



CATALOG ADDENDUM

Catalog 2009-2010
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1. CATALOG ADDITIONS
New Diploma Program Offerings

Digital Image Management - Diploma
Fashion Retailing – Diploma
Web Design & Interactive Communications - Diploma



The Art Institute of Las Vegas

Catalog Addendum
Digital Image Management
Diploma

Effective 1 June 2010

Digital Image Management – Diploma

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

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

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

The general objectives for the program are:

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

Course No.	Course Name	Credit
PHG260	Business of Photography	3
PHG103	Digital Color Theory	3
PHG207	Digital Darkroom	3
GD211	Digital Illustration	3
GD420	Advanced Digital Illustration	3
GD107	Digital Imaging	3
GD411	Advanced Digital Imaging	3
PHG150	Photographic Design	3

PHG217	Digital Darkroom II	3
BUS121	Fundamentals of Marketing	3
PHG110	Principles of Photography	3
PHG450	Exhibition Printing	3
DFVP131	Introduction to Video	3
IMD215	Digital Video Editing	3
IMD210	Web Authoring I	3
GD413	Digital Portfolio	3

CORE COURSE DESCRIPTIONS

PHG260 Business of Photography

PREREQUISITES: None

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

PHG103 Digital Color Theory

PREREQUISITES: None

This course introduces students to color theories, both additive and subtractive, especially as it relates to digital (computer) production. This hands-on class will discuss both creative and technical choices of color usage, including broadcast-safe color and print standards. Color correction will also be covered.

PHG207 Digital Darkroom

PREREQUISITES: None

This course will offer a beginning study into the editing process of Photography. It will build upon skill learned in Digital Imaging, but will focus on techniques used to correct, edit, sharpen, retouch, and produce their work for presentation.

GD211 Digital Illustration

PREREQUISITES: None

This course helps students communicate and design with the computer as a professional tool. Using different software applications, students will demonstrate an understanding of electronic illustration. The course will explore vector-based graphic applications that are considered to be industry standard.

GD420 Advanced Digital Illustration

PREREQUISITES: GD211

With the growth of features in complex vector illustration programs, this advanced course addresses the unique role of vector illustration programs in creating advanced artwork for a variety of professional applications, including Web site development, vector-based animation, resizable, typographically rich artwork, and portable document creation.

GD107 Digital Imaging

PREREQUISITES: None

Students develop basic image manipulation skills in a raster-based computer environment. Emphasis is on mastering the fundamentals of scanning, color management, photo retouching, imaging, special effects, and filters and masks.

GD411 Advanced Digital Imaging

PREREQUISITES: Permission of Academic Director

This course emphasizes digital imaging for interactive presentations. Students will use vector- and-raster based applications for image creation and manipulation. Advanced concepts such as animation, 3D objects, layering, texture mapping, and archiving will be covered.

PHG150 Photographic Design

PREREQUISITES: None

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

PHG217 Digital Darkroom II

PREREQUISITES: PHG 207

This course is a continuation of the first Digital Darkroom. It will emphasize the workflow methods of the first class with special consideration applied to the output needs of the product for presentation, & refinement of digital imaging techniques.

BUS121 Fundamentals of Marketing

PREREQUISITES: None

This course addresses the fundamental concepts and principles of marketing. The overview of marketing provided here will help students place their knowledge in a framework and understand how each component contributes to the strength and utility of a marketing plan. Students will also learn how to identify the ways in which world events and cultural assumptions influence marketing.

PHG110 Principles of Photography

PREREQUISITES: None

In this fundamental course, students will identify basic photographic tools and their intended purposes, including the proper use of various camera systems, light meters, and film selection. Students will analyze photographs to determine their positive and negative attributes and apply these principles to produce their own visually compelling images by employing the correct photographic techniques.

PHG450 Exhibition Printing

PREREQUISITES: PHG 390

In this laboratory class, participants will produce final portfolio prints, as well as final exhibition prints of gallery quality. Special attention will be paid to quality control as demonstrated in effective dust- and artifact- aberration control, tonal and color control, archival preparation, and gallery-quality presentation.

