Marketing Strategy, Operating Budget, Sales Projections, Opening Inventories, Capital Equipment, Standardized Recipes and Costing for all standardized recipes, Menu and Facilities Design. The course covers the components of a business plan as well as techniques for developing and presenting sections of the plan. Business related competencies are reviewed and tutored as necessary for completion of the project. *Prerequisite: By Permission of Academic Director/Advisor*

Digital Photography

Bachelor of Science

Program Description

The Bachelor of Science degree program in Digital Photography provides graduates the education and practical experience needed to maintain their marketability in a highly competitive industry that demands increasingly more varied skills and knowledge. The curriculum reflects the continued impact of technology on photography and imaging and prepares students for entry-level industry positions. The program meets its mission by providing students with strong technical skills and knowledge while enabling them to develop sophisticated visions representative of their unique imaging styles.

This program gives students the opportunity to specialize in a market, encourages development of personal vision, and builds better business skills. Graduates develop a stronger knowledge of the industry and its trends and build portfolios that demonstrate a sophistication of style and offer a unique position in the market. While building an awareness of significance in visual style, students also develop core values based in professional standards and practices and a skill set with a solid technical and design foundation.

Students execute assignments both in the studio and on location. Students specialize in editorial, advertising, portraiture, and event photography. Graduates are prepared for entry-level positions such as photographic technician, photographer's assistant, digital-imaging artist, product or still-life photographer, newspaper editorial photographer, or photo re-touch professional. They may work in studios, advertising agencies, publishing houses, photo labs or production companies, newspapers and magazines, or as freelancers.

Graduates of this twelve-quarter bachelor's degree program will be prepared with fully focused, entry-level skills to enter this fast-paced and rewarding field.

Program Objectives

1. Graduates will demonstrate application of learned concepts from traditional art courses. These would include: drawing, color, form, design, composition and photography skills showing a solid foundation according to industry standards.
2. Graduates will demonstrate an applied technical knowledge of camera handling skills with an emphasis on the use of the view camera to control the plane of focus and perspective.
3. Graduates will demonstrate the ability to correctly expose black and white and color film for reproduction purposes understand additive and subtractive color theory.
4. Graduates will demonstrate an understanding of professionalism, presentation skills and core curriculum competencies through effective self-marketing.
5. Graduates will demonstrate an understanding of the vocational specialty of event, sports fashion, and industrial photography
6. Graduates are prepared to seek entry-level positions such as: commercial photographer, editorial photographer, corporate photographer, advertising photographer, studio manager, photographic technician, photographer's assistant, digital-imaging artist, product or still-life photographer, newspaper editorial, photographer, photo re-touch professional. They may work in studios, or advertising agencies, publishing houses, photo labs or production companies, newspapers and magazines, or as freelancers.

Graduation Requirements

To receive a Bachelor of Science degree in Digital Photography, students must: receive a passing grade or credit for all required coursework; earn a minimum of 192 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institute.

Courses	Quarter Credit Hours
FS101 Fundamentals/Observational Drawing	3
FS102 Fundamentals of Design	3
FS103 Color Theory	3
FS104 Computer Applications	3
FS122 Image Manipulation	3
FS239 Career Development	3
FS297 Portfolio I	3
FS399 Internship I	3
FS497 Portfolio II	2
GD1125 Introduction to Photography	3
GD3393 Art & the Law	3
PH1102 History of Photography I	3
PH1104 Photographic Design	3
PH1110 Survey of Photography	3
PH1116 Digital Imaging I	3
PH1120 Digital Darkroom Creative Techniques	3
PH1130 Lighting	3
PH1140 Photo Essay I	3
PH1200 Business of Photography	3
PH1210 Advanced Digital Darkroom Color Management	3
PH1220 Advanced Lighting	3
PH1230 Large Format Photography	3
PH2100 Wedding & Event Photography	3
PH2103 Digital Imaging II	3
PH2104 Video for Photography	3
PH2106 Photo Criticism	3
PH2201 Studio Photography	3
PH2211 Portraiture Photography	3
PH2235 Web Photo Portfolio Exploration	3
PH2245 Editorial Photography	3
PH2255 Photojournalism	3
PH2303 Advertising/Art Direction	3
PH3101 Marketing	3
PH3106 Location Photography	3
PH3107 Digital Publishing	3
PH3114 History of Photography II	3
PH3115 Architectural Photography	3
PH3116 Creative Concepts	3
PH3201 Corporate/Industrial Photography	3
PH4202 Photo Essay II	3
PH4204 Portfolio Refinement	2
PH4206 Business Operations & Management	3
MM1134 Introduction to Video	3
MM3333 Web Design for Graphic Artists	3
Elective 1	3
Elective 2	3
HU110 College English ♦	4
HU111 Effective Speaking ♦	4

HU130 Visual Language & Culture ♦	4
Humanities Art Requirement ♦	4
Humanities Requirement ♦	4
Humanities Writing Requirement ♦	4
Liberal Studies Requirement ♦	4
Liberal Studies Requirement ♦	4
Liberal Studies Requirement ♦	4
Mathematics Requirement ♦	4
Mathematics & Sciences Requirement ♦	4
Social & Behavioral Sciences Requirement ♦	4
Social & Behavioral Sciences Requirement ♦	4
Social & Behavioral Sciences Requirement ♦	4
Total Quarter Credits	192

Course Description

GD1125 INTRODUCTION TO PHOTOGRAPHY

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Photography is a fundamental component of graphic design. This course will introduce the elements of photography and explore its impact and various applications as a vehicle to convey a visual message. Students will learn the operation of cameras such as 35 millimeter and digital, and the principles of composition, lighting and depth of field. The student will be introduced to the concepts of portraiture, narrative and documentary issues. Course Prerequisite: None .

GD3393 ART & THE LAW

3 Quarter Credits (33 hrs Lecture)

This course focuses on an analysis of current laws affecting the multimedia field, including copyright law, trademark law, the law of libel and slander, right of publicity and the right of privacy, misappropriation, unfair competition, moral rights, and trade disparagement. In addition, the course addresses sole proprietorship, partnerships, and corporations, their establishment, and the legal problems in operation under each form. To support the sales function, students will learn about the legal obligations of all parties to a contract. Course Prerequisite: HU110 College English.

PH1102 HISTORY OF PHOTOGRAPHY I

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This class increases the students understanding of the history of photography through the discussion of recognized photographer's and their influences on society. This course provides a framework for critically considering photographs through describing, interpreting, evaluating and theorizing. Students are expected to write papers and review exhibitions. Course Prerequisite: None.

PH1104 PHOTOGRAPHIC DESIGN

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course requires students to demonstrate their ability to define and solve advanced design problems. Students will analyze the characteristics and purposes of various problems and then offer clear and creative solutions for each. The students are expected to communicate ideas using symbolism appropriately. Course Prerequisite: FS102 Fundamentals of Design.

PH1110 SURVEY OF PHOTOGRAPHY

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, students receive an over view of the photographic industry, including specialty fields available to professional photographers and a history of these fields. A working knowledge of these career fields will be obtained through lectures presented by working professionals and field trips to business locations. Course Prerequisite: PH1102 History of Photography I.

PH1116 DIGITAL IMAGING I

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This class provides students with a more in-depth experience using digital imaging software. Students will explore channels, masking, basic compositing, vector tools and advanced layering techniques. In addition the course will cover efficient workflow from input to output, advanced color correction and elementary color management.

Course Prerequisite: FS122 Image Manipulation.

