

Catalog Addendum

The following additions and changes to The Art Institute of Houston–North 2009–2010 College Catalog are effective as of October 01, 2010.

NEW PROGRAM

Advertising Design

Bachelor of Fine Arts

Effective April 1, 2011

The Bachelor of Fine Arts Program in Advertising Design provides students with skills in conceptual thinking, copywriting, design, marketing and public relations, advertising campaigns, the business side of advertising, account and strategic planning. The degree also provides a complement of liberal arts courses as well as educates the student in the application of advertising principles to evolving interactive media and the life skills needed to develop and sustain a career in advertising and related fields.

Mission Statement

The mission of the Advertising Design Program is to prepare students for careers in advertising, to teach business and creative advertising across all media platforms with content to enrich the understanding of advertising as an essential component of our economic and social system, and to provide a curriculum based on regular examination of the industry and the evolving media. A commitment to lifelong learning is instilled in students as a means to develop their careers from entry-level positions in the advertising field.

Career Opportunities

Entry-level positions are most likely to be in the account management or media buying and planning sections of a business and may include the use of internet and other interactive media. An advertising related internship while in school increases the graduate's advantage when applying for a position. Most entry-level positions in an advertising agency require a bachelor's degree as a minimum. Graduates can find work in several types of companies: advertising agencies, both traditional and interactive, boutique service agencies, advertising departments in companies, and media sales companies and departments.

PROGRAM CIRRICULUM

Advertising Design.

Bachelor of Fine Arts

180 credits

Program Courses

ADV110	Creative and Strategic Planning (3.0)
ADV120	Organizational Behavior (3.0)
ADV130	Advertising Copywriting (3.0)
ADV210	Storyboarding and Scriptwriting (3.0)
ADV220	Consumer Behavior (3.0)
ADV230	Advertising Design (3.0)
ADV240	Principles of Marketing Research (3.0)
ADV250	Sales & Persuasive Techniques (3.0)
ADV310	Account Planning (3.0)
ADV320	Public Relations and Promotion (3.0)
ADV330	Brand Strategy (3.0)
ADV340	Media Planning and Buying (3.0)
ADV350	Advertising Sales and Ratings (3.0)
ADV410	Interactive Advertising (3.0)
ADV420	Introduction to Advertising Campaign (3.0)
ADV430	Advertising Media Production (3.0)
ADV440	Intermediate Advertising Campaign (3.0)
ADV450	Portfolio Preparation (3.0)
ADV460	Advanced Advertising Campaign (3.0)
ADV470	Portfolio (3.0)
GD101	Digital Illustration I (3.0)
GD111	Typography Traditional (3.0)
GD114	Concept Design (3.0)
GD204	Layout Design (3.0)

GD216	Digital Layout (3.0)
GD218	Print Production (3.0)
GD430	Art Direction (3.0)
IMD131	Introduction to Scripting Languages (3.0)
IMD231	Concepts in Motion Design (3.0)
IMD312	Interactive Motion Graphics (3.0)
IMD334	Writing for Interactive Design (3.0)
INT419	Internship (3.0)
PHOT101	Principles of Photography (3.0) <i>Elective (3.0)</i> <i>Elective (3.0)</i>

Foundational Courses

ART106	Design Fundamentals (3.0)
ART108	Observational Drawing (3.0)
ART109	Image Manipulation (3.0)
ART114	Color Fundamentals (3.0)
CO101	College 101 (2.0)
RS001	Introduction to the Career Portfolio (0.0)
CD400	Career Development (3.0)
RS002	Completion of the Career Portfolio (0.0)
CS104	Computer Applications (1.0)
RS100	Fundamentals of Business (3.0)
RS345	Fundamentals of Advertising (3.0)
RS320	Fundamentals of Marketing (3.0)

General Education Courses

ARTS1303	Art History I (4.0)
ARTS1304	Art History II (4.0)
ENGL1301	English Composition (4.0)
MATH1314	College Algebra (4.0)
PSYC2301	General Psychology (4.0)
SOCI1306	Social Problems (4.0)
SPCH1315	Public Speaking (4.0)
<i>English Humanities Elective (choose one, 4.0):</i>	
ENGL1302	Introduction to Literature
ENGL2307	Creative Writing
ENGL2311	Business Writing for Professionals
ENGL3511	Literature and Film Analysis

Humanities History Elective (choose one, 4.0):

HIST1301	U.S. History I
HIST1302	U.S. History II
HIST2321	World Civilizations I
HIST2322	World Civilizations II

Mathematics and Science Elective (choose three, 4.0):

MATH4332	Mathematics for Decision-Making
BIOL1308	Biology
ENVR1401	Environmental Science
PHYS1301	Physics

Social Science Elective (choose one, 4.0):

PSYC2319	Social Psychology
PSYC3019	Human Sexuality

NEW PROGRAM

Design & Technical Graphics

Bachelor of Science

Effective April 01, 2011

Students in the Design & Technical Graphics program have the opportunity to study CAD, enterprise graphics, and technical illustration. The curriculum revolves around six academic tracks: Design Principles, Drawing and Visualization, Production, Technology, Professional Practices and General Education. Each of these contains elements which support entry into the professional workplace. The core of the program is an intensive 10-quarter sequence of CAD/CAM instruction, to which is added freehand drawing, 2-D design fundamentals, color fundamentals, typography, page layout, digital imaging, technical illustration, and 3-D modeling & rendering.

Mission Statement

The mission of the Design & Technical Graphics program is to prepare students for entry-level careers in the design, building, manufacturing, and general business sectors. Graduates communicate design solutions through concept development, 2-D/3-D visualization, and technical document production. The program offers a balanced curriculum of design, visualization, production, technology, professional practice, and general education courses using appropriate production software.

Entry-Level Career Opportunities

The fields served by Design & Technical Graphics range from sole-proprietorships to multinational corporations. Design & Technical Graphics graduates may work in engineering firms (civil, structural, mechanical, process), manufacturing companies, natural resource and energy companies, retail sales companies, home builders and developers, publishing companies, and general business firms. Graduates are prepared to seek the following entry-level positions: CAD draftsman/designer/technician/operator, architectural draftsman, 3-D rendering artist, media production coordinator, visualization specialist, product designer/development illustrator, production artist/technician/specialist, technical coordinator/artist/illustrator, or visual designer/merchandising manager/presentation coordinator.

PROGRAM CIRRICULUM

Design & Technical Graphics.

Bachelor of Science

180 credits

Program Courses

DTG110	Presentation and Delivery Technology (3.0)
DTG120	Concept Drawing (3.0)
DTG130	Material and Processes (3.0)
DTG210	Computer-Aided Industrial Design (3.0)
DTG220	Fabrication Techniques (3.0)
DTG230	Computer-Aided Modeling (3.0)
DTG240	Principles of Mechanical Engineering (3.0)
DTG250	Storyboarding and Scriptwriting (3.0)
DTG260	Interactive 3-D Visualization (3.0)
DTG270	Design for Manufacturing (3.0)
DTG310	Package and Point-of-Sale Design (3.0)
DTG320	CAD for Civil Engineering (3.0)
DTG330	Training and Instructional Design (3.0)
DTG340	CAD for Process Piping (3.0)
DTG350	Visualizing Information (3.0)
DTG410	Event Design (3.0)
DTG420	Special Topic: Industrial Design (3.0)
DTG440	Consumer Product Design (3.0)
DTG450	Portfolio Preparation (3.0)
DTG460	Portfolio (3.0)
GD101	Digital Illustration I (3.0)

GD111	Typography—Traditional (3.0)
GD204	Layout Design (3.0)
GD207	Advanced Image Manipulation (3.0)
GD211	Digital Illustration II (3.0)
GD214	Typography—Hierarchy (3.0)
GD416	Media Business Law (3.0)
ID104	Drafting I (3.0)
ID139	CAD I (3.0)
ID223	CAD II (3.0)
ID244	Fundamentals of Construction Documents (3.0)
ID310	3-D Digital Modeling (3.0)
ID312	Advanced Construction Documents (3.0)
ID323	3-D Digital Rendering (3.0)
INT419	Internship (3.0) Elective (3.0) Elective (3.0)

Foundational Courses

ART106	Design Fundamentals (3.0)
ART108	Observational Drawing (3.0)
ART109	Image Manipulation (3.0)
ART111	Perspective Drawing (3.0)
ART114	Color Fundamentals (3.0)
CO101	College 101 (2.0)
RS001	Introduction to Career Portfolio (0.0)
CD400	Career Development (3.0)
RS002	Completion of the Career Portfolio (0.0)
CS104	Computer Applications (1.0)

General Education Courses

ARTS1303	Art History I (4.0)
ARTS1304	Art History II (4.0)
ENGL1301	English Composition (4.0)
MATH1314	College Algebra (4.0)
PHYS1301	Physics (4.0)
PSYC2301	General Psychology (4.0)
SOCI1306	Social Problems (4.0)
SPCH1315	Public Speaking (4.0)
English Humanities Electives (choose one, 4.0):	
ENGL1302	Introduction to Literature
ENGL2307	Creative Writing
ENGL2311	Business Writing for Professionals
ENGL3511	Literature and Film Analysis

History Humanities Elective (choose one, 4.0):

HIST1301	US History I
HIST1302	US History II
HIST2321	World Civilizations I
HIST2322	World Civilizations II

Mathematics and Science Elective (choose one, 4.0):

BIOL1308	Biology
ENVR1401	Environmental Science
MATH4332	Mathematics for Decision Making
PHYS1301	Physics

Social Sciences Elective (choose one, 4.0):

PSYC2319	Social Psychology
PSYC3019	Human Sexuality

NEW PROGRAM

Digital Image Management

Diploma

Effective April 01, 2011

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

Mission Statement

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

Career Opportunities

Graduates are prepared for entry-level positions such as photographer's assistant, photojournalist, studio manager, commercial photographer, editorial photographer, or photographic editor with advertising agencies, publishing houses, magazines and production companies. Many commercial photographers open their own studios or work independently by taking freelance assignments.

PROGRAM CIRRICULUM

Digital Image Management.

Diploma

48 credits

Program Courses

PHOT101	Principles of Photography (3.0)
PHOT111	Large Format Photography (3.0)
PHOT112	Image Manipulation (3.0)
PHOT121	Lighting (3.0)
PHOT122	Digital Image Illustration I (3.0)
PHOT203	Printing (3.0)
PHOT204	Video for Photography (3.0)
PHOT205	Digital Retouching (3.0)
PHOT214	Business of Photography (3.0)
PHOT302	Digital Publishing (3.0)
PHOT313	Digital Image Illustration II (3.0)
PHOT322	Web Photographic Portfolio I (3.0)
PHOT332	Digital Asset Management (3.0)
PHOT403	Portfolio II (3.0)
PHOT412	Web Photographic Portfolio II (3.0)
RS321	Fundamentals of Marketing (3.0)

NEW PROGRAM

Fashion Retailing

Diploma

Effective April 01, 2011

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

Mission Statement

The mission of the diploma program in Fashion Retailing is to prepare students to obtain positions in the field of fashion retailing. The program is intended for students who have a background in fashion and are interested in developing retail management and business skills, or who are preparing for a career in fashion retailing in boutiques, specialty stores, national department stores, and discount chains. Students primarily focus on retail sales, management, operations, fashion trends, and promotion.

Career Opportunitie

Graduates of the fashion retailing diploma program are prepared to seek such entry-level, professional positions as area sales manager, associate visual merchandiser, online sales support analyst, stylist, special events coordinator, allocation and distribution assistant, and buying office administrative support functions.

PROGRAM CIRRICULUM

Fashion Retailing.