DFVP131 Introduction to Video

PREREQUISITES: NONE

Students will be able to demonstrate knowledge of the technical terms of video production and industry uses of basic video production equipment and techniques.

IMD215 Digital Video Editing

PREREQUISITES: DFVP131, GD107

This course deals with the processes involved with desktop editing of audio and video for digital output. Topics include the operation of non-linear systems, compression schemes, special effects composition software, and shooting and editing for digital compression. Students will produce short videos for output to various storage formats or playback on digital media.

IMD210 Web Authoring I

PREREQUISITES: None

This course is a study of interactive multimedia with an emphasis on the hardware, software peripherals, and interdisciplinary content required for the successful completion of interactive multimedia projects.

GD413 Digital Portfolio

PREREQUISITES: Permission of Academic Director

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.



The Art Institute of Las Vegas

Catalog Addendum
Fashion Retailing
Diploma

Effective 1 June 2011

Fashion Retailing – Diploma

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

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

The general objectives for the program are:

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

Course No. **Course Name** **Credit**

BUS119	Introduction to Retailing	3
BUS121	Fundamentals of Marketing	3
BUS220	Consumer Behavior	3
FRM122	Visual Merchandising	3
FRM131	Elements of Retail Operations & Technology	3
FRM135	Textiles for Fashion Industry	3
FRM140	Apparel Evaluation and Construction	3
FRM141	Business Ownership	3
FRM220	Production Processes	3
FRM221	Public Relations & Management	3

FRM223	Trends & Concepts in Apparel	3
FRM232	Sales and Event Promotion	3
FRM234	Professional Selling	3
FRM325	Brand Marketing	3
FRM331	Merchandise Management	3
FRM337	Current Designers	3

CORE COURSE DESCRIPTIONS

BUS119 Introduction to Retailing

PREREQUISITES: None

Students will be introduced to all major retailing topics involving both large and small retailers, brick and mortar retailers and their combinations, and direct marketers. Topics to be discussed will include consumer behavior, information systems, store locations, operations, human resource management, customer communications, computerization, and integrating and controlling the retail strategy in the twenty-first century. Careers in retailing will also be discussed.

BUS121 Fundamentals of Marketing

PREREQUISITES: None

This course addresses the fundamental concepts and principles of marketing. The overview of marketing provided here will help students place their knowledge in a framework and understand how each component contributes to the strength and utility of a marketing plan. Students will also learn how to identify the ways in which world events and cultural assumptions influence marketing.

BUS220 Consumer Behavior

PREREQUISITES: None

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.

FRM122 Visual Merchandising

PREREQUISITES: BUS 119

Students learn the importance of eye appeal and consumer buying habits. Students create their own displays using the latest principles and techniques in the visual organization of merchandise.

FRM131 Elements of Retail Operations & Technology

PREREQUISITES: BUS119

Develops the student's understanding of operational objectives in a retail structure. An emphasis will be placed on planning, control, profitability, and staffing in a retail environment. The use of technology in the industry and the responsibilities of retail executives will be examined as well. Also career opportunities and ethical behavior of those individuals who choose to enter the retail arena will be discussed. Articles pertaining to current issues, (found in

trade publications and newspapers) will be reviewed and discussed, in order to understand methods that have been created to expedite and increase profitability for the retailer.

FRM135 Textiles for Fashion Industry

PREREQUISITES: None

Fabrics are studied from the raw stage through processing, spinning and weaving, to finishing. This course investigates textile sources and the appropriate selection of fabrics.

FRM140 Apparel Evaluation and Construction

PREREQUISITES: None

This course is designed for fashion management students to evaluate the equation between quality and cost in garments. Students will be able to identify and analyze quality of trims, fabrics, and construction in relationship to price point. Included will be women's sportswear, childrens-wear, and menswear in a range of price points from high-end to discounted lines.