PH1120 DIGITAL DARKROOM CREATIVE TECHNIQUES

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course the student will apply the digital image manipulation process to their work, demonstrating strong research, concept, and execution through the use of advanced raster-image software.

Course Prerequisite: FS122 Image Manipulation.

PH1130 LIGHTING

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, students will be introduced to the Basic concepts and principles of lighting for photography.

Fundamentals of recognizing and controlling both natural and studio lighting with emphasis on the quality, quantity, and direction and its effect on the photographic image.

Course Prerequisite: GD1125 Introduction to Photography.

PH3202 PHOTO ESSAY I

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, the student will develop extended photographic narratives. This course will carry the student through the process of producing sets of imagery that conveys a story or ideas that have little written narrative support. Photographs will be analyzed not only for their stand-alone creative content, but for their ability to introduce transition and conclude a picture story with maximum visual effect. The success of the essay will be through historical and cultural context, in-depth research and methods of project development. Course

Prerequisite: PH1104 Photographic Design.

PH1200 BUSINESS OF PHOTOGRAPHY

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In Business of Photography, students learn the basic concepts and principles of running a photographic-related business. Emphasis is placed on the legal and pricing aspects that are specific to the photographic industry. Course

Prerequisite: PH1110 Survey of Photography.

PH1210 ADVANCED DIGITAL DARKROOM COLOR MANAGEMENT

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students learn and apply the techniques of digital color management to photographic production. Students build and apply color profiles for input and output devices.

Course Prerequisite: PH1120 Digital Darkroom Creative Techniques.

PH1220 ADVANCED LIGHTING

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students expand on the skills developed in the first Lighting course. Emphasis will be placed on lighting for products and people in both the studio and on location. Students will be introduced to the correct utilization of electronic flash and lighting tools in the studio and on location.

Course Prerequisite: PH1130 Lighting.

PH1230 LARGE FORMAT PHOTOGRAPHY

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Working individually and in teams, students will utilize large format cameras, both in the studio and on location, working with various light sources. Topics include exposure and image control, and the management of perspective and focus with movements that are unique to the view camera.

Course Prerequisite: GD1125 Introduction to Photography and PH1130 Lighting.

PH2100 WEDDING & EVENT PHOTOGRAPHY

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course explores the special needs of the wedding and event photographer. Students will explore photography as a consumer driven art and its impact as a vehicle to convey a visual message. The planning and logistics of shooting of events are covered. Students will also learn the basic concepts and principles of running an event based business. Course Prerequisite: By Permission of Academic Department Director.

PH2103 DIGITAL IMAGING II

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, the student demonstrates advanced research, conceptual development, and execution through the use of industry-standard raster-image software. The student applies conceptual and photographic skills to create innovative and compelling visual composites, which portray the visual message of the concept. Course

Prerequisite: PH1116 Digital Imaging I.

PH2104 VIDEO FOR PHOTOGRAPHY

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course introduces the students to video production. Instruction is given on basic techniques of production including: camera orientation, and lighting set-up. The course provides an overview of various video and television production processes. Students will be introduced to professional video camera as a technical and creative tool for communication and art. The course will emphasize camera set-up for ENG and EFP operations. The student studies audio recording, field lighting, and shot composition using a variety of mounts. Course

Prerequisite: MM1134 Introduction to Video.

PH2106 PHOTO CRITICISM

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course will offer an in depth study into photographic criticism. To assist students in developing a vocabulary for critically analyzing photographs, they will look carefully at contemporary critical thought. Further study will examine how personal beliefs and cultural values are expressed and represented in photography. Course

Prerequisite: PH1110 Survey of Photography.

PH2201 STUDIO PHOTOGRAPHY

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

The challenges of studio photography are studied via a variety of assignments that require students to photographically render various subjects with the appropriate clarity and artistry dictated by the assignment criteria. Course Prerequisite: PH1230 Large Format Photography.

PH2211 PORTRAITURE PHOTOGRAPHY

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Workshops and critiques enable the student to learn basic portrait techniques applicable to general portraiture and consumer, corporate, advertising, and editorial photography. Course emphasis is on classical portraiture with attention given to the use of lighting, posing, and facial view to create a flattering portraiture. Course Prerequisite: PH1230 Large Format Photography.

PH2235 WEB PHOTO PORTFOLIO EXPLORATION

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students begin the portfolio process by exploring creative and professional possibilities to determine a direction for their work that forms the foundation for their graduate portfolio. Students investigate industry standards and current trends in portfolio presentation. Course Prerequisite: None.

PH2245 EDITORIAL PHOTOGRAPHY

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course students will learn to photograph features in advertising and editorial layouts. Specific subjects covered are the fields of fashion, advertising design, and marketing.

Course Prerequisite: PH1140 Photo Essay I.

PH2255 PHOTOJOURNALISM

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, students will obtain an accurate picture of photojournalism. Emphasis is placed on creativity, content, gathering of information, and layout. Students will learn how to document events covering both people and overall atmosphere of the event.

Course Prerequisite: PH1140 Photo Essay I.

PH23035 ADVERTISING/ART DIRECTION

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course brings together Graphics and Photography students in collaborative exercises that give each exposure to some of the dynamics and complexities each will experience when involved on real-world creative teams in which the art director is responsible for the final outcome of the assigned imagery. Students will also become familiar with the basic terminology associated with the other discipline.

Course Prerequisite: PH2201 Studio Photography

PH3101 MARKETING

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course explores professional development tools, including résumés, cover letters, networking, and interviewing. Students develop individual plans for marketing their talents and finding work after graduation, with emphasis on targeting markets to suit their personal goals.

Course Prerequisite: PH1104 Photographic Design

PH3106 LOCATION PHOTOGRAPHY

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course explores the special needs of location photography. The planning and logistics of shooting on location are covered. Transportation, scouting, permits and billing, in addition to lighting, metering, and other photographic controls will be demonstrated in a variety of assignments related to fashion, portraiture, still life, product, stock, and architectural photography. Students work alone and in teams, thus sharing a number of photographic and support roles.

Course Prerequisite: PH2245 Editorial Photography

PH3107 DIGITAL PUBLISHING

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

An introduction to typography, layout and digital publishing. This course will examine the fundamentals of typography and layout for publication and web design. Students will explore practical application and use of fundamental typography, layout and digital publishing skills through the use of current software packages. Course Prerequisite(s): PH2103 Digital Imaging II

PH3114 HISTORY OF PHOTOGRAPHY II

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course will provide the student with an understanding of the origin of photography. This class increases the students understanding of the history of photography as a fine arts medium through the discussion of recognized photographer's and their influences on society. This course will cover the medium of fine art photography from 1839 – present.

Course Prerequisite: PH1102 History of Photography I

PH3115 ARCHITECTURAL PHOTOGRAPHY

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course students examine architectural photography, including the planning, lighting and photographing of interiors and exteriors. Students use cameras and software to control perspective and mixed lighting conditions.

Course Prerequisite: FS297 Portfolio I, PH1220 Advanced Lighting, and PH1230 Large Format Photography.