Diploma

48 credits

Program Courses

FRM110	Introduction to Retail (3.0)
FRM121	Current Designers Fashion History (3.0)
FRM130	Textiles (3.0)
FRM210	Sales and Event Promotion (3.0)
FRM211	Apparel Evaluation/Construction (3.0)
FRM220	Elements of Retail Operations (3.0)
FRM223	Visual Merchandising (3.0)
FRM225	Consumer Behavior (3.0)
FRM230	Merchandise Management (3.0)
FRM235	Brand Marketing (3.0)
FRM310	Introduction to Manufacturing (3.0)
FRM320	Trends and Concepts in Apparel (3.0)
RS100	Fundamentals of Business (3.0)
RS321	Fundamentals of Marketing (3.0)
RS326	Sales Management (3.0)
RS345	Fundamentals of Advertising (3.0)

NEW PROGRAM

Visual Effects & Motion Graphics

Bachelor of Science

Effective April 04, 2011

The Bachelor of Science degree program in Visual Effects & Motion Graphics is designed to train students in the two interrelated fields of motion graphics and digital compositing. Motion graphics is graphic design for broadcast and film, requiring additional skills in television technology, audio, video, animation and experimental graphics. A motion graphics specialist makes type, colors and images move in order to communicate, educate, entertain, or build brand value.

Mission Statement

The mission of the program is to train graduates to enter the field of Visual Effects & Motion Graphics by providing them with technical skills and knowledge, aesthetic and graphic design awareness, and strategies for continued learning that will allow them to launch entry-level careers in the fields of visual effects and motion graphics.

Entry-Level Career Opportunities

Graduates of the program will be prepared to seek entry-level positions in broadcast and cable television, movie and television production, and in corporate video production.

PROGRAM CURRICULUM

Visual Effects & Motion Graphics.

Bachelor of Science

180 credits

Program Courses

AP102	Fundamentals of Audio (3.0)
DFVP111	Fundamentals of Video Production (3.0)
DFVP122	Conceptual Storytelling (3.0)
GD101	Digital Illustration (3.0)
GD111	Typography—Traditional (3.0)
GD219	Graphic Symbolism (3.0)
GD416	Media Business Law (3.0)
INT419	Internship (3.0)
PHOT101	Principles of Photography (3.0)
VEMG105	Introduction to Visual Effects (3.0)
VEMG115	Storyboarding (3.0)
VEMG123	Two-Dimensional Animation (3.0)
VEMG125	Maps, Mattes, and Masks (3.0)
VEMG205	Three-Dimensional Modeling and Animation I (3.0)
VEMG207	Introduction to Editing (3.0)
VEMG211	Intermediate Visual Effects I (3.0)
VEMG213	Broadcast Graphics (3.0)
VEMG215	Three-Dimensional Modeling and Animation II (3.0)
VEMG217	Intermediate Editing (3.0)
VEMG221	Intermediate Visual Effects II (3.0)
VEMG223	Intermediate Broadcast Graphics (3.0)
VEMG227	Advanced Editing (3.0)
VEMG301	Advanced Visual Effects I (3.0)
VEMG303	Interactive Visual Design (3.0)
VEMG305	Post-Production Management (3.0)
VEMG307	Three-Dimensional Effects (3.0)
VEMG311	Advanced Visual Effects II (3.0)
VEMG313	Video Production (3.0)
VEMG315	Art Direction (3.0)
VEMG321	Production Studio I (3.0)
VEMG323	Advanced Broadcast Graphics (3.0)
VEMG327	Advanced Sound Techniques (3.0)
VEMG401	Production Studio II (3.0)
VEMG403	Special Topics (3.0)

VEMG405	Portfolio Preparation (3.0)
VEMG411	Principles of Aesthetics (3.0)
VEMG415	Portfolio Development (3.0)
VEMG425	Portfolio Presentation (3.0)

Foundational Courses

ART106	Design Fundamentals (3.0)
ART109	Image Manipulation (3.0)
ART111	Perspective Drawing (3.0)
ART114	Color Fundamentals (3.0)
CO101	College 101 (2.0)
RS001	Introduction to the Career Portfolio (0.0)
CD400	Career Development (3.0)
RS002	Completion of the Career Portfolio (0.0)
CS104	Computer Applications (1.0)

General Education Courses

ARTS1303	Art History I (4.0)
ARTS1304	Art History II (4.0)
ENGL1301	English Composition (4.0)
MATH1314	College Algebra (4.0)
PHYS1301	Physics (4.0)
PSYC2301	General Psychology (4.0)
SOC11306	Social Problems (4.0)
SPCH1315	Public Speaking (4.0)

Humanities English Elective (choose one, 4.0):

ENGL1302 Introduction to Literature

ENGL2307 Creative Writing

ENGL2311 Business Writing for Professionals

ENGL3511 Literature and Film Analysis

Humanities History Elective (choose one, 4.0):

HIST1301 U.S. History I

HIST1302 U.S. History II

HIST2321 World Civilizations I

HIST2322 World Civilizations II

Math and Science Elective (choose one, 4.0):

BIOL1308 Biology

ENVR1401 Environmental Science

MATH4332 Mathematics for Decision-Making

PHYS1301 Physics

Social Science Elective (choose one, 4.0):

PSYC2319 Social Psychology

PSYC3019 Human Sexuality

NEW PROGRAMS

Web Design & Interactive Media

Associate of Applied Science

Bachelor of Fine Arts

Effective October 01, 2011

The creation of interactive Web sites continues to be one of the fastest growing fields in business today. Web Design & Interactive Media students have the opportunity to learn to use the Web to communicate effectively and to develop interfaces showcasing creativity, innovation, usability, and technical expertise. Students begin with art foundation skills in visual and color theory. The associate's degree program progresses through various aspects of techniques for project management, interface design, media production, information architecture, team project, and Web technologies. In the bachelor's degree program, students can learn to use an even larger variety of techniques, including project management, interface design, creative media production, and development technologies and tools to communicate a message.

Mission Statement

Web Design & Interactive Media is the integration of audio, video, still images, animation, text and data for the creation, storage and delivery of interactive content. This program is designed to provide competency-based instruction to prepare students for entry-level multimedia and Web design employment in a variety of industries. Through direction and instruction by a team of industry professionals and educators, the student is trained for entry-level career opportunities with corporations, organizations, educational institutions, government agencies, entertainment and advertising industries.

Entry-Level Career Opportunities

Graduates are prepared for entry-level positions in the fast-paced, high-tech interactive communications field which includes publishing, education, entertainment, medical, marketing and corporate communications.

PROGRAM CIRRICULA

Web Design & Interactive Media,

Associate of Applied Science

90 credits

Program Courses

AP102	Fundamentals of Audio (3.0)
GD207	Image Manipulation II (3.0)
IMD110	Digital Design & Typography (3.0)
IMD131	Introduction to Scripting Languages (3.0)
IMD213	Digital Visual Composition (3.0)
IMD222	Intermediate Scripting Languages (3.0)
IMD223	Desktop Video (3.0)
IMD231	Concepts in Motion Design (3.0)
IMD232	Audio for Interactive Design (3.0)
IMD260	Portfolio I (3.0)
IMD271	Portfolio II (3.0)
IMD273	Media Business Practices (3.0)
IMD312	Interactive Motion Graphics (3.0)
IMD313	Animation Graphics (3.0)
IMD321	Project Management (3.0)
INT419	Internship (3.0)

Foundational Courses

ART106	Design Fundamentals (3.0)
ART109	Image Manipulation I (3.0)
ART111	Perspective Drawing (3.0)
ART114	Color Fundamentals (3.0)
CO101	College 101 (2.0)
RS001	Introduction to the Career Portfolio (0.0)
CD400	Career Development (3.0)
RS002	Completion of the Career Portfolio (0.0)
CS104	Computer Applications (1.0)

General Education Courses

ENGL1301	English Composition (4.0)
MATH1314	College Algebra (4.0)
PSYC2301	General Psychology (4.0)
SPCH1315	Public Speaking (4.0)

History Humanities Elective (choose one, 4.0):

ARTS1303	Art History I
ARTS1304	Art History II
HIST1301	U.S.History I
HIST1302	U.S.History II
HIST2321	World Civilizations I
HIST2322	World Civilizations II

Mathematics and Science Elective (choose one, 4.0):

BIOL1308	Biology
ENVR1401	Environmental Science
MATH4332	Mathematics for Decision-Making
PHYS1301	Physics

Web Design & Interactive Media,

Bachelor of Fine Arts

180 credits

Program Courses

AP102	Fundamentals of Audio (3.0)
GD101	Digital Illustration I (3.0)
GD111	Typography—Traditional (3.0)
GD114	Concept Design (3.0)
GD204	Layout Design (3.0)
GD207	Advanced Image Manipulation (3.0)
GD212	Digital Photography for Designers (3.0)
GD416	Media Business Law (3.0)
IMD120	Programming Logic (3.0)
IMD131	Introduction to Scripting Languages (3.0)
IMD211	Introduction to Authoring (3.0)
IMD213	Digital Visual Composition (3.0)
IMD221	Intermediate Authoring (3.0)
IMD222	Intermediate Scripting Languages (3.0)
IMD223	Desktop Video (3.0)
IMD230	Introduction to User Centered Design (3.0)
IMD231	Concepts in Motion Design (3.0)
IMD232	Audio for Interactive Design (3.0)
IMD233	Advanced Scripting Languages (3.0)
IMD311	Usability Testing (3.0)
IMD312	Interactive Motion Graphics (3.0)
IMD313	Animation Graphics (3.0)
IMD320	Integrated Information Design (3.0)
IMD321	Project Management (3.0)
IMD323	Interactive Motion Scripting (3.0)
IMD330	E-Learning Design (3.0)
IMD331	Designing for Dynamic Websites (3.0)
IMD332	Fundamentals of Marketing (3.0)
IMD334	Writing for Interactive Design (3.0)
IMD410	E-Learning Design (3.0)
IMD411	Professional Practice (3.0)
IMD412	Designing for Server-Side Technology (3.0)
IMD421	Portfolio I (3.0)
IMD432	Portfolio II (3.0)
INT419	Internship (3.0)
	Elective (3.0)
	Elective (3.0)

Foundational Courses

ART106	Design Fundamentals (3.0)
ART108	Observational Drawing (3.0)
ART109	Image Manipulation (3.0)
ART111	Perspective Drawing (3.0)
ART114	Color Fundamentals (3.0)
CO101	College 101 (2.0)
RS001	Introduction to the Career Portfolio (0.0)
CD400	Career Development (3.0)
RS002	Completion of Career Portfolio (0.0)
CS104	Computer Applications (1.0)

General Education Courses

ARTS1303	Art History I (4.0)
ARTS1304	Art History II (4.0)
ENGL1301	English Composition (4.0)
MATH1314	College Algebra (4.0)
PSYC2301	General Psychology (4.0)
SOCI1306	Social Problems (4.0)
SPCH1315	Public Speaking (4.0)

English Humanities Elective (choose one, 4.0):

ENGL1302	Introduction to Literature
ENGL2307	Creative Writing
ENGL2311	Business Writing for Professionals
ENGL3511	Literature and Film Analysis

History Humanities Elective (choose one, 4.0):

HIST1301	U.S.History I
HIST1302	U.S.History II
HIST2321	World Civilizations I
HIST2322	World Civilizations II

Mathematics and Science Elective (choose two, 4.0):

BIOL1308	Biology
ENVR1401	Environmental Science
PHYS1301	Physics
MATH4332	Mathematics for Decision Making

Social Science Elective (choose one, 4.0):

PSYC2319	Social Psychology
PSYC3019	Human Sexuality

NEW PROGRAM

Web Design & Development

Diploma

Effective April 01, 2011

The Web Design & Development diploma program teaches students how to create the look, feel and functionality of World Wide Web pages for client Web sites. This involves developing a design that effectively communicates the ideas being promoted by the Web sites, and focusing on the ways in which the Web sites function for optimum information delivery. Students will develop abilities in aspects of Web design, computer languages, and multimedia skills, along with preparing a professional portfolio as a formal transition into the workplace. Students will also learn to adapt the most up-to-date programs, techniques and standards in a field that is quickly and continuously changing.

