

COURSE DESCRIPTIONS

**The Art Institute of Philadelphia's
uses an alphanumeric course coding system.**

Prefixes represent the following subject areas:

AD	Media Arts & Animation
AP	Audio Production
AV	Advertising
BP	Baking & Pastry
CU	Culinary
DF	Digital Filmmaking & Video Production
FD	Fashion Design
FM	Fashion Marketing
FS	Fashion Studies
GE	General Education
GR	Graphic Design
ID	Interior Design
IM	Web Design & Interactive Media
IN	Internship
IT	Industrial Design Technology
LS	Liberal Studies
PH	Photography
VE	Visual Effects & Motion Graphics
VM	Visual Merchandising

Numbering:

00000 – 09999 represent Skills Enhancement courses
10000 – 10499 typically represent first year courses
20500 – 20899 typically represent second year courses
30900 – 31099 typically represent third year courses
41100 – 41299 typically represent fourth year courses

AD0015PF**PORTFOLIO FOUNDATIONS ANIMATION**

The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class. Prerequisite: None

(0 quarter credits, 2 hours per week)

AD10130**LANGUAGE OF ANIMATION AND FILM**

Fundamentals of animated cinematography addressed through a historical survey. Course will consider trends and genres of animated film in a variety of media. Prerequisite: None

(3 quarter credits, 4 hours per week)

AD10210**LIFE DRAWING**

This course continues the study of the human figure. Students work primarily from undraped models and receive thorough instruction in analytical draftsmanship, which is the basis of drawing any subject. Prerequisite: GR10110 OR Academic Director Approval

(3 quarter credits, 4 hours per week)

AD10221**COLOR THEORY**

An explanation of the basic language of two-dimensional design and color, and the attendant corollary theories as applied to commercial art. Prerequisite: None

(3 quarter credits, 4 hours per week)

AD10231**IMAGE MANIPULATION**

Students develop basic image processing and manipulation skills in a raster-based computer environment. Students learn the fundamentals of scanning, digital painting, color management, imaging, photo retouching, filters and masks. Prerequisite: LS10110

(3 quarter credits, 4 hours per week)

AD10250**TYPOGRAPHY**

This course will examine the construction and application of typographic text and headline display. Typography will be introduced as an essential element of multimedia and animation art and design. Prerequisite: LS10110

(3 quarter credits, 4 hours per week)

AD10311**STRUCTURE, PROPORTION, PERSPECTIVE**

Students use a variety of media to produce drawings of three-dimensional objects in one, two, and three point perspective. Emphasis is on using observational skills to create proportionally correct renditions of structures and environments. Prerequisite: GR10110

(3 quarter credits, 4 hours per week)

AD10321**SCULPTURE FOR ANIMATION**

Employing a variety of sculptural materials and techniques, the class will design and build a series of models for use in animation design. Prerequisite: None

(3 quarter credits, 4 hours per week)

AD10350**PRINCIPLES OF 3D MODELING**

Through critical analysis, the student will apply basic design principles to the solution of visual problems using elements of 3-D design. The student will conceptualize 3-D coordinate systems, construct 3-D models and perform mathematical computations as they apply to geometric construction. Prerequisite: AD10231 and AD10250 OR IM10210 and IM10220

(3 quarter credits, 4 hours per week)

AD10360**DRAWING AND PAINTING**

The focus of this course is on traditional painting concepts applied in a digital environment. Both content and process will be explored through the use of color theory and visual perspective. Problem solving and image creation skills learned here will enable students to successfully develop 2-D and 3-D animation projects including background painting, 3-D environments, rendering, texturing, lighting and presentation of finished artwork. Prerequisite:

AD10210, AD10231

(3 quarter credits, 4 hours per week)

AD10411**DRAWING & ANATOMY**

Continuing to develop the basic drawing course, students will focus on rendering life forms in space. Emphasis will be placed on the basic anatomical structures of human and animal forms. Prerequisite: AD10210

(3 quarter credits, 4 hours per week)

AD10441**2D ANIMATION PRINCIPLES**

In this course, students will gain an understanding of animation through the development of timing, rhythm and movement. They will develop traditional animation sequences using the pencil test system. Prerequisite: AD10210 or permission of Academic Director

(3 quarter credits, 4 hours per week)

AD10450**EDITING TECHNOLOGY**

In this course, students explore the features and functions of video editing systems and learn to edit video using non-linear video editing systems. Students will also explore various media available for output of animation and use the appropriate equipment to output animation to tape. Prerequisite: AD10350 OR VE20510 (3 quarter credits, 4 hours per week)