PH3116 CREATIVE CONCEPTS

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

This course concentrates upon the exploration of image concepts, content, symbolism, and narrative potential of photography. Emphasis will be placed upon experimenting with alternatives to the single "documentary style" traditional approach to photography. Students will be challenged to develop a wider understanding of possible photographic solutions to problems of communication and self-expression. Course Prerequisite(s): PH2106 Photo Criticism

PH3201 CORPORATE/INDUSTRIAL PHOTOGRAPHY

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Students explore the special needs and challenges of the corporate and industrial photographer through a wide variety of assignments that these photographers are called on to execute. Students will shoot and produce assignments related to annual reports that will include executive portraiture, corporate-events, architectural and product photography. Course Prerequisite: PH2201 Studio Photography

PH4202 PHOTO ESSAY II

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

In this course, the student will be involved in advanced visual production. The class will explore and communicate current opinions, trends and newsworthy events. Single and multiple narratives, editorial portraiture and illustration will be developed for the purpose of producing a prototype publication. Course Prerequisite: PH1140 Photo Essay I

PH4204 PORTFOLIO REFINEMENT

2 Quarter Credits (11 hrs Lecture/22 hrs Lab)

In this class students continue to refine and edit their work in a continuation of the portfolio process. Students more clearly articulate visually and verbally the underlying themes in their work. Course Prerequisite: FS297 Portfolio I

PH4206 BUSINESS OPERATIONS AND MANAGEMENT

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

Important business management skills and a range of practical, legal, and ethical issues for the self-employed professional photographer form the basis of this course. Students learn how to set up a business, research potential clients and contacts, put together price lists and invoices, and gain a general recognition of client needs. Course material includes promotion, pricing, accounting, studio overhead, and the development of a business plan. Course Prerequisite: PH4204 Portfolio Refinement

MM1134 INTRODUCTION TO VIDEO

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

An introduction to the techniques of video for multimedia designers. This course explores design and lighting techniques for video production. Course Prerequisite: GD1125 Introduction to Photography

MM3333 WEB DESIGN FOR GRAPHIC ARTISTS

3 Quarter Credits (22 hrs Lecture/22 hrs Lab)

An exploration of the process of web design from proposal to production. Students design and produce web sites with web editing software. Course Prerequisite: None

FACULTY PROFILE

Faculty members at The Art Institute of California- Hollywood are chosen for their professional experience and academic training and include teaching professionals and successful practitioners in their fields. All are alert to changing trends in their fields and new educational systems.

Academic Affairs

KAREN NOWAK DEAN OF ACADEMIC AFFAIRS

EDUCATION

- Argosy University, Master of Arts in Education in Educational Leadership; 2008
- Kent State University, Bachelor of Arts in Interior Design; 1992
- University of California- Irvine, Bachelor of Arts in English; 1970

PROFESSIONAL EXPERIENCE

- Karen Nowak Interiors Inc. (Principal); 1998 – present
- Three Elysabette's (Senior Interior Designer); 1996 – 1998
- Harrison Fine Furniture (Interior Designer); 1995 – 1996

TERESA (TERRY) BAILEY ACADEMIC DEPARTMENT DIRECTOR FOR WEB DESIGN & INTERACTIVE MEDIA

EDUCATION

- San Francisco State University, Bachelor of Arts in Film; 1977

PROFESSIONAL EXPERIENCE

- Mediabench (Owner); 1999 –present
- New Media (Instructor/Guest Lecturer); 1999 – present
- Howrey & Simon Law Firm (Director of Multimedia & Audio-Visual Communications); 1995 – 1998

ALETA CAMPBELL ACADEMIC DEPARTMENT DIRECTOR FOR FASHION DESIGN, FASHION MARKETING & MANAGEMENT

EDUCATION

- California State University, Dominguez Hills, Bachelor of Arts in Art History; 2000
- California Design College, Certificate of Graduation in Computer-Aided Design; 1998

PROFESSIONAL EXPERIENCE

- Glendale Community College (Instructor); 1998 - 2005
- Pasadena City College (Instructor); 2000 – 2005
- California Design (Merchandiser); 1995 – 1998

JOHN JUDY ACADEMIC DEPARTMENT DIRECTOR FOR GRAPHIC DESIGN AND FOUNDATION STUDIES

EDUCATION

- California State University, Sacramento, Bachelor of Arts in Journalism/Graphic Design; 1988

PROFESSIONAL EXPERIENCE

- The Art Institute of California, San Diego (Academic Director); 2002 - 2009
- Oracle Corporation (Graphic Designer); 2000 - 2002
- The Aerospace Corporation (Graphic Designer); 1997 - 2000

JONATHAN LAMOND ACADEMIC DEPARTMENT DIRECTOR FOR DIGITAL FILMMAKING & VIDEO PRODUCTION AND VISUAL EFFECTS & MOTION GRAPHICS

EDUCATION

- Columbia University, Master of Fine Arts in Film; 2002
- Columbia University, Bachelor of Arts in Political Theory; 1994

PROFESSIONAL EXPERIENCE

- Santa Monica College (Associate Professor); 2007 - 2009
- The Professors (Writer/Director); 2006 – present
- MiraCosta College (Adjunct Professor); 2005 - 2007

GARY LAVASSER

ACADEMIC DEPARTMENT DIRECTOR FOR SET & EXHIBIT DESIGN

EDUCATION

- California State University- Long Beach, Master of Arts in Art; 1974
- California State University- Long Beach, Bachelor of Arts in Art; 1972

PROFESSIONAL EXPERIENCE

- LaVasser Design (Design Consultant); 2001 - present
- Six Flags Theme Parks (Director of Store Design and Visual Merchandising); 1998 - 2001
- Greneker Mannequin (Director of Image and Marketing); 1997 – 1998
- The Disney Stores (Exclusive Consultant, Store Design & Visual Marketing); 1996 - 1997

MARK C. LEWISON

ACADEMIC DEPARTMENT DIRECTOR FOR INTERIOR DESIGN

EDUCATION

- University of Massachusetts, Master of Science in Art; 1990
- University of Massachusetts, Bachelor of Business Administration in General Business Finance; 1983

PROFESSIONAL EXPERIENCE

- Wired Custom Decorative Lighting (Showroom Manager); 2003 - 2005
- Mark Lewison Design, Inc. (Interior Designer); 1990 - present

Fashion Design

MARSHA (ANGEE) BECKETT

EDUCATION

- University of California- Los Angeles, Master of Fine Arts in Theater Arts; 1980
- University of California- Santa Cruz, Bachelor of Theater Arts; 1975
- Los Angeles Community College, Associate of Arts in Fashion Design; 1968

PROFESSIONAL EXPERIENCE

- California State University- Long Beach College Extension (Program Co-Creator); 1997 – 2001
- University of California Los Angeles –Extension (Program Co-Creator); 1991 - 1997
- Santa Monica Community College (Adult Education Instructor); 1988 - 1989

ELAHEH BORNA

EDUCATION

- Academy of Art University, Master of Arts in Fine Art; 2004
- California State University– Northridge, Bachelor of Arts in Art; 2001

PROFESSIONAL EXPERIENCE

- Pasadena City College (Instructor); 2007
- California State University– Northridge (Instructor); 2007
- Label Tex Mills (Creative Product Developer); 2006

RONDA D. BROOKS

EDUCATION

- California State University- Long Beach, Master of Fine Arts in Theatre Arts: Technical Theatre/Design; 1998
- American InterContinental University, Bachelor of Applied Arts/Fashion Design and Marketing; 1994
- Fashion Institute of Design & Merchandising, Associate of Arts-Fashion Design; 1980

PROFESSIONAL EXPERIENCE

- Los Angeles Opera (Stitcher); 2006
- South Coast Repertory Theatre (Cutter, Draper & Stitcher); 2006
- Brooks College (Part-Time Instructor); 2000