Mission Statement

The mission of the program is to prepare students for entry-level positions and continued learning and growth in the field of Web Design & Development. Students are primarily focused on the efficient and effective design and development of Web sites in order to best convey the transmission and sharing of information through the Web.

Career Opportunities:

Graduates are prepared for entry-level positions in the fast-paced, high-tech interactive communications field which includes publishing, education, entertainment, medical, marketing and corporate communications.

PROGRAM CURRICULUM

Web Design & Development,

Diploma

48 credits

Program Courses

AP102	Fundamentals of Audio (3.0)
ART109	Image Manipulation (3.0)
GD101	Digital Illustration (3.0)
GD111	Typography-Traditional (3.0)
GD207	Advanced Image Manipulation (3.0)
IMD131	Intro to Scripting (3.0)
IMD213	Digital Visual Composition (3.0)
IMD222	Intermediate Scripting Languages (3.0)
IMD223	Desktop Video (3.0)
IMD231	Concepts in Motion Design (3.0)
IMD232	Audio for Interactive Design (3.0)
IMD233	Advanced Scripting Languages (3.0)
IMD235	Style Sheet Scripting (3.0)
IMD252	Portfolio (3.0)
IMD312	Interactive Motion Graphics (3.0)
IMD323	Interactive Motion Scripting (3.0)

NEW PROGRAM

Web Design & Interactive Communications

Diploma

Effective April 01, 2011

The Web Design & Interactive Communications Diploma program teaches students more advanced skills than those taught in the Web Design & Development Diploma program and is expected to serve students who already have some technical experience. The Web Design & Interactive Communications diploma program teaches students how to create the look, feel and functionality of World Wide Web pages for client Web sites with a specific emphasis on professional standards and practical deployment. This course of study extends foundational principles in visual communications and interactive media as related to dynamic delivery through multiple channels including mobile technologies. Students will develop abilities in advanced scripting languages, usability principles, project management, and information architecture in a team-oriented environment that prepares them for the professional world utilizing current web technologies on assignments that will enhance their personal portfolio.

Mission Statement

The mission of the Web Design & Interactive Communications diploma program is to prepare students for employment as trained professionals who can effectively design, develop and deploy web sites and mobile device applications. The program is intended as an advanced diploma for students who have some experience designing, developing, maintaining, or assuring quality of web sites.

Career Opportunities

Graduates are prepared for entry-level positions and above in the fast-paced, high-tech interactive communications field which includes publishing, education, entertainment, medical, marketing and corporate communications.

PROGRAM CURRICULUM

Web Design & Interactive Communications,

Diploma

48 credits

Program Courses

GD101	Digital Illustration (3.0)
GD204	Design Layout (3.0)
GD416	Media Business Law (3.0)
IMD222	Intermediate Scripting Languages (3.0)
IMD223	Desktop Video (3.0)
IMD231	Concepts in Motion Design (3.0)
IMD232	Audio for Interactive Design (3.0)
IMD233	Advanced Scripting Languages (3.0)
IMD252	Portfolio (3.0)
IMD312	Interactive Motion Graphics (3.0)
IMD323	Interactive Motion Scripting (3.0)
IMD330	E-Learning Design (3.0)
IMD331	Designing for Dynamic Websites (3.0)
IMD334	Writing for Interactive Design (3.0)
IMD335	Design for Mobile Devices (3.0)
IMD412	Designing for Server Side Technology (3.0)

PAGE 40–45

Course Listings for all programs have changed. The following course listings are updated from the listings on pages 72–87 unless otherwise noted.

Fashion & Retail Management,

Bachelor of Science

180 credits

Program Courses

FRM110	Introduction to Retailing (3.0)
FRM111	Fashion History I (3.0)
FRM121	Fashion History II (3.0)
FRM130	Textiles (3.0)
FRM131	Fashion Drawing (3.0)
FRM132	Retail Math (3.0)
FRM210	Sales and Event Promotion (3.0)
FRM211	Apparel Evaluation and Construction (3.0)
FRM220	Elements of Retail Operations and Technology (3.0)
FRM222	Event and Fashion Show Production (3.0)
FRM223	Visual Merchandising (3.0)
FRM225	Consumer Behavior (3.0)
FRM230	Merchandise Management (3.0)
FRM233	Business Ownership I (3.0)
FRM232	Store Planning and Lease Management (3.0)
FRM235	Brand Marketing (3.0)
FRM310	Introduction to Manufacturing (3.0)
FRM311	Business Law (3.0)
FRM313	Business Ownership II (3.0)
FRM320	Trends and Concepts in Apparel (3.0)
FRM330	Product Development (3.0)
FRM334	Special Topics in Fashion and Retail Management (3.0)
FRM400	Media Planning and Buying (3.0)
FRM410	International Marketing and Buying (3.0)
FRM420	Web Marketing for Fashion and Retail Management (3.0)
FRM431	Fashion Capstone (3.0)
FRM439	Internship (3.0)
GD212	Digital Photography for Designers (3.0)
IMD131	Introduction to Scripting Languages (3.0)
	Elective (3.0)
	Elective (3.0)

Foundational Courses

ART106	Design Fundamentals (3.0)
ART108	Observational Drawing (3.0)
ART114	Color Fundamentals (3.0)
ART109	Image Manipulation (3.0)
CO101	College 101 (2.0)
RS001	Introduction to the Career Portfolio (0.0)
CD400	Career Development (3.0)
RS002	Completion of the Career Portfolio (0.0)
CS104	Computer Applications (1.0)
RS100	Fundamentals of Business (3.0)
RS104	Accounting (3.0)
RS105	Human Resource Management (3.0)
RS141B	Leadership (3.0)
RS321	Fundamentals of Marketing (3.0)
RS326	Sales Management (3.0)
RS345	Fundamentals of Advertising (3.0)

General Education Courses

ENGL1301	English Composition (4.0)
MATH1314	College Algebra (4.0)
PSYC2301	General Psychology (4.0)
SOCI1306	Social Problems (4.0)
SPAN1401	Introduction to Spanish (4.0)
	<i>English Humanities Elective (choose one, 4.0):</i>
ENGL1302	Introduction to Literature
ENGL2307	Creative Writing
ENGL2311	Business Writing for Professionals
ENGL3511	Literature and Film Analysis
	<i>History Humanities Elective (choose one, 4.0):</i>
ARTS1303	Art History I
ARTS1304	Art History II
HIST1301	US History I
HIST1302	US History II
HIST2321	World Civilizations I
HIST2322	World Civilizations II
	<i>Mathematics and Science Elective (choose three, 4.0):</i>
BIOL1308	Biology
ENVR1401	Environmental Science
MATH4332	Mathmatics for Decision-Making
PHYS1301	Physics
	<i>Social Science Elective (choose one, 4.0):</i>
PSYC2319	Social Psychology
PSYC3019	Human Sexuality

Graphic Design,

Associate of Applied Science

90 credits

Program Courses

GD101	Digital Illustration I (3.0)
GD111	Typography—Traditional (3.0)
GD204	Layout Design (3.0)
GD207	Advanced Image Manipulation (3.0)
GD212	Digital Photography for Designers (3.0)
GD214	Typography—Hierarchy (3.0)
GD216	Digital Layout (3.0)
GD218	Print Production (3.0)
GD219	Graphic Symbolism (3.0)
GD224	Corporate Identity (3.0)
GD227	Digital Pre-Press (3.0)
GD331	Publication Design (3.0)
GD350	Portfolio (3.0)
GD417	Senior Project (3.0)
INT419	Internship (3.0)
	Elective (3.0)

Foundational Courses

ART106	Design Fundamentals (3.0)
ART108	Observational Drawing (3.0)
ART109	Image Manipulation (3.0)
ART114	Color Fundamentals (3.0)
CO101	College 101 (2.0)
RS001	Introduction to the Career Portfolio (0.0)
CD400	Career Development (3.0)
RS002	Completion of the Career Portfolio (0.0)
CS104	Computer Applications (1.0)

General Education Courses

ENGL1301	English Composition (4.0)
MATH1314	College Algebra (4.0)
SPCH1315	Public Speaking (4.0)
	<i>Humanities History Elective (choose one, 4.0):</i>
ARTS1303	Art History I
ARTS1304	Art History II
HIST1301	US History I
HIST1302	US History II
HIST2321	World Civilizations I
HIST2322	World Civilizations II
	<i>Math & Science Elective (choose one, 4.0):</i>
BIOL1308	Biology
ENVR1401	Environmental Science
MATH4332	Math for Decision Making
PHYS1301	Physics
	<i>Social Science Elective (choose one, 4.0):</i>
SOCI1306	Social Problems
PSYC2301	General Psychology

Graphic Design,

Bachelor of Fine Arts

180 credits

Program Courses

GD101	Digital Illustration I (3.0)
GD111	Typography—Traditional (3.0)
GD114	Concept Design (3.0)
GD200	Design History (3.0)
GD204	Layout Design (3.0)
GD207	Advanced Image Manipulation (3.0)
GD212	Digital Photography for Designers (3.0)

GD214	Typography—Hierarchy (3.0)
GD216	Digital Layout (3.0)
GD217	Typography—Expressive (3.0)
GD218	Print Production (3.0)
GD219	Graphic Symbolism (3.0)
GD220	Digital Grid Systems (3.0)
GD224	Corporate Identity (3.0)
GD226	Conceptual Imagery (3.0)
GD227	Digital Pre-Press (3.0)
GD313	Environmental Design (3.0)
GD314	Collateral Design (3.0)
GD316	Introduction to Web (3.0)
GD317	Web Scripting (3.0)
GD321	Portfolio I (3.0)
GD327	Package Design (3.0)
GD331	Publication Design (3.0)
GD402	Design Team (3.0)
GD409	Sustainable Design Issues and Topics (3.0)
GD414	Web Layout (3.0)
GD416	Media Business Law (3.0)
GD415	Web Animation (3.0)
GD417	Senior Project (3.0)
GD420	Portfolio II (3.0)
GD421	E–Portfolio (3.0)
GD430	Art Direction (3.0)
GD435	Graphic Design Studio (3.0)
GD470	Graphic Design Capstone (3.0)
INT419	Internship (3.0)
	Elective (3.0)
	Elective (3.0)

Foundational Courses

ART106	Design Fundamentals (3.0)
ART108	Observational Drawing (3.0)
ART109	Image Manipulation (3.0)
ART111	Perspective Drawing (3.0)
ART114	Color Fundamentals (3.0)
CO101	College 101 (2.0)
RS001	Introduction to the Career Portfolio (0.0)
CD400	Career Development (3.0)
RS002	Completion of the Career Portfolio (0.0)
CS104	Computer Applications (1.0)

General Education Courses

ARTS1303	Art History I (4.0)
ARTS1304	Art History II (4.0)
ENGL1301	English Composition (4.0)
ENVR1401	Environmental Science (4.0)
MATH1314	College Algebra (4.0)
PSYC2301	General Psychology (4.0)
SOCI1306	Social Problems (4.0)
SPCH1315	Public Speaking (4.0)
	<i>English Humanities Elective (choose one, 4.0):</i>
ENGL1302	Introduction to Literature
ENGL2307	Creative Writing
ENGL2311	Business Writing for Professionals
ENGL3511	Literature & Film Analysis
	<i>History Humanities Elective (choose one, 4.0):</i>
HIST1301	US History I
HIST1302	US History II
HIST2321	World Civilizations I
HIST2322	World Civilizations II

Mathematics and Science Elective (choose two, 4.0):

BIOL1308	Biology
MATH4332	Mathematics for Decision Making
PHYS1301	Physics

Social Sciences Elective (choose one, 4.0):