FRM141 Business Ownership

PREREQUISITES: None

Students plan the foundations for opening and management of a small store: sales, budgets market research, and staffing. This course is a workshop in which students design and prepare the beginning business plans necessary to open a retail store. The instructor acts as facilitator and advisor to the student, but all decisions and choices will be made solely by the student. Upon completion of the course, the student will have a foundation for a business plan that can be developed into a model for actually opening a business. Final preparation of the plan will be completed in Business Ownership II.

FRM220 Production Processes

PREREQUISITES: FRM101

This course presents an in-depth study of apparel production processes from design concept to finished product. Includes an overview of the fashion industries, including the terminology of fashion and an explanation of the three levels of the industry: design, production, and sales. Careers and the organization, structure, and problems of the garment industry are studied.

FRM221 Public Relations & Management

PREREQUISITES: None

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

FRM223 Trends & Concepts in Apparel

PREREQUISITES: FRM101

A comprehensive study of cultural and social issues that affect fashion and the emergence of trends. Students will analyze the meanings and importance of clothing and apply these concepts to contemporary society.

FRM232 Sales & Event Promotion

PREREQUISITES: None

This course is a workshop in which students design and prepare a sales and promotion package. The instructor acts as a facilitator and guide to ensure upon completion of this course. Students will have thoroughly explored the process of crafting a marketing and sales promotion that is carefully targeted and positioned to reach the goal of generating sales.

FRM234 Professional Selling

PREREQUISITES: BUS119, BUS121, and BUS131,

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 affect a sale, as well as the ways that the sales pitch can be focused to solve customer problems.

FRM325 Brand Marketing

PREREQUISITES: FRM225

Branding became a buzz word in the 1990's advertising and marketing, but this process has evolved in to a powerful way to organize and utilize an understanding of consumer needs and motivations in a changing marketplace. As the retail environment changes, marketing people can rely less on the traditional tools of print and broadcast media. Marketing strategists need to learn how to create an identity for their products and services and how to use that identity to support sales. This course is an introduction to the essential concepts and skills of brand marketing.

FRM331 Merchandise Management

PREREQUISITES: FRM140, FRM131, and BUS221

Students study the categorizations of stores, organizational components, and the characteristics of various wholesale and retail markets. They will explore the Private Label and Brand Name businesses, develop customer profiles and look at franchising as a means of entering the retail world. Students will become familiar with merchandise accounting as it relates to the various retail formats.

FRM337 Current Designers

PREREQUISITES: None

Analyzing the dynamics of world-famous designers.



The Art Institute of Las Vegas

Catalog Addendum
Web Design & Interactive
Communications
Diploma

Effective 1 June 2011

Web Design & Interactive Communications – Diploma

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

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

The general objectives for the program are:

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

Course No. **Course Name** **Credit**

GD211	Digital Illustration	3
GD121	Design Layout	3
DFVP132	Introduction to Audio	3
IMD213	Intermediate Scripting Languages	3
DFVP131	Introduction to Video	3
IMD210	Web Authoring I	3
IMD225	Design & Interface for the Web	3
IMD223	Advanced Scripting Languages	3
IMD130	Interactive Motion Design I	3
IMD220	Web Authoring II	3
IMD244	Design for Mobile Devices	3

IMD267	Writing for Interactive Design	3
IMD414	Designing for Dynamic Web Sites	3
IMD402	Designing for Server Side Technology	3
IMD300	Interactive Motion Scripting I	3
IMD450	Portfolio Presentation	3

CORE COURSE DESCRIPTIONS

GD211 Digital Illustration

PREREQUISITES: NONE

This course helps students communicate and design with the computer as a professional tool. Using different software applications, students will demonstrate an understanding of electronic illustration. The course will explore vector-based graphic applications that are considered to be industry standard.