AD10460**PRINCIPLES OF 3-D ANIMATION**

This course explores the fundamental techniques to create animation in a 3-D environment on a computer. Specific animation features and functions of the given software will be discussed and applied to the creation of short 3-D animation compositions. Emphasis will be placed on transferring basic animation techniques into a computer-generated 3-D animation composition. Prerequisite: AD10350

(3 quarter credits, 4 hours per week)

AD20511**BACKGROUND DESIGN & LAYOUT**

Students will learn basic techniques in designing and rendering still backgrounds for their animations. The course will examine registration points and match-lines. Moods, action and lighting will be considered and different color media will be explored. Prerequisite: AD10311

(3 quarter credits, 4 hours per week)

AD20531**2-D ANIMATION**

The second course in animation makes use of more advanced animation techniques used in the production of traditional animation sequences. Students will experiment with various tools and theories associated with this medium. A student who completes this course will employ inspirational sketches for animated sequences, learn camera movements and painting skills to complete a short, animated segment. Prerequisite: AD10441

(3 quarter credits, 4 hours per week)

AD20550**CHARACTER DESIGN**

A course in which students learn to utilize drawing skills, expressive techniques and dramatic/comedic character traits to develop model sheets of selected personalities for use in animated sequences.

Prerequisite: AD10210

(3 quarter credits, 4 hours per week)

AD20560**HARD SURFACE & ORGANIC MODELING**

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

Prerequisite: AD10350

(3 quarter credits, 4 hours per week)

AD20611**DIGITAL INK & PAINT**

Students develop a basic understanding of computers as an animation tool. They gain hands-on experience with 2-D computer animation software. Prerequisite: AD10231, AD10250, AD10441 (3 quarter credits, 4 hours per week)

AD20621**STORYBOARD FOR ANIMATION**

This course provides a basis for story and plot development in animated stories and communications. An emphasis on concept, as well as translating ideas into acceptable visual performance through the development of working storyboards, will be stressed. Prerequisite: AD10311, AD20550, AD10441

(3 quarter credits, 4 hours per week)

AD20631**COMPOSITING**

This 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 animation projects. Prerequisite: AD10231 and AD10250 OR IM10210

(3 quarter credits, 4 hours per week)

AD20711**WEB ANIMATION**

Students in this course produce animation within limited delivery constraints. Limitations of image size, formatting and color depth will be explored. Prerequisite: AD20611

(3 quarter credits, 4 hours per week)

AD20721**CHARACTER MODELING**

This course covers advanced modeling techniques used for building a 3 dimensional character. Students will explore techniques of character modeling to include various approaches to figure construction. Prerequisite: AD10460, AD20560

(3 quarter credits, 4 hours per week)

AD20750**AUDIO FOR ANIMATION**

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. Prerequisite: LS10110, AD20531

(3 quarter credits, 4 hours per week)

AD20760**ACTING FOR ANIMATION**

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. Prerequisite: AD20531 (3 quarter credits, 4 hours per week)

AD20770**CONCEPTUAL STORYTELLING**

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. Prerequisite: AD20531 OR Academic Director Approval
(3 quarter credits, 4 hours per week)

AD20811**ANIMATION INTERACTIVE**

Interactive computer programs combine animation with facilities for integrating text, sound, images, and full-motion video into interactive products such as games, entertainment, edutainment, infotainment, simulator virtual reality, locally-based entertainment, and computer-based training. This course allows students to explore the role of 2-D and 3-D animation in the production of interactive products. Students will fine-tune their skills in scripting and storyboarding, and they will design an animated prototype using interactive multimedia software. Prerequisite: AD20611
(3 quarter credits, 4 hours per week)

AD20821**CHARACTER ANIMATION**

Built upon the foundation of 3-D Animation, this course continues to explore the various techniques to create animation in a 3-D environment on the computer. Specific animation features and functions of the given software will be discussed and applied to the production of short 3-D animation projects. Emphasis will be placed on synthesized use of animation techniques in a computer-generated 3-D animation. Prerequisite: AD20721
(3 quarter credits, 4 hours per week)

AD20831**2-D ANIMATION STUDIO**

Students work with team members on actual animation jobs from the field, or create a completed animation that demonstrates storytelling techniques. Prerequisite: AD20760
(3 quarter credits, 4 hours per week)

AD20841**MATERIAL & LIGHTING**

This course covers the various camera and lighting techniques as applied to animation art and design. Discussions will cover the general concepts of principles of camera moves and lighting in the video studio and computer animation application. Focus will be placed on applying camera and lighting techniques to computer-generated animation. Prerequisite: AD10460
(3 quarter credits, 4 hours per week)