PSYC2319	Social Psychology
PSYC3019	Human Sexuality

Interior Design,

Bachelor of Fine Arts

180 credits

Program Courses

ID104	Drafting I (3.0)
ID124	Introduction to Interior Design (3.0)
ID126	Drafting II (3.0)
ID128	Design Basics 3-D (3.0)
ID136	Human Factors (3.0)
ID137	Programming and Space Planning I (3.0)
ID138	Sketching & Rendering (3.0)
ID139	CAD I (3.0)
ID140	Textiles (3.0)
ID141	Presentation Techniques (3.0)
ID143	History of Architecture, Interiors and Furniture I (3.0)
ID216	Hospitality Design (3.0)
ID219	Codes and Regulations (3.0)
ID221	Residential Design I (3.0)
ID223	CAD II (3.0)
ID240	Kitchen & Bath Design (3.0)
ID244	Fundamentals of Construction Documents (3.0)
ID254	Materials and Specifications (3.0)
ID272	Building & Mechanical Systems (3.0)
ID301	Commercial Design I (3.0)
ID307	Interior Detailing (3.0)
ID310	3-D Digital Modeling (3.0)
ID311	Environmental and Sustainable Design (3.0)
ID312	Advanced Construction Documents (3.0)
ID320	Lighting Design (3.0)
ID323	3-D Digital Rendering (3.0)
ID342	History of Architecture, Interiors and Furniture II (3.0)
ID346	Institutional Design (3.0)
ID400	Furniture Design (3.0)
ID404	Commercial Design II (3.0)
ID405	Professional Practice (3.0)
ID414	Residential Design II (3.0)
ID424	Project Management (3.0)
ID426	Portfolio Preparation (3.0)
ID436	Portfolio I (3.0)
INT419	Internship (3.0)
	Elective (3.0)
	Elective (3.0)

Foundational Courses

ART106	Design Fundamentals (3.0)
ART108	Observational Drawing (3.0)
ART111	Perspective Drawing (3.0)
ART114	Color Fundamentals (3.0)
CO101	College 101 (2.0)
RS001	Introduction of the Career Portfolio (0.0)
CD400	Career Development (3.0)
RS002	Completion of the Career Portfolio (0.0)
CS104	Computer Applications (1.0)

General Education Courses

ARTS1303	Art History I (4.0)
ARTS1304	Art History II (4.0)
ENGL1301	English Composition (4.0)
ENVR1401	Environmental Science (4.0)
MATH1314	College Algebra (4.0)
PSYC2301	General Psychology (4.0)
SOCI1306	Social Problems (4.0)
SPCH1315	Public Speaking (4.0)

English Humanities Elective (choose one, 4.0):

ENGL1302	Introduction to Literature
ENGL2307	Creative Writing
ENGL2311	Business Writing for Professionals
ENGL3511	Literature and Film Analysis

History Humanities Elective (choose one, 4.0):

HIST1301	U.S. History I
HIST1302	U.S. History II
HIST2321	World Civilizations I
HIST2322	World Civilizations II

Mathematics or Science Elective (choose one, 4.0):

BIOL1308	Biology
MATH4332	Mathematics for Decision Making
PHYS1301	Physics

Social Science Elective (choose one, 4.0):

PSYC2319	Social Psychology
PSYC3019	Human Sexuality

Media Arts & Animation,

Bachelor of Fine Arts

180 credits

Program Courses

CA100	Acting and Movement (3.0)
CA110	Conceptual Storytelling (3.0)
CA115	Drawing and Anatomy (3.0)
CA120	Storyboarding (3.0)
CA130	Camera Techniques (3.0)
CA210	Editing Techniques (3.0)
CA215	2D Animation Principles (3.0)
CA220	Language of Animation & Film (3.0)
CA230	3D Modeling (3.0)
CA233	Life Drawing and Gesture (3.0)
CA235	Digital Ink & Paint (3.0)
CA251	Character & Object Design (3.0)
CA255	Audio for Animation (3.0)
CA260	Background Design & Layout (3.0)
CA265	3D Animation (3.0)
CA270	Hard Surface & Organic Modeling (3.0)
CA305	Motion Graphics (3.0)
CA310	Character Modeling (3.0)
CA317	3D Character Animation (3.0)
CA321	Material & Lighting (3.0)
CA335	Compositing (3.0)
CA340	Animation Dynamic Systems (3.0)
CA345	Advanced Lighting & Texturing (3.0)
CA353	3D Visual Effects (3.0)
CA355	Industrial Design (3.0)
CA357	Advanced Drawing for Animation (3.0)
CA403	Portfolio Foundations (3.0)
CA407	Production Team (3.0)
CA411	Animation for Production (3.0)
CA413	Animation Portfolio Production (3.0)
CA417	Animation Studio (3.0)
CA423	Animation Portfolio (3.0)
GD101	Digital Illustration I (3.0)

GD111	Typography—Traditional (3.0)
INT419	Internship (3.0)
	Elective (3.0)
	Elective (3.0)

Foundational Courses

ART106	Design Fundamentals (3.0)
ART108	Observational Drawing (3.0)
ART109	Image Manipulation (3.0)
ART111	Perspective Drawing (3.0)
ART114	Color Fundamentals (3.0)
CO101	College 101 (2.0)
RS001	Introduction to the Career Portfolio (0.0)
CD400	Career Development (3.0)
RS002	Completion of the Career Portfolio (0.0)
CS104	Computer Applications (1.0)

General Education Courses

ARTS1303	Art History I (4.0)
ARTS1304	Art History II (4.0)
ENGL1301	English Composition (4.0)
MATH1314	College Algebra (4.0)
PHYS1301	Physics (4.0)
PSYC2301	General Psychology (4.0)
SOCI1306	Social Problems (4.0)
SPCH1315	Public Speaking (4.0)

English Humanities Elective (choose one, 4.0):

ENGL1302	Introduction to Literature
ENGL2307	Creative Writing
ENGL2311	Business Writing for Professionals
ENGL3511	Literature & Film Analysis

History Humanities Elective (choose one, 4.0):

HIST1301	U.S. History I
HIST1302	U.S. History II
HIST2321	World Civilizations I
HIST2322	World Civilizations II

Mathematics and Science Elective (choose one, 4.0):

BIOL1308	Biology
ENVR1401	Environmental Science
MATH4332	Mathematics for Decision Making

Social Science Elective (choose one, 4.0):

PSYC2319	Social Psychology
PSYC3019	Human Sexuality

Photography,

Bachelor of Fine Arts

180 credits

Program Courses

PHOT101	Principles of Photography (3.0)
PHOT112	Image Manipulation (3.0)
PHOT111	Large Format Photography (3.0)
PHOT113	Photographic Design (3.0)
PHOT121	Lighting (3.0)
PHOT122	Digital Image Illustration I (3.0)
PHOT124	History of Photography (3.0)
PHOT201	Photojournalism (3.0)
PHOT203	Printing (3.0)
PHOT204	Video for Photography (3.0)
PHOT205	Digital Retouching (3.0)
PHOT211	Advanced Lighting (3.0)
PHOT212	Editorial Photography (3.0)
PHOT214	Business of Photography (3.0)
PHOT221	Studio Photography (3.0)
PHOT222	Photo Criticism (3.0)

PHOT224	Portraiture Photography (3.0)
PHOT300	Advertising/Art Direction (3.0)
PHOT301	Architectural Photography (3.0)
PHOT302	Digital Publishing (3.0)
PHOT311	Location Photography (3.0)
PHOT313	Digital Image Illustration II (3.0)
PHOT314	Portfolio I (3.0)
PHOT321	Photo Essay I (3.0)
PHOT322	Web Photographic Portfolio I (3.0)
PHOT323	Creative Concepts (3.0)
PHOT324	Business Operations and Management (3.0)
PHOT400	Corporate/Industrial Photography (3.0)
PHOT402	Photo Essay II (3.0)
PHOT403	Portfolio II (3.0)
PHOT410	Internship (3.0)
PHOT412	Web Photographic Portfolio II (3.0)
PHOT413	Portfolio III (3.0)
PHOT420	Exhibition Printing (3.0)
PHOT423	Portfolio IV (3.0)
	Elective (3.0)
	Elective (3.0)
	Elective (3.0)

Foundational Courses

ART106	Design Fundamentals (3.0)
ART108	Observational Drawing (3.0)
ART114	Color Fundamentals (3.0)
CO101	College 101 (2.0)
RS001	Introduction to the Career Portfolio (0.0)
CD400	Career Development (3.0)
RS002	Completion of the Career Portfolio (0.0)
CS104	Computer Applications (1.0)
RS321	Fundamentals of Marketing (3.0)

General Education Courses

ARTS1303	Art History I (4.0)
ARTS1304	Art History II (4.0)
ENGL1301	English Composition (4.0)
MATH1314	College Algebra (4.0)
PSYC2301	General Psychology (4.0)
SOCI1306	Social Problems (4.0)
SPAN1401	Introduction to Spanish (4.0)
SPCH1315	Public Speaking (4.0)

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GD116 Form and Space

(Prerequisite: GD104 Design Fundamentals II)

Should read:

GD116 Form and Space

(Prerequisite: GD106 Design Fundamentals)

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GD223 Brand Identity I

(Prerequisite: GD213 Layout II, GD219 Graphic Symbolism)

Should read:

GD223 Brand Identity I

(Prerequisite: GD203 Layout I)

GD301 Brand Identity II

(Prerequisite: GD203 Layout I, GD214 Typography-Hierarchy,

GD212 Digital Photography for Designers)

Should read:

GD301 Brand Identity II

(Prerequisite: GD223 Brand Identity I, GD213 Layout II)

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GD321 Portfolio I
(Prerequisites: GD223 Brand Identity I, GD320 Editorial Design)
Should read:

GD321 Portfolio I
(Prerequisites: GD301 Brand Identity II, GD310 Graphic Design Studio II, GD217 Typography—Expressive)

GD332 Web Design for Designers
(Prerequisite: GD315 Information Design)
Should read:

GD332 Web Design for Designers
(Prerequisite: GD331 Publication Design)

GD413 Web Design for Designers II
(Prerequisite: GD213 Layout II, GD305 Graphic Design Studio I)
Should read:

GD413 Web Design for Designers II
(Prerequisite: GD332 Web Design for Designers I)

GD417 Senior Project
Should read:
GD417 Senior Project
(Prerequisite: CD400 Career Development)

GD418 Sequential Design
(Prerequisite: GD413 Web Design for Designers II)
Should read:
GD418 Sequential Design
(Prerequisite: GD213 Layout II)

GD419 Digital Portfolio
(Prerequisites: GD413 Web Design for Designers II)
Should read:
GD419 Digital Portfolio
(Prerequisites: GD413 Web Design for Designers II, GD417 Senior Project)

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PHOT221 Studio Photography
(Prerequisites: PHOT121 Lighting, PHOT111 Large Format Photography)
Should read:

PHOT221 Studio Photography
(Prerequisites: PHOT211 Advanced Lighting, PHOT111 Large Format Photography)

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PHOT300 Advertising/Art Direction
(Prerequisite: PHOT211 Advanced Lighting)
Should read:

PHOT300 Advertising/Art Direction
(Prerequisite: PHOT211 Advanced Lighting, PHOT111 Large Format Photography)

PHOT302 Digital Publishing
Should read:
PHOT302 Digital Publishing
(Prerequisite: PHOT122 Digital Image Illustration I)

PHOT314 Portfolio I
Should read:
PHOT314 Portfolio I
(Prerequisite: Senior Status, Photography Major)

PHOT313 Digital Image Illustration II
(Prerequisites: PHOT112 Image Manipulation, PHOT122 Digital Image Illustration I)

Should read:
PHOT313 Digital Image Illustration II
(Prerequisite: PHOT122 Digital Image Illustration I)

PHOT322 Web Photographic Portfolio I
Should read:
PHOT322 Web Photographic Portfolio I
(Prerequisite: PHOT122 Digital Image Illustration I)

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PHOT400 Corporate/Industrial Photography
(Prerequisite: PHOT121 Lighting)
Should read:

PHOT400 Corporate/Industrial Photography
(Prerequisite: PHOT311 Location Photography)

PHOT410 Internship
(Prerequisite: CD400 Career Development)
Should read:
PHOT410 Internship
(Prerequisite: CD400 Career Development, Senior Status, Photography Major)

PSYC2319 Social Psychology
Should read:
PSYC2319 Social Psychology
(Prerequisite: PSYC2301 General Psychology)

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PSYC3019 Human Sexuality
Should read:
PSYC3019 Human Sexuality
(Prerequisite: PSYC2301 General Psychology)

NEW COURSE DESCRIPTIONS:

ADV110 Creative and Strategic Planning (3.0)

Students will learn basic skills that will support their learning throughout the course and help them create a foundation for nurturing creativity in their work and lives. They will be given the tools to help them identify and solve problems, formulate objectives, and create a plan to reach their objectives.