CASSANDRA DURANT-HAMM

EDUCATION

- Fordham University, Bachelor of Arts in Liberal Studies; 1973

PROFESSIONAL EXPERIENCE

- Fashion Institute of Design & Merchandising (Instructor); 2005 - present
- Santa Monica College (Instructor); 2005
- Cotton Incorporated (Manager); 1990 - 2004

LORETTA GREEN

EDUCATION

- California State University- Long Beach, Bachelor of Arts in Home Economics; 1981
- El Comino Community College, Associate of Arts in Liberal Arts; 1977

PROFESSIONAL EXPERIENCE

- Citizen of Humanity (Production Patternmaker); 2002 - present
- Guess, Inc. (Production Patternmaker); 2002 – 2006
- Joie, Inc. (Production Patternmaker); 2002

EMILY HEINTZ

EDUCATION

- University of Georgia- Athens, Bachelor of Arts in Journalism-Public Relations; 2000
- Fashion Institute of Design and Marketing, Associate of Arts in Merchandise Marketing; 2004

PROFESSIONAL EXPERIENCE

- California Fashion Association (Director of Business Development); 2007 – Present
- Freelance Consultant (Wardrobe Stylist); 2006 -2007
- Label Los Angeles.com Online Clothing Boutique (Owner/Founder); 2004 - 2006

SARAH HOLMES

EDUCATION

- California Design College, Bachelor of Fine Arts in Fashion Design; 2007
- Fashion Institute of Design and Merchandising, Associate of Arts in Fashion Design; 2003

PROFESSIONAL EXPERIENCE

- Simply Fabulous Events (Event Planner); 2003 – present
- JCPenney (Visual Specialist); 1992 – 2005

CESAR HURTADO

EDUCATION

- The Art Institute of California – Hollywood, Bachelor of Fine Arts in Fashion Design; 2008

PROFESSIONAL EXPERIENCE

- Yanzan, Inc. (CEO/Owner); 2004 - present

SOFI KHACHMANYAN

EDUCATION

- California State University- Los Angeles, Master of Arts in Fashion & Textiles; 2008
- California State University- Los Angeles, Bachelor of Arts in Art; 2005
- Los Angeles Community College, Associate of Arts in Art; 1999
- Fashion Institute of Design & Merchandising, Associate of Arts in Fashion Design; 1993

PROFESSIONAL EXPERIENCE

- Sofi's Hand Knits (Designer); 1993 – present
- John David Ridge, Inc. (Draper/Stitcher); 1997
- Masis Dance Studio (Costume Maker); 1995 – 1997

KRISTINA KRPEKYAN

EDUCATION

- Otis College of Art and Design, Bachelor of Arts in Fashion Design; 2003

PROFESSIONAL EXPERIENCE

- Kristen Richi Boutique (Owner); 2004 - present
- Jeremy Scott (Associate Designer); 2003
- Bebe Swim Wear (Designer); 2002

KELSEA NEAL

EDUCATION

- The Art Institute of California - Hollywood, Bachelor of Fine Arts in Fashion Design; 2008

PROFESSIONAL EXPERIENCE

- A Plus Patterns, Inc. (Product Development Assistant); 2006 - present
- Lili Designs Inc. (Assistant to Designer); 2004 - 2006

ALINA PARSON

EDUCATION

- Tashkent State Institute of Foreign Languages, Bachelor of Arts in English as a Second Language; 1989

PROFESSIONAL EXPERIENCE

- Freelance (Patternmaker); 1999 – present
- KD Spring (Manager/Designer); 1997 – 1999
- Accent TV Show (Designer); 1997

WISIT PRAPONG

EDUCATION

- University of California - Davis, Bachelor of Arts in Art History; 2000
- New School University, Associate in Applied Science in Fashion Design; 2002

PROFESSIONAL EXPERIENCE

- Taraca Pacific (Designer); 2005 - present
- Fixed Earth Films (Freelance Designer); 2004 - present
- Metropolitan Museum of Art (Sales); 2002 - 2003

KRIS KERYL REINKE

EDUCATION

- The University of Tulsa, Bachelor of Arts in Literature; 1977
- Bassist College, Associate of Arts in Apparel Design; 1983
- Galveston College, Associate of Science in History; 1976

PROFESSIONAL EXPERIENCE

- Self-Employed (Freelance Patternmaker); 2000 – present

CAROL SAPOS

EDUCATION

- Walden University, Masters of Science in Education; 1998
- Pepperdine University, Bachelor of Science in Business Management; 1982

PROFESSIONAL EXPERIENCE

- Los Angeles Trade Technical College (Associate Professor); 1993 – present
- Fashion Institute of Design and Merchandising (Adjunct Instructor); 1992 – present
- Carol Sapos Designs (Owner/CEO); 2008

ROBIN SCHNEIDER

EDUCATION

- State University of New York-Binghamton, Bachelor of Arts in Theatre; 1987

PROFESSIONAL EXPERIENCE

- American Dreamwear, Inc. (Designer/Merchandiser); 2004 - 2005
- Designer Diner (Freelance Design); 2003 - 2004
- JAG Productions (Graphic Designer); 1998 - 2003

SHIDEH SHIRDEL

EDUCATION

- National University of Iran, Masters of Arts in Education; 1973

PROFESSIONAL EXPERIENCE

- California Design College (Dean of Education); 1995 - 2002
- Asco Trading Corp. (Production Pattern Maker/Missy Designer); 1990 – 1995

MIRANDA TRAZYCK

EDUCATION

- Woodbury University, Masters in Business Administration; 2009
- The Art Institute of California-San Francisco, Bachelor of Fine Arts in Fashion Design; 2007

PROFESSIONAL EXPERIENCE

- Meister Couture (Wardrobe Stylist & Costume Designer's Assistant); 2008 - present
- Woodbury University, (Substitute Teacher- Undergraduate Adobe Illustrator); 2007
- Chaiken Clothing (Intern); 2007

Fashion Marketing & Management

KATRIN BALASSANIAN

EDUCATION

- Art Institute of California-San Francisco, Bachelor of Fine Arts in Fashion Design; 2007
- Glendale Community College, Associate of Arts in English Literature; 2003

PROFESSIONAL EXPERIENCE

- Marc Marmel (Production Manager); 2007 – 2008
- Goorin Brothers Hat Company (Assistant-Derek Peoples Designer); 2006

GRACE S. CHANG

EDUCATION

- California State Polytechnic University- Pomona, Bachelor of Science in Business Administration/Marketing Management/Fashion Merchandising; 2003

PROFESSIONAL EXPERIENCE

- Rockulture Evens, LLC (Owner); 2006 - present
- Underground Revival (Owner); 2005 - present
- G Chang Consulting (Owner); 2004 - present

SIAMAK DABIRI

EDUCATION

- Minnesota State University, Master of Business Administration; 1977

PROFESSIONAL EXPERIENCE

- Corinthian College (Adjunct Faculty); 2003 - present
- American Intercontinental (Adjunct Faculty); 2003 - present
- University of Redlands (Adjunct Faculty); 2002 - present

KEI DILLARD

EDUCATION

- Vanguard University of Southern California, Master of Science in Clinical Psychology; 2005
- Vanguard University of Southern California, Bachelor of Arts in Organizational Management; 2002

PROFESSIONAL EXPERIENCE

- Cynosure Management Solutions Inc. (CEO/President); 2006 - present
- Westwood College (Adjunct Instructor); 2005 - 2007