GD121 Design Layout

PREREQUISITES: NONE

This course enables the student to better design with type and visuals, and utilizes technology in problem solving. Emphasis will be on the process of design development from roughs to comprehensives, layout and marker techniques, and the use of a grid system for multi-component layouts.

DFVP132 Introduction to Audio

PREREQUISITES: NONE

This course investigates the principles of recording sound. Introduction to Audio includes the study of sound characteristics, basic acoustics, ergonomics, and basic techniques for field recording. Waveform physics and psychoacoustics are also covered. The role of sound in video production is explained and exemplified.

IMD213 Intermediate Scripting Languages

PREREQUISITES: IMD203

Through this course, students refine and enhance programming skills. The student gains experience developing advanced applications using specific computer languages. Integration of application software will be emphasized.

DFVP131 Introduction to Video

PREREQUISITES: NONE

Students will be able to demonstrate knowledge of the technical terms of video production and industry uses of basic video production equipment and techniques.

IMD210 Web Authoring I

PREREQUISITES: NONE

This course is a study of interactive multimedia with an emphasis on the hardware, software peripherals, and interdisciplinary content required for the successful completion of interactive multimedia projects.

IMD225 Design & Interface for the Web

PREREQUISITES: GD107

This course provides students an introduction to the process of designing graphics for web and interactive use. Students will formulate design projects specifically for delivery mediums such as kiosks, the Internet, and a variety of interactive mediums. Parameters relating to color, resolution access speed, and composition will mediate the design process. Students will employ principles of interactive design appropriate for the client and target audience.

IMD223 Advanced Scripting Languages

PREREQUISITES: IMD213

Students will refine dynamic scripting skills to develop complex interactively and applications (applets). The course also examines client-side forms in conjunction with server- side scripting applications.

IMD130 Interactive Motion Design I

PREREQUISITES: NONE

An introduction to motion design, concepts and techniques. Students create interactive motion using basic principles of design for timeline-based media.

IMD220 Web Authoring II

PREREQUISITES: IMD210 or IMD201

Students will create World Wide Web pages utilizing various scripting languages of current/future Web documents, in addition to many of the other effects and extension scripts available for that medium.

IMD244 Design for Mobile Devices

PREREQUISITES: NONE

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. Students will work in class with mobile devices to learn needs, restrictions of designing for mobile devices as well as test student-designed interfaces.

IMD267 Writing for Interactive Design

PREREQUISITES: IMD213

This is a specialized writing course for interactive design. Students will learn the unique characteristics and techniques of media writing and apply them to interactive media production. Students will also learn to conduct research for media writing projects. Students examine how various forms of media work together to reach audiences. Students further explore how to use interactive media to express ideas. These techniques are then applied to various forms of interactive media.

IMD414 Designing for Dynamic Web Sites

PREREQUISITES: Permission of the Academic Director

Students will apply user-centered design principles, database structures, and server-side scripting to create dynamic Web sites. Particular attention will be paid to design issues relating to the display of dynamic content on the screen and how that dynamic content will be delivered.

IMD402 Designing for Server Side Technology

PREREQUISITES: Permission of the Academic Director

E-Commerce requires more than simply translating the traditional retail or wholesale sales environment to the Web. In addition to reviewing the technical requirements, students need to understand how to assemble the appropriate elements into an effective design that supports and encourages commerce in an online environment. This course covers the design elements and the software support that contribute to online success.

IMD300 Interactive Motion Scripting I

PREREQUISITES: IMD130

An advanced course that applies motion graphics as an integrated interactive solution; students will script interaction, sequencing, and motion for interactive projects. Optimization is a critical consideration in the creation of the user-centered experience.

IMD450 Portfolio Presentation

PREREQUISITES: IMD440

This serves as the capstone course for the Web Design & Interactive Media program. Students will polish and tailor their final interactive portfolio in preparation for entry into the industry. Emphasis will be placed on students assessing their most marketable skills and designing resumes and print material to support their portfolios. The course culminates with entry and display at the quarterly graduate portfolio show, which is a requirement for successfully passing the course.