ADV120 Organizational Behavior (3.0)

This course is an examination of human relations theory and individual, group, and organizational performance in relation to the organizational structures of contemporary businesses and public agencies.

ADV130 Advertising Copywriting (3.0)

Through materials presented in this course, students learn the techniques to develop effective advertising strategies that underlie and enable creative executions, and to cultivate clear, logical and creative copywriting skills.

ADV210 Storyboarding and Scriptwriting (3.0)

This course focuses on applying industry-standard storyboarding and scripting techniques to communicate effectively for various forms of media. Contents to be covered include the various purposes and formats of storyboards, the basic terminology and concepts used in storyboarding, and the application of storyboarding techniques to the creation of storyboards with or without a written script.

ADV220 Consumer Behavior (3.0)

This course examines the cultural, social, and individual variables involved in consumer behavior. It also reviews how they are incorporated into buyer decision processes and marketing practices

ADV230 Advertising Design (3.0)

This course will further define the role of graphic design in an advertising context. Students will be introduced to informational and administrative approaches to the development of advertising. Campaign strategies, based on media and marketing realities, will also be defined and applied.

ADV240 Principles of Marketing Research (3.0)

The use of the marketing research process as a tool for solving management problems is a focus of this course. The source of data, sampling procedures, questionnaire design, data collection, and analysis will be covered.

ADV250 Sales & Persuasive Techniques (3.0)

An understanding of the sales process and the steps to sell a product or service is essential to a student who works in any area of business. Selling is an essential skill for the sales function of a business, but is also part of the job for many other employees. This course focuses on the essential skills and knowledge one needs to effect a sale, as well as the ways that the sales pitch can be focused to solve customer problems. This course also covers persuasive communication techniques in the area of advertising. Areas covered include the fields of logic and psychology. Among the topics to be covered are the framing effect, emotional hot buttons, mass appeal, snob appeal, subliminal messages, and the band wagon effect. Maslow’s hierarchy of needs, emotional reactions and how to achieve them and the various types of media that could be used to achieve the appropriate desired response are also covered.

ADV310 Account Planning (3.0)

Account planning demands a mixture of account services and research. Stated simply, an account planner frequently takes responsibility for ensuring that the client’s needs are met. This usually requires managing communication between departments in an advertising agency as well as being the point of contact between an agency and the client. Inside the agency, an account planner helps choose and integrate research and considers proposed advertising decisions from the perspective of consumer behavior. This course helps the student understand these functions and integrate them into a successful approach to advertising and advertising campaigns.

ADV320 Public Relations and Promotion (3.0)

This course examines the historical development of public relations, showing the principles, methods, and means of influencing public opinion.

ADV330 Brand Strategy (3.0)

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

ADV340 Media Planning and Buying (3.0)

Media as part of a delivery channel for a marketing message will be the focus of this course. Topics include media as critical to the fulfillment of the overall marketing strategy, cost effectiveness, and alternative and new media.

ADV350 Advertising Sales and Ratings (3.0)

This course focuses on a review of advertising fundamentals, their potential and limitations, advertising methods, objectives, copy, federal regulations, salesmanship, and the proper positioning of a client. Servicing accounts and interfacing with advertising agencies will also be covered.

ADV410 Interactive Advertising (3.0)

The astonishing growth of interactive commerce is one factor that has led to the demand for advertising and marketing on-line. In this course, students compare traditional and interactive outlets in order to develop a clear understanding of the differences and similarities between businesses in this new environment. Students learn to apply traditional principles where they are appropriate and to discover and apply a new fundamental understanding to developing and working within the various interactive environments. Marketing, advertising and sales on the Web, addressing the elements and requirements of information distribution will also be covered. This rapidly developing area both expands the use of traditional market research and creates new kinds of data. Students will be introduced to the concepts, availability, and use of this data.

ADV420 Introduction to Advertising Campaign (3.0)

Students in the course research, create, and present mixed-media campaigns. The students learn the fundamentals of conceiving and executing an integrated local/regional advertising campaign that utilizes major advertising media.

ADV430 Advertising Media Production (3.0)

This course advances students skills enabling them to prepare and present various forms of information (media) to professional audiences. Students will develop, prepare and present videos, moving graphics, graphics, and copy. They will create several short projects and a final project applying techniques and aesthetics discussed in the lectures, demos and readings. Professionalism and presentation techniques are also be covered.

ADV440 Intermediate Advertising Campaign (3.0)

Students during this course create a promotional/advertising campaign for an organization with publishing as a goal. The student designs and develops multiple projects from concept to Final Comp based on the specific needs of the client. Student value the importance of deadline, budget, client relationship, presentation and its relationship to the design process.

ADV450 Portfolio Preparation (3.0)

This course prepares students for the transition to the professional world. This course will prepare students for job interviews by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio pieces. Working individually with an instructor, each student will select representative pieces, showcasing work that reflects a unique style. Particular emphasis is placed on identifying short- and long-term professional employment goals, as well as related strategies and resources.

ADV460 Advanced Advertising Campaign (3.0)

Students research and develop a fully integrated advertising/promotional campaign for a National name brand account in this course. The student’s senior project documents, supports and argues the rationale and effectiveness of the campaign in written form. Students prepare, present and defend a graduate project suitable for a professional audience.

ADV470 Portfolio (3.0)

This course focuses on the completion of the portfolio. Your final portfolio should focus on your individual strengths. This work should reflect your uniqueness and your ability to meet demanding industry standards.

ART109 Image Manipulation (3.0)

In this introduction to raster-based digital image manipulation, students become acquainted with the concepts, hardware, and software, related to digital image acquisition, image editing, manipulation, color management basics, masking, layering, retouching, scanning and output.

ART109 Image Manipulation (3.0)

In this introduction to raster-based digital image manipulation, students become acquainted with the concepts, hardware, and software, related to digital image acquisition, image editing, manipulation, color management basics, masking, layering, retouching, scanning and output.

CA100 Acting & Movement (3.0)

The introduction of acting as a tool of research through studies of animated movement. Characters’ personality, expression, motivation, body language, and posture will be studied through classroom exercises in a variety of media.

CA110 Conceptual Storytelling (3.0)

The course is an introduction to storytelling and the components of story. The goal is to develop storytelling skills, and an understanding of story form.

CA115 Drawing & Anatomy (3.0)

Students will continue to develop drawing skills and will focus on basic anatomical structures of human and animal forms.

CA120 Storyboarding (3.0)

This course focuses on applying industry-standard storyboarding and scripting techniques to animation. Contents to be covered include the various purposes and formats of storyboards, the basic terminology and concepts used in storyboarding, and the application of storyboarding techniques to the creation of storyboards with or without a written script.

CA130 Camera Techniques (3.0)

In this course students learn techniques used in pre-production and production including cameras, lenses, mounting equipment, framing and composition, and natural and studio lighting.

CA210 Editing Techniques (3.0)

In this course, students use the features and functions of video editing systems. Students also explore various media available for video input and output.

CA215 2D Animation Principles (3.0)

Students will study timing and weight through a series of projects designed to demonstrate the principles of animation. Issues such as keyframing, in-betweening, and cycling will be addressed

CA233 Life Drawing & Gesture (3.0)

In this introductory course on drawing the human figure, students will continue developing their drawing skills. Course will focus on an interpretation of the human body, based on major masses organized by gestural line. Line of action, gesture, motion, measurement, and foreshortening will be covered in this course.

CA255 Language of Animation & Film (3.0)

Fundamentals of animated cinematography addressed through a historical survey. Course will consider trends and genres of animated film in a variety of media.

CA230 3D Modeling (3.0)

Through critical analysis, the student will apply basic design principles to the solution of visual problems using elements of 3D design. The student will conceptualize 3D coordinate systems, construct 3D models, and apply them to geometric construction.

CA235 Digital Ink & Paint (3.0)

This is course is an introduction to the computer as an ink and paint media for animation. Basics of scanning, clean up, ink and paint, and camera will be explored.

CA251 Character & Object Design (3.0)

This course focuses on designing and drawing characters or objects for animation using line to accurately delineate the form. Attention is given to appropriate proportion and form for an animated character or object. Characters and objects are created using various media.

CA255 Audio for Animation (3.0)

This course is a conceptual introduction to audio production techniques for animation. Students will learn to digitize sound and apply it for audio enhancement of their animations. Students will also learn how to produce appropriate audio effects and transition in computer animation.

CA260 Background, Design & Layout (3.0)

This course focuses on the fundamentals of background layout with an emphasis on perspective, composition, design basics, staging, mood, texture and lighting. Students will also learn the basics of using props as background and foreground design elements.

CA265 3D Animation (3.0)

Students are introduced to basic 3D animation techniques. Topics to be covered include hierarchical linking, keyframing, function curves, animated modifiers, basic morphing, animated cameras, and an introduction to character animation.

CA270 Hard Surface & Organic Modeling (3.0)

This course covers advanced modeling techniques used for building organic and hard surface objects and environments.

CA305 Motion Graphics (3.0)

This course is an introduction to the use of titling in the theatrical and broadcast graphics. Techniques for design and implementation will be covered. Students will produce title sequences and montages integrating image manipulation applications and other image processing support.

CA310 Character Modeling (3.0)

In this course students will use advanced modeling techniques to create 3D characters. Students will research and create character models based on anatomy using industry standard techniques.

CA317 3D Character Animation (3.0)

This is an advanced level 3D animation course building on techniques learned from previous modeling and animation courses. Students will learn how to apply real life action sequences to characters.

CA321 Material & Lighting (3.0)

In this class students will be introduced to materials, textures and lighting strategies to add detail and realism to objects without adding complexity to the model. Students will simulate real world surfaces and textures.

CA323 Digital Sculpture and Illustration (3.0)

This course examines the fine art aspects of computer generated imaging as they relate to a classical art program of study. Students will explore aspects of digital clay and how to utilize non traditional modeling techniques to achieve efficient advances in animation production and single frame portfolio prints.

CA324 Sequential Illustration (3.0)

The fundamentals of sequential illustration, including storytelling through expressive figure drawing, anatomy and character design, will be achieved by the students’ understanding of the varied stages of page preparation.

CA326 Painting (3.0)

This foundation level painting course focus is on observation, learning to see the practical world, learning to act in response to what is seen and expressing individual responses through the act of painting. Class assignments center on color use, physical paint surfaces, basic material Instruction and translating what is seen onto the two-dimensional surface.

CA327 Concepts—Timing for Animation (3.0)

Students will study the practice of timing and weight through a series of projects and exercises designed to demonstrate the principles of animation. Issues such as gravity, object construction, flexibility, and mood will be addressed and critiqued for a better understanding of animating movement.