NICHET GRAY

EDUCATION

- University of Redlands, Bachelor of Science in Business and Management; 2006

PROFESSIONAL EXPERIENCE

- 57 Fake American Apparel (Design and Merchandise Consultant); 2001 - present
- Nordstrom (Manager); 2004 - 2005
- Puppylove (Owner/Designer); 1999 - 2001

DORANNE JUNG

EDUCATION

- Boston University, Master of Science in Public Relations; 1972
- Mills College, Bachelor of Arts in Philosophy, Religion & Sociology; 1970

PROFESSIONAL EXPERIENCE

- DeVry Online University (Faculty); 2002 - present
- Santa Monica College (Faculty); 2002 – present
- Corinthian College (Faculty); 2001 – present

KELLEY LEWIS

EDUCATION

- Syracuse University, Bachelor of Science in Marketing; 2003
- Fashion Institute of Design and Merchandising, Associate of Arts in Product Development; 2006

PROFESSIONAL EXPERIENCE

- Tantrum Apparel (Designer); 2007 – 2008
- Underglam, Inc. (Assistant Designer); 2006 - 2007
- Philip Morris (Territory Sales Manager); 2003 - 2006

SHARIE RADIN-PALATT

EDUCATION

- Fashion Institute of Design and Merchandising, Professional Designation Degree in Visual Presentation & Space Design Major; 1997
- California State University- Northridge, Bachelor of Arts in Liberal Studies/Education; 1976

PROFESSIONAL EXPERIENCE

- The Sisters of Bubik (Co-Owner/Designer); 2004 - present
- Fashion Institute of Design & Merchandising (Instructor); 2001 - 2004
- SHARIE Ruth (Owner/Designer); 1998 - 2004

MITCHELL SEBOLSKY

EDUCATION

- University of Phoenix, Master of Business Administration; 1998
- Washington State University, Bachelor of Arts in Theatre Arts & Drama 1992

PROFESSIONAL EXPERIENCE

- Versatile Entertainment (Director of Marketing); 2008
- Rock & Republic Enterprises, Inc. (Director of Marketing/Brand Director); 2005 - 2008
- A&E Television Networks (Integrated Sales Manager); 2004 - 2005

KOFFAJUAH (KOFFA) TOEQUE

EDUCATION

- Argosy University, Master of Arts Education in Educational Leadership; 2007
- California State Polytechnic University- Pomona, Bachelor of Science in Apparel Merchandising and Management/Apparel Production; 2005

PROFESSIONAL EXPERIENCE

- Self Improvement (Image Advisor/Personal Shopper); 2004 – present
- MAC Cosmetics (Makeup Artist); 2004 – present
- Target Corp. (Executive Team Leader); 2003 - 2004

Foundation Studies

ARSEN BADEYAN

EDUCATION

- National Academy of Sciences in Yerevan, Armenia, Ph.D. in Computer Science; 1999
- Yerevan State University, Master of Science in Applied Mathematics; 1996
- Yerevan State University, Bachelor of Science in Applied Mathematics; 1996

PROFESSIONAL EXPERIENCE

- CBD College (Instructor); 2004 - 2006
- Wexler Video (Senior Broadcast IT Technician); 2004 - present
- Eyeflash Productions (IT Manager); 2002 - 2004

YVONNE B. BANZALI

EDUCATION

- Loyola Marymount University, Master of Business Administration; 2003
- University of Southern California, Master of Marriage, Family & Child Counseling; 2001
- University of Southern California, Bachelor of Arts in Psychology; 1998

PROFESSIONAL EXPERIENCE

- Uptown Association (Organization Consultant/Marketing Director); 2003 – 2004
- The Soussana Group (Associate Publicist); 2003
- Laughlin Strategy Group (PR/Marketing Coordinator); 2002 - 2003

FRANCO CASTILLA

EDUCATION

- The Ohio State University, Master of Fine Arts in Art; 2005
- Virginia Commonwealth University, Bachelor of Fine Arts: Painting & Printmaking; 2002

PROFESSIONAL EXPERIENCE

- Los Angeles Contemporary Exhibitions (Administrator); 2007 - present
- Cut an Run (Vault Manager/Runner); 2005 - 2006

TANIA HADDAD

EDUCATION

- California State University- Long Beach, Master of Arts in Occupational Studies; 2007

PROFESSIONAL EXPERIENCE

- Design and More (Freelance Graphic Designer); 2000 – present
- Saks Fifth Avenue (Customer Service Representative); 1999 - 2000

LAURIE HINES

EDUCATION

- Claremont Graduate University, Master of Fine Arts in Art/Painting; 1997
- The University of California- Santa Cruz, Bachelor of Arts in Art; 1989

PROFESSIONAL EXPERIENCE

- California State University- San Bernardino (Adjunct Instructor); 2005 – 2007
- Long Beach City College (Adjunct Instructor); 2004 – 2005
- ColArt Americas, Inc. (Technical Education Manager); 2000 - 2003

HAYKANUSH HOVSEPYAN

EDUCATION

- California Design College, Bachelor of Science in Graphic Design; 2007

PROFESSIONAL EXPERIENCE

- StudioMA (Graphic Designer); 2007 - present

TERRY A. KONRATH

EDUCATION

- California Institute of the Arts, Master of Fine Arts in Photography; 1996
- California State University- Fullerton, Bachelor of Fine Arts in Photography; 1993

PROFESSIONAL EXPERIENCE

- California Science Center (Illustrator); 2005
- Sean Stewart Productions (Illustrator); 2005
- AFI Feature Film (Illustrator); 2004

DEBORAH LANINO

EDUCATION

- Pratt Institute, Bachelor of Fine Arts in Painting; 1986

PROFESSIONAL EXPERIENCE

- California Design College (Instructor); 2005 - present
- Microcomputer Publishing Center (Instructor); 1989 - 1995
- Freelance Illustration (Artist); 1995-Present

KRISTINE LIPPIRE

EDUCATION

- Claremont Graduate University, Master of Fine Arts in Sculpture; 2002
- California State University- Long Beach, Bachelor of Fine Arts in Drawing and Painting; 1999

PROFESSIONAL EXPERIENCE

- California Baptist University (Adjunct Instructor); 2006 - present
- Riverside Community College (Adjunct Instructor); 2004 - present

FARZANEH MOHAMMADI

EDUCATION

- Youngstown State University, Bachelor of Science in Computer Technology; 1983
- Youngstown State University, Associate of Arts in Computer Technology; 1981

PROFESSIONAL EXPERIENCE

- Maric College (Instructor and Department Head); 1996 - present
- Mt. Sierra College (Adjunct Professor); 2000 - 2001
- Phillips Jr. College (Instructor and Department Head); 1990 - 1996

JILL NEWMAN

EDUCATION

- California Institute of the Arts, Master of Fine Arts in Art; 2003
- University of Wisconsin- Madison, Bachelor of Science in Art Education; 2001

PROFESSIONAL EXPERIENCE

- Armory Center for the Arts (Lead Artist/ Instructor); 2003 - present
- California State Summer School of the Arts (Art Instructor); 2002 - 2005
- Mayfield Senior School (Visiting Artist); 2005

STEPHANIE SABO

EDUCATION

- California Institute of the Arts, Master of Fine Arts in Art & Writing; 2004
- Ashland University, Bachelor of Arts in Fine Art; 2000

PROFESSIONAL EXPERIENCE

- Otis College of Art & Design (Substitute Instructor); 2004
- Los Angeles Contemporary Exhibitions (Gallery Docent/Administrative Assistant); 2003 – 2004
- California Institute of the Arts (Writing Arts Instructor); 2003