CA335 Compositing (3.0)

Students in this course learn the concepts, techniques, and vocabulary of compositing. Students apply rotoscope, matchmoving, keying, layering, and alpha channel to final animation projects.

CA340 Animation Dynamic Systems (3.0)

Students will learn advance 3D computer generated animation techniques. Topics include exploration of character movement, embedding of behavior attributes into characters, forward and inverse kinematics, skinning, deformers and rigid and soft body dynamics.

CA345 Advanced Lighting & Texturing (3.0)

In this course students will continue to develop lighting and texturing skills.

CA353 3D Visual Effects (3.0)

Effects animation takes students through the basics of making special effects. Students will be using such tools as particles, soft bodies, dynamics and expressions to create several scenes.

CA355 Industrial Design (3.0)

This course continues to explore the various techniques used to create 3D computer-generated animation. Specific animation features and functions of the given software will be discussed and applied to the production of a 3D computer-generated animation. Emphasis will be placed on creation of a short animated piece focusing on Industrial Design.

CA357 Advanced Drawing for Animation (3.0)

Building on knowledge from preceding drawing courses, students will develop their drawing skills in the context of professional media arts and animation applications. This course will place emphasis on advanced drawing techniques and strengthening skills through real world observation.

CA403 Portfolio Foundations (3.0)

In this course, students begin production of their digital portfolio. Through class activities, students organize their work to reflect and enhance their individual strengths in computer animation.

CA411 Animation for Production (3.0)

This course prepares students for the production environment. Advanced skills in modeling, texturing, lighting, and rendering will be used to produce professional quality animation.

CA413 Animation Portfolio Production (3.0)

In this course, students focus on the production phase of their digital portfolio. Through class activities, students organize their work to reflect and enhance their individual strengths in computer animation.

CA417 Animation Studio (3.0)

Students will use advanced animation techniques to create, design, produce and edit a fully realized concept.

CA423 Animation Portfolio (3.0)

Through this course, students complete the digital portion of their portfolio. The students assess the strengths and weaknesses of their work to augment the final presentation. The course stresses the importance of professional presentation.

CA434 3D Character Rigging (3.0)

This course is to introduce the student to fundamentals of character setup. The character setup will be tested by animation assignments. During the course each student will create, set up and test a character model.

CA497 Production Team (3.0)

In this course students will work in a studio environment and will focus on the production and post production of an animated short.

DTG110 Presentation and Delivery Technology (3.0 cr)

(Prerequisites: ART106 Design Fundamentals and CS104 Computer Applications) This is a laboratory course that exposes students to various file output and delivery options. Students create single images, charts, graphs, presentation boards, small publications, electronic slide shows and animation for specified projects using traditional and digital media.

DTG120 Concept Drawing (3.0 cr)

(Prerequisites: none) In this course, students apply drawing techniques to investigate design concepts and represent manufactured objects. One-point and two-point perspective methods are enhanced. Students use a variety of media such as pencil, ink, and markers to simulate a variety of natural and man-made materials in their drawings.

DTG130 Material and Processes (3.0 cr)

(Prerequisite: CS104 Computer Applications) This course introduces students to the means, materials and methods of basic manufacturing processes. Students consider how various raw materials are transformed by fabrication and finishing techniques into end products.

DTG210 Computer Aided Industrial Design (3.0 cr)

(Prerequisite: ID139 CAD I) In this course, students use 3-D modeling software to build models for conceptual designs. Manufacturing details are incorporated into the models considering requirements such as parting lines, draft angles, and preparation for rapid prototyping.

DTG215 Technical Illustration I (3.0 cr)

(Prerequisite: None) This is a laboratory course wherein students use traditional and digital media to depict objects, with an emphasis on industrial, mechanical and consumer products.

DTG220 Fabrication Techniques (3.0 cr)

(Prerequisite: DTG 130 Materials and Processes) This is an introductory course in which students are taught the fundamentals of hand and power tool operations and applications. Various projects are assigned along with written and practical tests to verify students’ course competency.

DTG230 Computer Aided Modeling (3.0 cr)

(Prerequisite: DTG210 Computer Aided Industrial Design) This course builds on concepts and skills introduced in Computer Aided Drafting. Course material will develop digital modeling and surface techniques. Computer software will be used to visually communicate and present design concepts.

DTG240 Principles of Mechanical Engineering (3.0 cr)

(Prerequisite: PHYS1301 Physics) In this course, students are introduced to fundamental mechanical engineering principles that are important to the design of functional, manufacturable products. An exploration of engineering concepts will include engineering properties of materials, simple machines, principles of mechanical advantage, manufacturing tolerances, and basic structural design.

DTG250 Storyboarding and Scriptwriting (3.0 cr)

(Prerequisites: ART108 Observational Drawing and CS104 Computer Applications) This course focuses on applying industry-standard storyboarding and scripting techniques to communicate effectively for various forms of media. Contents to be covered include the various purposes and formats of storyboards, the basic terminology and concepts used in storyboarding, and the application of storyboarding techniques to the creation of storyboards with or without a written script.

DTG260 Interactive 3-D Visualization (3.0 cr)

(Prerequisite: ID139 CAD I) This course introduces simulated visual environments. Using the principles of linear perspective, visual composition, theatrical staging, spatial sound, and lighting, students will design and construct a virtual environment, including real-time models with associated behaviors, and an interactive user interface.

DTG270 Design for Manufacturing (3.0 cr)

(Prerequisites: DTG130 Material and Processes, DTG220 Fabrication Techniques, DTG240 Principles of Mechanical Engineering) Students will learn about production and advanced manufacturing and processes in detail, focusing on tolerances, details, capabilities, and limitations of manufacturing, processes, and materials. Study the effects on product costs and viability.

DTG310 Package and Point of Sale Design (3.0 cr)

(Prerequisites: GD214 Typography Hierarchy) Students learn to understand the role of packaging and point-of-sale in product protection and presentation. Students focus on the structural integrity of products, marketing objectives, and the need for unique display aesthetics.

DTG315 Technical Illustration II (3.0 cr)

(Prerequisite: DTG215 Technical Illustration I) This is a laboratory course wherein students use traditional and digital media to depict singular events, conditions, results, activities and sequential processes, where the emphasis is on information design, the use of graphic symbols and visual storytelling and exposition.

DTG320 CAD for Civil Engineering (3.0 cr)

(Prerequisites: ID139 CAD I) This course introduces computer-aided drafting for civil engineering. Through site planning, grading and drainage plans, boundary surveys, road and utility construction and detailing are presented to students in the form of design problems.

DTG330 Training and Instructional Design (3.0 cr)

(Prerequisites: GD214 Typography Hierarchy) This course is a design studio where students create training and instructional documents in support of an instructional plan. The principles and practices of instructional design, learning styles, and instructional methodology are explored as students create instruction sheets, maps, process diagrams, step-by-step graphic instructions, and interactive tutorials.

DTG340 CAD for Process Piping (3.0 cr)

(Prerequisites: ID139 CAD I) This is a laboratory course that builds on mechanical drafting skills with an emphasis on orthographic, paraline, and auxiliary views of process plant construction, process equipment, and process piping. Pipe runs, flow controls, and rack assemblies are described using drawings, schedules, flow diagrams, control sequences, symbol conventions, and technical specifications.

DTG350 Visualization Information

(Prerequisites: GD214 Typography Hierarchy) This course introduces the student to approaches to designing charts, maps, graphics, posters, signs, and other displays. In addition, students are introduced to standard software tools.

DTG410 Event Design (3.0 cr)

(Prerequisites: GD214 Typography Hierarchy) Design work is developed for commercial event environments, using structural systems that reflect portability and user-interface such as museums, trade shows, interactive kiosks, or themed environments. Concepts, working drawings, and presentation will address business and marketing criteria.

DTG420 Special Topics: Industrial Design (3.0 cr)

(Prerequisite: ID323 3-D Digital Rendering) This course explores the various techniques used to create 3-D computer-generated animation. Specific animation features and functions of the given software will be discussed and applied to the production of a 3-D computer-generated animation. Emphasis will be given on the creation of a short animated piece focusing on Industrial Design.

DTG440 Consumer Product Design (3.0 cr)

(Prerequisites: GD214 Typography Hierarchy) This course is an advance study of product design and processes. Students learn product development and teamwork processes, and focus on developing and completing a model or prototype.

DTG450 Portfolio Preparation (3.0 cr)

(Prerequisite: CD400 Career Development) This course prepares students for the transition to the professional world. This course will prepare students for job interviews by helping them compile a portfolio. Students will demonstrate their conceptual design, craftsmanship, and other skills as they assemble and refine their portfolio pieces. Working individually with an instructor, each student will select representative pieces, showcasing work that reflects a unique style. Particular emphasis is placed on identifying short- and long-term professional employment goals, as well as related strategies and resources.

DTG460 Portfolio (3.0 cr)

(Prerequisite: DTG450 Portfolio Preparation) This course focuses on the completion of the portfolio. Your final portfolio should focus on your individual strengths. This work should reflect your uniqueness and your ability to meet demanding industry standards.

GD204 Layout Design (3.0)

This class will concentrate on utilizing design principles and theories in problem solving, focusing on the importance of layout composition. Emphasis will be on the process of design development from roughs to comprehensives, layout, and the use of grid systems for multi-component layouts.

GD207 Advanced Image Manipulation (3.0)

This course builds upon the Image Manipulation course to integrate raster and vector graphics with concerns for varied formats, including web and print graphics. Upon successful completion of the course, the student will demonstrate advanced research, conceptual development, and execution through the use of industry standard raster-image software.

GD227 Digital Pre-Press (3.0)

Students complete multiple-page electronic pre-press documents that include scanned and edited images, object-defined graphics and text through the integration of a variety of file types. The place of electronic page make-up in modern print production is studied.

GD216 Digital Layout (3.0)

This course will explore various means of indicating, placing and manipulating visual elements in page design, systematically developing strong and creative layout solutions by means of a cumulative, conceptual design process. The ability to effectively integrate photographs, illustrations, and display and text type will be developed using page composition software.

GD220 Digital Grid Systems (3.0)

This advanced layout course enhances and reflects skills developed in fundamental design courses. Critical analysis will be applied through the usage of type and layout to create clear, communicative design. Portfolio-quality projects will be developed as part of this process.

GD218 Print Production (3.0)

This course prepares students in the electronic preparation of simple designs. Image reproduction, color specification, file preparation procedures, and binding and finishing techniques will be explored. Discussion of various printing processes and paper selections are covered in this class.

GD224 Corporate Identity (3.0)

The role of communication design in creating comprehensive corporate identity systems is the focus of this course. An analysis of corporate objectives and practical applications will be the basis for developing a structured corporate identity system, including logo design, color, symbols, and branding. Other business collateral may also apply (stationery, business cards, signage and packaging vehicles). Students will study and analyze effective Corporate Identity systems through case studies. Project solutions will require innovative thinking and alternative design approaches with creative, intense use of otherwise traditional media output.

GD327 Package Design (3.0)

Exploration of the design process in package design and the challenges of adapting 2D designs to 3D forms, both simple and complex. Projects will explore materials, structure, aesthetics, production methods, marketing objectives and budgetary constraints.

GD313 Environmental Design (3.0)

Students will study a range of examples of exhibition/environmental design measured against conventions of 2D display/informational systems. Conventions of two-dimensional graphic design such as typography, layout, image use, and visual hierarchy will be expanded into the three-dimensional environment. Elements such as scale, light, color, typography, viewer placement, conceptual sketching, 3D model building, and various computer programs will be used to present and define the chosen message.

GD316 Introduction to the Web (3.0)

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

GD317 Web Scripting (3.0)

Students integrate design skills with the basic computer language skills (HTML) required in order to create web pages. Emphasis is balanced between the design and technical elements of Web Page design and production.