TAKVOR SALMASTYAN

EDUCATION

- Yerevan State University, Master's in Economic Geography; 1989
- Yerevan State University, Bachelor's in Economic Geography; 1989

PROFESSIONAL EXPERIENCE

- Brooks College (Adjunct Faculty Member); 2001 – present
- Mt. Sierra College (Faculty Member); 1999 – 2003
- Masisar Productions, L.L.P. (Story Developer); 2000 – 2002

JOANNA SZTENCEL

EDUCATION

- Academy of Fine Arts- Poland, Master of Fine Arts in Painting & Printmaking; 2003
- Academy of Fine Arts- Lodz, Bachelor of Arts in Interior Design; 1993

PROFESSIONAL EXPERIENCE

- Westwood College (Instructor); 2006 – present
- Modern Home Relics (Interior Designer); 2006 – 2007
- Strobel Architects (Architect Assistant/Draftsman); 2006

Graphic Design

ALLAN J. BARNES

EDUCATION

- Ohio University, Master of Arts in Photo Communications; 1989
- Wayne State University, Bachelor of Arts in Spanish/Art; 1985

PROFESSIONAL EXPERIENCE

- Washtenaw Community College (Instructor); 2004 - 2006
- University of Michigan (Instructor); 2000 - 2001
- Latte Publishing Group (Staff Photographer); 1996 - 1997

KHARA CLOUTIER

EDUCATION

- Southwest Texas State University; Bachelor of Fine Arts in Communication Design; 2003

PROFESSIONAL EXPERIENCE

- Idea Girl Design (Proprietress); 2006 – present
- Watch Collector (Contributing Art Director); 2006 - present
- Merge Magazine (Creative Director); 2006 - present

ARDEN DE BRUN

EDUCATION

- Cranbrook Academy of Art, Master of Fine Arts in Graphic Design; 2003
- University of Illinois, Bachelor of Fine Arts in Graphic Design; 1999

PROFESSIONAL EXPERIENCE

- The Art Institute of Houston (Instructor/Chair, Graphic Design); 2005 - 2008
- Studio Red at Rockwell (Freelance Graphic Designer); 2006
- Ogilvy B.I.G. (Freelance Graphic Designer); 2005

MANDY C. GREEN

EDUCATION

- Syracuse University, Master of Arts in Advertising Design; 1997
- The New School- A University, Bachelor of Fine Arts in Communication Design; 1986

PROFESSIONAL EXPERIENCE

- Mandy Green Design (Freelance Creative Director); 2000 - present
- Applause, Inc. (Visual Merchandising Manager); 2000
- Disney TeleVentures (Creative Services Manager); 1996 - 2000

VICTOR HU

EDUCATION

- California Institute of the Arts, Master of Fine Arts in Graphic Design; 2007
- University of California- Berkeley, Bachelor of Arts in Art; 1999

PROFESSIONAL EXPERIENCE

- Green Dragon Office (Designer); 2007 - present
- Doberman Gang (Creative Director); 2001 - 2004
- Reeplay (Web Developer); 2000 - 2001

JASON MAHANES

EDUCATION

- Art Center College of Design, Master of Fine Arts - FAPT; 2002
- University of Maryland, Bachelor of Arts in VPAV-Visual Arts-Photography; 2000

PROFESSIONAL EXPERIENCE

- Beyond Baroque (Instructor); 2004 - present
- Art Center College (Instructor); 2001 - present
- University of Maryland (Instructor); 1997 – 1998

PATRICK MINASSIAN

EDUCATION

- California State University- Northridge, Bachelor of Arts in Art; 1999

PROFESSIONAL EXPERIENCE

- J & A Advertising (Graphic Designer); 2003 – 2004
- Learning Tree University (Faculty); 2003
- Imagine Media (Graphic Designer); 2001 - 2002

TANYA RUBBAK

EDUCATION

- California Institute of the Arts, Master of Fine Arts in Graphic Design; 2007
- University of Pennsylvania, Bachelor of Arts in English Literature & Economics; 1997

PROFESSIONAL EXPERIENCE

- 5+Design (Senior Designer); 2007 – present
- ALT Studio (Freelance Designer); 2006 – 2007
- Mixed Greens (Senior Designer); 2002 - 2005

JOSEPH TORAMANIAN

EDUCATION

- Polytechnical Institute of Town Planning, Ph.D. in Architecture; 1982
- Yerevan Polytechnic Institute named after K. Marx, Master of Science in Architecture; 1982

PROFESSIONAL EXPERIENCE

- Westwood College of Technology (Instructor); 2000 - 2004
- Kodak (Designer); 1995 - 1999
- Silver Island (Contractor); 1992 - 1995

DONNA TRACY

EDUCATION

- University of North Texas, Bachelor of Fine Arts in Communication Design/Journalism Advertising; 1998

PROFESSIONAL EXPERIENCE

- Modern Luxury Magazines (Marketing Art Director); 2007 – present
- Rapp Collins Worldwide (Art Director); 2006 - 2007
- Ervin Bell Marketing Communications (Freelance Art Director); 2005 - 2006

JEFFREY WEBER

EDUCATION

- Brooks Institute of Photography, Bachelor of Arts in Still Photography; 1998

PROFESSIONAL EXPERIENCE

- Pictage (Managing Production Artist); 2005 - present
- XSITE Magazine (Lead Photographer); 2003 - 2005
- Lakeside Studios (Studio Manager); 2002 - 2005

Humanities

LESLEY GOUGER

EDUCATION

- University of West Georgia, Master of Arts in Psychology; 2008
- Syracuse University, Bachelor of Arts in English & Textual Studies & Philosophy; 2000

PROFESSIONAL EXPERIENCE

- The Research Institute on Addictions (Senior Researcher); 2007-2008
- Compass House (Intern/Volunteer); 2006
- University of West Georgia (Graduate Research Assistant); 2005-2006

ALVIN (DIALLO) JACKSON

EDUCATION

- University of Hawaii at Manoa, Master of Arts in English; 1997
- St. Michael's College, Bachelor of Arts in English; 1994

PROFESSIONAL EXPERIENCE

- Matrix Consultants (Graphic Assistant); 2007
- Action Studio Works (Technical Writer/Web Designer); 1998 - present

JEREMIAH (MIAH) JEFFRA

EDUCATION

- California Institute of the Arts, Master of Fine Arts in Writing; 2003
- Oglethorpe University, Bachelor of Arts in Creative Writing; 1999

PROFESSIONAL EXPERIENCE

- California Institute of the Arts (Faculty); 2002 – 2003
- Community Arts Partnership (Faculty); 2001 - 2004

ALEXANDER D. JORDAN

EDUCATION

- Boston University, Master of Arts in English; 2000
- Macalester College, Bachelor of Arts in English; 1997

PROFESSIONAL EXPERIENCE

- Instrument Business Outlook (Assistant Editor); 2006 - 2008
- University of California- Irvine (Lecturer); 2002 – 2005
- Santa Monica College (Lecturer); 2002 - 2005

DEANN JORDAN

EDUCATION

- California State University- Northridge, Master of Arts in English/Creative Writing; 2005
- San Francisco State University, Bachelor of Arts in English (Creative Writing); 1993

PROFESSIONAL EXPERIENCE

- The Word Doctors (Founder/President); 2006 - present
- One World Language Solutions (Clinician/Instructor); 2006 - present
- Books and Journal Publications (Author); 1988 – present

ANDIE KARRAS

EDUCATION

- Roosevelt University, Master of Arts in English; 2005
- University of Wisconsin- Madison, Bachelor of Arts in Political Science & English; 2003

PROFESSIONAL EXPERIENCE

- JAB Real Estate, Inc. (Website Editor/Writer); 2005 – 2007
- Roosevelt University (Instructional Tutor/Editor); 2003 – 2005
- Mental Health Associates (Medical Editor/Office Manager); 2001 - 2003

ANTHONY SOLTIS

EDUCATION

- Slippery Rock University of Pennsylvania, Master of Arts in English; 1984
- Slippery Rock University of Pennsylvania, Bachelor of Arts in English; 1982

PROFESSIONAL EXPERIENCE

- Valley Torah High School (English Instructor); 2006 - present
- Santa Monica High School (English Instructor); 2004 - present

Interior Design

ERNEST CONVENTO

EDUCATION

- Southern California Institute of Architecture, Master of Architecture I; 2004
- University of California- Irvine, Bachelor of Arts in Studio Art; 2002
- University of California- Irvine, Bachelor of Arts in Environmental Analysis & Design; 2002

PROFESSIONAL EXPERIENCE

- Los Angeles Community Design Center (Project Designer); 2005 - present
- Howard Com (Project Designer); 2005

CHRISTOPHER T. LAMBERT

EDUCATION

- University of New Orleans, Master of Fine Arts in Film, Theatre, Comm Arts; 2004
- University of Texas at Austin, Bachelor of Science in Radio-Television-Film; 2000

PROFESSIONAL EXPERIENCE

- Westwood College (Instructor); 2005 - 2006
- ITT Technical Institute (Instructor); 2005 - 2006

VINCE MARCELLO

EDUCATION

- University of Southern California, Master of Fine Arts in Cinema and Television Production; 2006
- University of Florida - Gainesville, Bachelor of Science in Business Finance; 1992

PROFESSIONAL EXPERIENCE

- Brooks Art College (Instructor); 2005 – 2006
- University of Southern California (Graduate Teaching Asst); 2002 - 2005

WILLIAM R. MERRYFIELD

EDUCATION

- Virginia Polytechnic Institute & State University, Master of Architecture in Architecture; 1990
- Indiana University, Bachelor of Arts in Fine Arts and Psychology; 1980

PROFESSIONAL EXPERIENCE

- Westwood College (Instructor); 2004 - present
- Lefffield Design (Owner/Designer); 2003 - present
- Robert Legere Home (Designer/Marketing Director); 2002 - 2003

GIA MOODY

EDUCATION

- New York Academy of Art, Master of Fine Arts in Painting; 2006
- School of the Art Institute Of Chicago, Bachelor of Fine Arts; 2002
- Fashion Institute of Design and Merchandising, Associate of Arts in Interior Design; 1992
- Pepperdine University, Bachelor of Science in Sports Medicine; 1987

PROFESSIONAL EXPERIENCE

- Alexandra Champalimay (Senior Designer); 2006 - 2007
- Barry Design (Senior Designer); 2002 - 2004

MARK J. ODELL

EDUCATION

- Southern California Institute of Architecture, Master of Architecture I; 2004
- University of California- Los Angeles, Bachelor of Arts in Theater; 1984

PROFESSIONAL EXPERIENCE

- OPI International (Architectural Consultant); 1986 –present
- FEMA (Architectural Consultant); 2005 – present
- Los Angeles Unified School District (Instructor); 1997 - 2004

SANDRA PARK

EDUCATION

- George Washington University, Master of Fine Arts in Interior Design; 2002
- Brooklyn Law School, Juris Doctor Degree; 1994
- University of Pennsylvania, Master of Science in International Development; 1990
- University of Pennsylvania, Bachelor of Arts in Anthropology and Fine Arts; 1988

PROFESSIONAL EXPERIENCE

- Arnold Syrop Associates (Senior Interior Designer); 2006 – 2008
- Rockwell Group (Senior Interior Designer); 2006
- U.S. State Department-Overseas Building Operations (Interior Designer); 2001 - 2006

ANNA PIWONSKA

EDUCATION

- University of Technology- Cracow, Master's Degree in Architecture; 2001

PROFESSIONAL EXPERIENCE

- Studio a (Principle/Designer); 2007 - present
- EIS Studio (Project Architect/Designer); 2004 - 2007
- Poliform USA (Showroom Architect); 2002 - 2004

JHONALYN (JHOIEY) RAMIREZ

EDUCATION

- University of Santo Tomas, Bachelor of Science in Architecture; 1996
- Philippine School of Interior Design, Associate in Interior Design; 1996

PROFESSIONAL EXPERIENCE

- Westfield Design & Construction (Senior Project Designer); 2004 - present
- chromaFlux Studios (Founder/Curator); 2003
- Linane/Drews Architects (Project Manager/Project Designer); 2002 - 2004

EDWARD J. TRAFIDLO Jr.

EDUCATION

- Rensselaer Polytechnic Institute, Bachelor of Architecture; 1972

PROFESSIONAL EXPERIENCE

- Edward J. Trafidlo Jr. Associates (Architect); 1982 - present
- Sadrieh Architects (Architect); 1997 - 1999
- Boston Architectural Center (Instructor); 1986 - 1990

EDWARD N. VARIAS

EDUCATION

- California State University-Long Beach, Bachelor of Fine Arts in Interior Design; 1998

PROFESSIONAL EXPERIENCE

- The Art Institute of California – Orange County/Inland Empire (Instructor); 2006 – present
- E.V. Design (Freelance Designer); 2001 – present
- Ethan Allen Home(Senior Interior Designer/Sales); 2005 - 2006

Liberal Studies

JAWAD ALI

EDUCATION

- California Institute of the Arts, Master of Fine Arts in Writing/Critical Studies; 2000
- University of California – Irvine, Bachelor of Science in Physics; 1993

PROFESSIONAL EXPERIENCE

- California State University- Fullerton (Lecturer); 2004 – present
- Princeton Review (Instructor); 1999 – present
- Irvine Valley College (Instructor); 2001 - present

CHRISTOPHER T. BOWNE

EDUCATION

- Temple University, Master of Fine Arts in Studio Art; 2007
- University of California-Berkeley; Bachelor of Arts in Mathematics; 1997

PROFESSIONAL EXPERIENCE

- Loyola Marymount University (Faculty); 2008- present
- Club Z! Tutoring (Math Tutor); 2008 – present
- Temple University (Instructor); 2007 - 2008

OZZIE DEAN

EDUCATION

- Alliant International University, PhD in Psychology; 1986
- Valdosta State University, Master of Science in Psychology/Clinical Counseling; 1980

PROFESSIONAL EXPERIENCE

- Devry University (Professor); 1995 - 2007

MICHAEL MOROZOV

EDUCATION

- Antioch University, Master of Arts in Education; 2008
- Tiraspol State University, Master of Science in Mathematics/Physics; 1977
- Tiraspol State University, Bachelor of Science in Mathematics/Physics; 1975

PROFESSIONAL EXPERIENCE

- University of Redlands (Math Instructor); 1997 – present
- Otis College of Art and Design (Math Instructor); 1996 - present

ROBERTA MORRIS

EDUCATION

- University of Toronto, Doctor in Philosophy; 2000
- University of Toronto, Master's Degree in Philosophy; 1996

PROFESSIONAL EXPERIENCE

- Roberta Morris Mediation (Mediator); 2005 – present
- Los Angeles Archdiocese (Director of Religious Education); 2002 – 2004
- University of Toronto (Media Advisor); 2000 - 2001