GD409 Sustainable Design Issues (3.0)

This course will address the fundamental issues of sustainable design and introduce a broad range of frameworks and concepts for tackling the fundamental changes that are required in how a company approaches design and manufacturing. Drawing from a wide range of sources and case studies, we will discuss the key issues framing sustainable design, how it can be initiated in an organization, and how it impacts on choices of product planning, production partners, brand and marketing.

GD414 Web Layout (3.0)

This course focuses on graphical user interface design as it relates to the Internet, handheld devices, kiosks and other digital media. Parameters relating to certain technical specifications will mediate the design process. Students will also employ principles of user experience design appropriate for the client and target audiences.

GD430 Art Direction (3.0)

This course will examine the role of the art director in producing multifaceted design projects. Working in teams, students will coordinate their creative efforts, from concept to finished output. By encouraging a team approach, the course will further enhance students' leadership, communications and negotiation skills.

GD435 Graphic Design Studio (3.0)

This course provides an in depth evaluation of projects to be utilized in each students' professional portfolio. Portfolio materials will be evaluated, refined, and finalized. The student also has an opportunity to do individualized research on a topic that is of particular interest to their area of study.

GD415 Web Animation (3.0)

This course investigates the use of animation in the development of interactive as well as non-interactive digital media art. The class will emphasize the mechanics of 2-D animation with audio and interactivity. Focused consideration of the Internet will be conducted by emphasizing related parameters and protocols.

GD421 E-portfolio (3.0)

This course will guide students through the process of compiling their work into a final interactive portfolio. This course will also stress the importance of professional development and help the student obtain the necessary completion of the initial job search requirements.

ID145 Textile Design (3.0)

This course considers fabric design and applications as they relate to interior spaces. Students examine various aspects of fabric design such as composition, manufacturing, design theory and history, cultural differences, and the role of the fabric designer in modern textile design.

ID146 Retail Store Design (3.0)

The student will space plan and design a retail store. The project proceeds in two phases: first, identifying and analyzing the client's needs and goals using The Design Process; and second, detailing and refining a conceptual idea from the schematic design phase through design development and on to a complete design solution.

ID147 Special Purpose Hospitality Studio (3.0)

A studio course that considers the client profile, market niche, industry characteristics and project requirements of a small, specialty boutique hospitality facility located in a local or world setting. Emphasis is on the integration of the design solution with the prevailing culture, and how traditional themes may be adapted and updated in a contemporary hotel.

IMD335 Design for Mobile Devices (3.0)

Students will learn to create custom solutions for content delivery on mobile devices by developing web application and device application user interface tools optimized for delivery on mobile devices as well as test student-designed interfaces.

IMD252 Portfolio

This course prepares students for the transition to the professional world. This course will prepare students for the industry by helping them compile a portfolio. Students will demonstrate their conceptual, design, craftsmanship, and other skills as they assemble and refine their portfolio projects. Working individually with an instructor, each student will select representative projects showcasing work that reflects a unique style and developing them further as needed. Particular emphasis is placed on identifying short- and long-term professional employment goals, industry and professional related resources and portfolio development strategies.

PHOT315 Wedding Photography (3.0)

Students will be provided with a working knowledge of the wedding photography industry. This includes photographing a wedding, bridal portraits and post production sales and delivery systems. Students gather skills in candid lighting techniques as well as studio and location lighting for bridal portraits. How to market for weddings and how to conduct business will be discussed.

PHOT332 Digital Asset Management (3.0)

Digital Asset Management for photography encompasses everything from the moment the image is captured on media to the final output. Today, photographers must adhere to a proper digital workflow that manages such criteria as: metadata, color management, IPTC core schema, archiving, printed and web output. This course addresses the principles of proper DAM workflow including short and long term archiving and storage techniques, and how to implement a DAM system. Adobe Lightroom will be used as the primary tool.

PHOT416 Food Photography (3.0)

In this course, students will apply their photographic knowledge to capture images of food in a studio environment. Creating, designing, and editing photographs will be discussed. Topics will also include food styling, food preparation, and working with art directors and clients.

RS355 Business Law (3.0)

This course gives an overview of basic legal principles related to starting and conducting a business. Topics include legal systems, litigation, dispute resolution and contracts. The protection of intellectual property, including patents, copyrights, trademarks, and service marks is emphasized.

VEMG105 Introduction to Visual Effects (3.0)

This course will explore various techniques to create and implement CGI into live action. The course will explore various methods of compositing and compositing concepts to enhance and expand productivity. Specific animation features and functions of the given software will be discussed and applied to the production of short 3D animation projects. Emphasis will be placed on creating CG environments and integrating elements into live action.

VEMG115 Storyboarding (3.0)

This course focuses on planning for complex layered composites. Students will apply industry-standard storyboarding and scripting techniques to Visual Special Effects. Contents to be covered include purposes and formats of storyboards, basic terminology and concepts used in storyboarding, and the application of storyboarding techniques to the creation of storyboards with or without a written script.

VEMG123 Two-Dimensional Animation

Students acquire foundation skills in two dimensional animation techniques. Emphasis is on concept development, sequencing, timing and character development using traditional animation materials and procedures.

VEMG125 Maps, Mattes, and Masks (3.0)

This course continues the development of digital imaging skills, with an emphasis on advanced techniques in masking, maps, channels, and compositing.

VEMG205 Three-Dimensional Modeling and Animation I (3.0)

Using a 3D modeling program, students will create and render 3D forms consisting of various combinations of light, color and texture.

VEMG207 Introduction to Editing (3.0)

In this course students explore the features and functions of editing shots. The course focus is on the relationship between shots. Students will evaluate the editing process by watching films and understanding how editing supports the story being told. Students will then practice shot relationships and continuity editing using linear and/or non-linear video editing systems.

VEMG211 Intermediate Visual Effects I (3.0)

This course begins with an overview of the history of visual effects with emphasis on the various effects processes in their historical contexts. It continues with discussions of the field of postproduction, animation and broadcast graphics and analysis of major sectors of those industries and career opportunities within them.

VEMG213 Broadcast Graphics (3.0)

This course introduces techniques in type design and animation using compositing software. Emphasis is on design, storytelling and technical precision.

VEMG215 Three-Dimensional Modeling And Animation II (3.0)

This course will continue to explore the various techniques to create animation in a 3D environment. The emphasis will be on creating animated logo designs for use in broadcast and corporate presentation venues. The course will also explore various methods of compositing and compositing concepts to enhance and expand productivity. Specific animation features and functions of the given software will be discussed and applied to the production of short 3D animation projects. Emphasis will be placed on the ability to breakdown a scene into various layers and integrate those layers into a completed, seamless product.

VEMG217 Intermediate Editing (3.0)

Intermediate editing introduces the computer into the editing process. Students will adapt editing concepts learned in Basic Editing to the non-linear atmosphere. Students will develop editing skills in a digital environment. Emphasis is on digitizing media, media management, titling, importing/exporting graphics, audio mixing and outputting to videotape.

VEMG221 Intermediate Visual Effects II (3.0)

Utilizing various painting and compositing packages students will learn the principles of rotoscoping and digital painting, as applied to rig removal and special effects.

VEMG223 Intermediate Broadcast Graphics (3.0)

This course will expose students to the disciplines used in finalizing a video or animation project using compositing software. The class will reinforce compositing concepts, techniques, and vocabulary that students have learned in previous classes. More sophisticated tools and techniques will be introduced. Each student should produce a final edited project utilizing these skills.

VEMG227 Advanced Editing (3.0)

Advanced editing gives students the opportunity to refine knowledge and skill learned in the introductory and intermediate editing courses. The main focus of advanced editing is applying shot relations and transitions by creating a short video from original idea to edited master. Students explore the features and functions of video-editing systems and learn to edit video using linear and non-linear video editing systems.

VEMG301 Advanced Visual Effects I (3.0)

This course will expose students to the disciplines used in creating and compositing video shot on a blue or green screen. More sophisticated methods will be introduced for color correcting and adjusting video to produce seamless composites. The class will reinforce compositing concepts, techniques, and vocabulary that students have learned in previous classes. Each student should produce a final edited project utilizing these skills. Concepts presented will include; various methods of keying, matte extraction, garbage matting, track mattes, traveling mattes, RGB color space, and color correction.

VEMG303 Interactive Visual Design (3.0)

Interactive Visual Design is a mastery level course encompassing broadcast design skills and information architecture as utilized in convergence media such as DVD and WebTV. The formats of DVD and WebTV/AOLTV are referred to as convergence media; both present virtually all of the design challenges and limitations posed by both television NTSC display and browser style navigation.

VEMG305 Post-Production Management (3.0)

Students will learn to manage the production process. They will develop skill in managing clients and personnel. Students will discover the critical nature of preplanning and organization. Course will explore the various technical and artist issues that effect a project. Students will understand the financial implications of project management. Skill will be developed in establishing timelines and deadlines.

VEMG 307 Three-Dimensional Effects (3.0)

Using a 3D modeling program, students will Particles systems from use in compositing as well as particle dynamics, space warps and effects such as combustion. Use 3d lighting to match real world lighting.

VEMG311 Advanced Visual Effects II (3.0)

This course introduces students to the various methods of matching the motion shot on a live action plate and applying that motion to a digital element. 2D and 3D tracking methods will be introduced. The course will also introduce students to morphing technology and methods by which elements can be seamlessly blended together within the frame.

VEMG313 Video Production (3.0)

This course introduces studio production with an emphasis on green screen shooting for compositing. Shooting in the studio forces students to work in a controlled environment. Matching lighting and camera angles/movement are stressed. Composition and blocking for translation into the digital realm is studied and practiced.

VEMG315 Art Direction (3.0)

This course further explores the responsibilities of the art director, including the evaluation of the creative process, marketing strategies, design aesthetics and media application.

VEMG321 Production Studio I (3.0)

In this course, two group projects will be produced. Students will build upon previously learned foundation skills in broadcast design and visual effects by simulating a real world production environment. Emphasis will be placed on both the competitive and collaborative aspects of broadcast design production, as well as various professional methods, procedures, techniques, skills, resources and equipment.

VEMG323 Advanced Broadcast Graphics (3.0)

This course will expose students to more advanced compositing techniques. The class will reinforce compositing concepts, techniques, and vocabulary that students have learned in previous classes. More sophisticated tools and techniques will be introduced. The class will focus mainly on group-oriented projects. Each student will have a vital role in producing a group project involving, animation, live action video, editing, and compositing for a final portfolio piece.

VEMG327 Advanced Sound Techniques (3.0)

A survey of advanced topics relating to sound for video including: the professional audio post-production process, dual-system sound synchronization, multi-channel surround mixing for theatrical and DVD release, complex sound effect creation and sound design, advanced music and dialog editing and a basic introduction to music creation using synthesizers, samplers and the Musical Instrument Digital interface (MIDI.)

VEMG401 Production Studio II (3.0)

This course is designed to expose students to the disciplines used in animation and related industries. In this course students will work as a production team to continue developing the full station ID (including bumpers, trailers, interstitials, openings, commercials, and lower thirds) that they started in the previous quarter.

VEMG403 Special Topics (3.0)

Topics are based upon important trends and developments in Visual Effects and Motion Graphics. Lectures, demonstrations, or research reports pertaining to areas of interest in Visual Effects and Motion Graphics presented by resident faculty, expert visitors, and working professionals. Group projects may also be assigned. Topics selected are based upon important trends and developments in the industry. Study and discussion of computer hardware, operating systems, networking, programming languages, interactive digital media, streaming media, HDTV, entrepreneurship, marketing, workgroup organization, and film industry are but a few possible topics that might be covered. As an Independent study, this course allows the student to select special topics in Visual Effects and Motion Graphics and produce, under the guidance of an instructor, work related to the industry. The student will be exposed to the various applications of Visual Effects and Motion Graphics and apply those skills to chosen topics.

VEMG405 Portfolio Preparation (3.0)

Students will create Treatments, Scripts, Storyboards and Shooting schedules for the acquisition of source material for the student's final portfolio.

VEMG411 Principles of Aesthetics (3.0)

Aesthetics is the philosophical study of the nature of art. Students will examine various aspects of art including the relationship between the various arts and concepts of beauty, the creative process, principles of art criticism, style, and symbolism.

VEMG415 Portfolio Development (3.0)

This course continues the refinement of the student’s digital portfolio. Student’s will focus on meeting digital portfolio requirements, showcasing their individual strengths and areas of specialization. Students will apply time management, technical and artistic skills to complete final video.

VEMG425 Portfolio Presentation (3.0)

In this course students will compile the digital portion of their portfolio, to assess its strengths and weaknesses, to correct those weaknesses and augment the students strengths to produce a professional demonstration tape. Students will apply time and resource management principles to the development and production of visual special effects projects.

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Prospective students in the Game Art & Design program must submit a portfolio for approval by a faculty committee. Game Art & Design applicants must also have achieved a cumulative GPA of 2.5 in high school or in 24 semester hours (36 quarter credit hours) at a regionally accredited institution of higher learning. Guidelines for portfolio requirements may be obtained from an admissions representative. Prospective students in the Media Arts & Animation program must submit a portfolio for approval by a faculty committee. Guidelines for portfolio requirements may be obtained from an admissions representative.

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Digital Image Management. Students may demonstrate their preparation for the program by submitting a college transcript showing relevant courses, by submitting a portfolio, or by writing a brief essay (250 words) in response to the following prompt:

“Please identify an image in an advertisement found in a popular magazine that you think successfully advances the purpose of the advertisement. Please identify elements of the image and describe how these elements advance the purpose of the advertisement. Your essay should address line, shape, value, texture, and color.”

Fashion Retailing. Students may demonstrate their preparation for the program by submitting a college transcript showing relevant courses, by submitting a portfolio, or by writing a brief essay (250 words) in response to the following prompt:

“Please identify the fashion retail store that you think has the most successful buying experience for its customers. Please identify the elements of the store that add to the experience in a positive manner and describe how those elements add to the buying experience. Your essay should address line, shape, value, texture, and color.”

Web Design & Development. Students may demonstrate their preparation for the program by submitting a college transcript showing relevant courses, by submitting a portfolio, or by writing a brief essay (250 words) in response to the following prompt:

“Please identify a web site that you think provides an outstanding experience to the user. Please identify the elements of the site that add to the experience in a positive manner and describe how those elements add to the experience of the site. Your essay should address line, shape, value, texture, and color.”

Web Design & Interactive Communications. Students will be asked to demonstrate that they have developed skills in Image Manipulation, Fundamentals of Web Scripting, and User-Centered Design. Students may demonstrate skills in these areas through previous courses, or work experience, or a portfolio.

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Digital Bookshelf and eBooks

The Art Institute of Houston is in the process of enhancing the learning experience by converting traditional textbooks to electronic media. Thus eventually most courses will have a digital resource fee associated with them. This mandatory fee is a flat rate per course and allows students access to an Electronic Library and HTML versions of textbook(s), and in some cases, other electronic media, which is integrated into the course. Students are responsible for reading the Digital Bookshelf and eBook User’s Manual publication which describes the media, access to the materials and your rights and responsibilities related to Digital Bookshelf.

Students retaking a course are charged only once for the digital resources fee associated with the same course because students have access to the digital resources materials for five years. Provided the digital resources for the retaken course still uses the same digital books, students do not purchase additional textbook(s) for these courses. On average the price of the digital resource fee is less than the retail price of the textbook(s) for each course, with the added benefits of no shipping charges and immediate access to the materials. When you register for a course, the course registration will display whether there is a digital resource fee or whether paper textbooks are required for each particular course.

eCollege and VitalSource System and Hardware Specifications

The Art Institute of Houston uses eCollege and Vital Source to deliver its digital resources. As with any software, the faster the processor, the more RAM, and the larger hard drive space you provide, the better the performance. Users wanting to move their material to their hard drive may need additional space. It is also important that users understand the process and benefits of maintaining their machines in top operating condition by keeping them current with the latest operating system updates, correctly configuring virus control, and other beneficial habits.

Preferred Requirements:

Preferred Software Specifications:

Mac OSX 10.5 or 10.6

OR

Windows 7 or Vista with Microsoft .Net 3.5 SP1

– Latest version of Safari Browser, MozillaFirefox, or Internet Explorer

Preferred Hardware Specifications:

– 2.0 GHz INTEL processor

– 1 GB of RAM

– Graphics card capable of 1024x768 resolution or larger

– Soundcard & speakers

– High speed internet access

Minimum Requirements:

Minimum Software Specifications:

Apple Mac OSX 10.4

OR

Microsoft Windows XP SP2 or higher with Microsoft .Net 3.5 SP1

– Safari browser 3.0.4 or higher, Mozilla Firefox 2.0 or higher,

Internet Explorer 6 or higher

Minimum Hardware Specifications:

– 1.0 GHz processor

– 512 MB of RAM

– Graphics card capable of 1024x768 screen resolution

– Dial-up internet access is the minimum standard, however,

a higher speed is recommended

Recommended Plug-ins or Downloads:

Course instructor may employ technology in the eCollege classroom that requires one of these recommended plug ins or downloads in order to function properly. If your instructor uses the ClassLive technology, Java will be required. If your instructor provides PDF files, Adobe Reader may be required to open and view those files. You can download these items at the time that they are deemed necessary.

– Java

– If Mac—MacOS Classic Java (MRJ 2.2.5)

(<http://developer.apple.com/java/index.html>)

– If Window—Sun’s Java 2 SDK (Java 1.5 or Java 1.6)

(<http://www.java.com>)

– Adobe Reader (<http://get.adobe.com/reader/>)

Recommendation regarding “Netbooks”

Students often see “Netbooks” (small laptop computers primarily designed for web browsing and emailing) as an affordable option when looking to purchase a computer for classwork. However, it is strongly recommend that students do not purchase a Netbook.

Purchasing a low-price laptop or desktop computer that meets the system requirements outlined above is a much better solution for classwork. While newer Netbooks may meet resolution and screen-size requirements for reading your eBooks, much like some older laptops, some older Netbooks may not be able to graphically handle these sites. This means that reading e-texts and participating in the classroom could become difficult. It may be challenging to scroll through your readings and effectively and efficiently work through the material.

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The Art Institutes Military Discount

You and your family have worked hard to protect our nation. That is why The Art Institutes system of schools is so proud to offer our service men and women a special tuition discount and fee waiver program.

If your VA benefit (including Chapter 33) does not cover your tuition costs and you are on active duty, in the National Guard, or are an eligible spouse, The Art Institutes will discount your scheduled tuition by 10% as well as waiving all application and registration fees.

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Milestones & Evaluation Points for Satisfactory Academic Progress

Diploma Programs:

3. At the end of second quarter, students with a CGPA under 1.5, but at least 1.0 and/or an ICR below 50%, but at least 33.33% will be placed on probation.

Should read:

3. At the end of second quarter, students with a CGPA under 1.5, but at least 1.0 and/or an ICR below 50%, but at least 33.33% will be placed on probation.

NOTE: If you are on probation for ICR it will be very difficult for you to meet the fourth quarter ICR milestone of 66.67%. In some cases you may have to successfully complete all the hours you attempt in your third and fourth quarter. Please consult with your academic advisor on your exact requirement.

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This arbitration statement replaces the arbitration statement on page 147.

ARBITRATION

Every student and The Art Institute of Houston—North agrees that any dispute or claim between the student and The Art Institute of Houston—North (or any company affiliated with The Art Institute of Houston—North, or any of its officers, directors, trustees, employees or agents) arising out of or relating to a student’s enrollment or attendance at The Art Institute of Houston—North whether such dispute arises before, during, or after the student’s attendance and whether the dispute is based on contract, tort, statute, or otherwise, shall be, at the student’s or The Art Institute of Houston—North’s election, submitted to and resolved by individual binding arbitration pursuant to the terms described herein. This policy, however, is not intended to modify a student’s right, if any, to file a grievance with any state educational licensing agency.

If a student decides to initiate arbitration, the student may select either, JAMS or the National Arbitration Forum (“NAF”) to serve as the arbitration administrator pursuant to its rules of procedure. If The Art Institute of Houston—North intends to initiate arbitration, it will notify the student in writing by regular mail at the student’s latest address on file with The Art Institute of Houston—North, and the student will have 20 days from the date of the letter to select one of these organizations as the administrator. If the student fails to select an administrator within that 20day period, The Art Institute of Houston—North will select one.

The Art Institute of Houston—North agrees that it will not elect to arbitrate any undividable claim of less than the relevant jurisdictional threshold that a student may bring in small claims court (or in a similar court of limited jurisdiction subject to expedited procedures). If that claim is transferred or appealed to a different court, however, or if a student’s claim exceeds than the relevant jurisdictional threshold The Art Institute of Houston—North reserves the right to elect arbitration and, if it does so, each student agrees that the matter will be resolved by binding arbitration pursuant to the terms of this Section.

IF EITHER A STUDENT OR THE ART INSTITUTE OF HOUSTON—NORTH CHOOSES ARBITRATION, NEITHER PARTY WILL HAVE THE RIGHT TO A JURY TRIAL, TO ENGAGE IN DISCOVERY, EXCEPT AS PROVIDED IN THE APPLICABLE ARBITRATION RULES, OR OTHERWISE TO LITIGATE THE DISPUTE OR CLAIM IN ANY COURT (OTHER THAN IN SMALL CLAIMS OR SIMILAR COURT, AS SET FORTH IN THE PRECEDING PARAGRAPH, OR IN AN ACTION TO ENFORCE THE ARBITRATOR’S AWARD). FURTHER, A STUDENT WILL NOT HAVE THE RIGHT TO PARTICIPATE AS A REPRESENTATIVE OR MEMBER OF ANY CLASS OF CLAIMANTS PERTAINING TO ANY CLAIM SUBJECT TO ARBITRATION. THE ARBITRATOR’S DECISION WILL BE FINAL AND BINDING. OTHER RIGHTS THAT A STUDENT OR SOUTH UNIVERSITY WOULD HAVE IN COURT ALSO MAY NOT BE AVAILABLE IN ARBITRATION.

The arbitrator shall have no authority to arbitrate claims on a class action basis, and claims brought by or against a student may not be joined or consolidated with claims brought by or against any other person. Any arbitration hearing shall take place in the federal judicial district in which the student resides. Upon a student’s written request, The Art Institute of Houston—North will pay the filing fees charged by the arbitration administrator, up to a maximum of \$3,500 per claim. Each party will bear the expense of its own attorneys, experts and witnesses, regardless of which party prevails, unless applicable law gives a right to recover any of those fees from the other party. If the arbitrator determines that any claim or defense is frivolous or wrongfully intended to oppress the other party, the arbitrator may award sanctions in the form of fees and expenses reasonably incurred by the other party (including arbitration administration fees, arbitrators’ fees, and attorney, expert and witness fees), to the

extent such fees and expenses could be imposed under Rule 11 of the Federal Rules of Civil Procedure.

The Federal Arbitration Act (FAA), 9 U.S.C. §§ 1, et seq., shall govern this arbitration provision. This arbitration provision shall survive the termination of a student's relationship with The Art Institute of Houston—North. If a student has a question about the arbitration administrator mentioned above, the student can contact them as follows: JAMS, 45 Broadway, 28th Floor, New York, NY, 10006, HYPERLINK "<http://www.jamsadr.com>" www.jamsadr.com, 8003525267; National Arbitration Forum, P.O. Box 50191, Minneapolis, MN, 55405, www.arbforum.com, 800-474-2371.