JENNIFER PHAN

EDUCATION

- University of Idaho, Master of Arts in Teaching/Education; 2005
- Columbia Union College, Bachelor of Arts in Computer Science, 1984

PROFESSIONAL EXPERIENCE

- Fullerton College (Adjunct Instructor); 2008 - present
- Santa Rosa Junior College (Adjunct Instructor); 2006 – 2008
- Contra Costa College (Adjunct Instructor); 2006 - 2008

BURT STILLAR

EDUCATION

- University of La Verne, PhD – Public Administration; 2008
- California State University- Northridge, Master of Public Administration; 2003
- Washington State University, Bachelor of Arts in English; 1985

PROFESSIONAL EXPERIENCE

- West Coast University (Faculty); 2004 – present
- Westwood College (Teacher); 2004 - 2005
- CBS Radio (Writer); 2000 – 2002

ROGER SU

EDUCATION

- University of Southern California, Master of Science in Computer Engineering; 2006
- University of California- Los Angeles, Bachelor of Science in Computer Science & Engineering; 2003

PROFESSIONAL EXPERIENCE

- University of Southern California (Teacher's Assistant) 2006 – 2008
- University of Southern California (Grader); 2008

ELLIOTT WALKER

EDUCATION

- University of Phoenix, Master of Arts in Education in Curriculum and Technology; 2002.
- California State University - Los Angeles, Bachelors of Arts in Liberal Studies; 1997

PROFESSIONAL EXPERIENCE

- Bishop Mora Salesian High School (Asst. Principal- Curriculum/Instruction: Mathematics & Science; 2007 - present:
- Cathedral College Preparatory High School (Mathematics Chairperson/Science & Mathematics Instructor; 2003 - 2007

Set & Exhibit Design

ELIZABETH CANTU

EDUCATION

- California Institute of the Arts, Master of Fine Arts in Theatre; 1996
- Colgate University, Bachelor of Arts in English; 1992

PROFESSIONAL EXPERIENCE

- Mid-Wilshire Education & Career Center (Distance Learning Coordinator/Teacher); 2005 – present
- Reseda Community Adult School (Distance Learning Coordinator); 2004 - 2006
- Los Angeles Technology Center (ESL Teacher); 2002 - 2004

CHRISTOPHER (TOPHER) PATERNO

EDUCATION

- Rhode Island School of Design, Master of Fine Arts in Furniture Design; 2006
- Roanoke College, Bachelor of Arts in Commercial Art with Photo Concentration; 1990
- Brown University, Harriet B. Sheridan Collegiate Teaching Certification; 2005

PROFESSIONAL EXPERIENCE

- Otis College of Art and Design (Instructor); 2007 - 2008
- Poliform USA (Site Supervisor/Customer Service); 2007 - present
- EpoxyGreen (Sustainable Building Materials Consultant/Product Development); 2007
- Rhode Island School of Design (Teaching Assistant); 2006

TREFONI (TONY) RIZZI

EDUCATION

- University of Hawaii, Manoa, Master of Fine Arts in Theatre and Dance; 1992
- University of California- Los Angeles, Bachelor of Arts in Design; 1981

PROFESSIONAL EXPERIENCE

- Scenic Designer 1994 – present
- Costume Designer 1989 – 2005
- Lighting Designer 1996 - present

JENNIFER SNOEYINK

EDUCATION

- University of Michigan, Master of Fine Arts in Scenic Design; 1994
- Calvin College, Bachelor of Arts in Liberal Arts/English; 1990

PROFESSIONAL EXPERIENCE

- Michigan State University (Guest Lecturer); 1994
- Freelance (Scenic Artist, Design Asst/Designer); 1992 - present

JAMES THOMPSON

EDUCATION

- The American Film Institute Conservatory Master of Fine Arts in Production Design; 2003
- The American Film Institute Conservatory, Bachelor of Arts in Theatrical Production; 1998

PROFESSIONAL EXPERIENCE

- JWT Productions (Freelance Art Direction/Design); 1998 - present

Visual Effects & Motion Graphics

GEORGE N. KONTOS

EDUCATION

- California Institute of the Arts, Master of Fine Arts in Integrated Media/Art; 2005

PROFESSIONAL EXPERIENCE

- ITT Technical Institute (Instructor); 2007 - present
- Cliff Garten & Associates, Inc. (Designer); 2005 - present

JUNG LEE

EDUCATION

- Dong-Duk Women's University, Bachelor of Applied Art; 1994

PROFESSIONAL EXPERIENCE

- The Art Institute of California – Los Angeles (Instructor); 2007 – present
- Fox Studios (Digital Artist/Art Director); 2007 - present
- Pantheon Productions (Digital Artist/Art Director); 1999 – 2005

DAVID MARTIN

EDUCATION

- North Carolina School of the Arts of Filmmaking, Bachelor of Fine Art in Cinematography; 2006

PROFESSIONAL EXPERIENCE

- Self-Employed (Freelance Director of Photography/Camera Operator); 2004 - present

Web Design & Interactive Media

ARI DANESH

EDUCATION

- University of Southern California, Bachelor of Science in Biomedical Engineering; 1987

PROFESSIONAL EXPERIENCE

- California State University- Northridge (Instructor); 2008 – present
- Lumberjack Animation (Owner); 2006 – present
- University of California- Los Angeles: Extension (Instructor); 1998 - present

PHILIP E. HOWLEY

EDUCATION

- Temple University, Master of Business Administration in Computer & Information Science; 2000
- Clemson University, Bachelor of Science in Financial Management; 1994

PROFESSIONAL EXPERIENCE

- Westwood College (Professor); 2003 - present
- Integrated Digital Technologies (Instructor); 2002 - 2003

ANN KANEKO

EDUCATION

- University of California- Los Angeles, Master of Fine Arts in Directing (Department of Film & Television); 1998
- Bennington College, Bachelor of Arts in Photography & International Relations; 1986

PROFESSIONAL EXPERIENCE

- Visual Communications- Filmmaking Fellowship Program (Advisor/Mentor); 2006 – 2007
- Project Involve- Filmmaking Mentorship Program(Mentor); 2004/2006
- Institute for Multimedia Literacy-University of Southern California (Ethnographer/Videographer); 2002 - 2004

WILLARD SNOW

EDUCATION

- San Francisco Art Institute, Master of Fine Arts in Printmaking; 1993
- Humboldt State University, Bachelor of Arts in Fine Arts; 1990

PROFESSIONAL EXPERIENCE

- Mortgage Advisor Pro Inc. (Creative Director); 2004 - 2007
- Torrance Unified School District (Instructor); 2001 – present
- Willard Snow and Associates (CEO); 2000 - present

MICHAEL SUTTON

EDUCATION

- University of California – Los Angeles, Bachelor of Arts in Theatre; 1973

PROFESSIONAL EXPERIENCE

- Nielsen Entertainment (Multimedia Director); 2001 – 2007
- Styleclick.com (Flash/HTML Programmer); 1999 - 2001

JANEL THOMAS

EDUCATION

- The Art Institute of California – Hollywood, Bachelor of Science in Web Design & Interactive Media; 2008
- California Design College, Associate of Science in Interactive Media Design; 2006

PROFESSIONAL EXPERIENCE

- Universal Music Group (Senior NetReach Coordinator); 2009 - present
- 2Helix Design (Jr. Flash & Web Designer/Developer); 2008
- Janel T Designs (Creative Director); 2007 - present