AD20860**PORTFOLIO FOUNDATION**

This course allows students to learn basic portfolio presentation techniques. All prior work is examined and portfolio quality work is gleaned with an eye towards excellence. Prerequisite: AD10460, AD20531, AD20631
(3 quarter credits, 4 hours per week)

AD30910**CONCEPT DEVELOPMENT**

Students, through brainstorming exercises, acting, sound exercises, games, research, and the critique process, explore creative strategies for the development of strong concepts for animation. Students demonstrate knowledge of basic principles of creative problem-solving by developing process books and creating animatics for their animations. Prerequisite: must have completed 150 credits OR Academic Director Approval
(3 quarter credits, 4 hours per week)

AD30911**PRE-PRODUCTION TEAM**

This course begins to acclimate students into the team environment by completing pre-production work on a group project. Teams will utilize learned skills in pre-production practices including, but not limited to: animatics, storyboarding, character layout, background layout and design. This coursework will be carried into Production Team to complete proposed projects. Prerequisite: AD20860
(3 quarter credits, 4 hours per week)

AD30921**ADVANCED LIGHTING AND TEXTURING**

In this course students will continue to develop lighting and texturing skills. Prerequisite: AD20841
(3 quarter credits, 4 hours per week)

AD30930**COMPUTER GRAPHICS**

This course will explore the history, psychology, and artistic interpretation of typography and digital design elements. Focus will be upon systematic application of typographic elements to enhance readability and visibility as well as communications for video, digital publishing, computer animation, and broadcast graphics. Desktop publishing activities will include the integration of computers and a vector-based drawing program. Prerequisite: AD30940 AND must have completed 150 credits OR Academic Director Approval
(3 quarter credits, 4 hours per week)

AD30931**TRADITIONAL ANIMATION STUDIO**

Students work with team members on actual animation jobs from the field, or create a full-length animation with a purpose. In this advanced course, all nuances of project creation, production, and post-production are taught. Prerequisite: AD20860 OR AD20831
(3 quarter credits, 4 hours per week)

AD30940**MOTION GRAPHICS**

Relationships of letters, space, and type systems will be studied and applied as students copy-fit and style text type, space render display arrangements, and markup and specify both text and display type. Typographic attributes will be systematically applied to enhance the readability of typographic communications, including computer-animated and broadcast graphics. Students will develop the ability to work within traditional and contemporary design contexts.

Prerequisite: AD20631

(3 quarter credits, 4 hours per week)

AD31011**PRODUCTION TEAM**

This course in production work places students in creative production teams where they can utilize their knowledge of traditional animation, 2-D animation, 3-D modeling and animation, interactivity, processing and compositing software. The team will work cooperatively to achieve a common goal similar to industry experience. Prerequisite: AD30911

(3 quarter credits, 4 hours per week)

AD31021**3-D VISUAL EFFECTS**

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. Prerequisite: AD20560

(3 quarter credits, 4 hours per week)

AD41110**ADVANCED COMPOSITING**

This course will expose students to the disciplines used in finalizing an 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, and each student will produce a final edited animation including special effects. Concepts presented will include; non-linear digital editing, sound, composition, layering, file management, color management, and video concepts. Prerequisite: must have completed 150 credits OR Academic Director Approval

(3 quarter credits, 4 hours per week)

AD41111**ANIMATION STUDIO**

This can be used as either a computerlab or traditional studio course. This is where students learn the final technical competencies to create capstone projects for their portfolios. Prerequisite: AD31011

(3 quarter credits, 4 hours per week)

AD41121**ANIMATION PORTFOLIO PRODUCTION**

In this course students will complete portfolio pieces, organize them for presentation, and focus on works that reflect and enhance their individual strengths in animation art and design. Prerequisite: AD30911

(3 quarter credits, 4 hours per week)

AD41131**HONORS ANIMATION I**

This course represents the capstone of the 3-D animation course series. Students will have the opportunity to further enhance their animation skill sets through projects under the supervision of faculty. Course may be taken only with the permission of the instructor and/or academic director. Prerequisite: must have completed 150 credits OR Academic Director Approval

(3 quarter credits, 4 hours per week)

AD41141**BUSINESS OF ANIMATION**

The course provides a detailed view of the concepts, practices, strategies, legalities, and decisions involved in successfully establishing and operating an animation business. The basic structure of this course will guide the student in developing a strong working knowledge of the animation industry. Prerequisite: must have completed 150 credits OR Academic Director Approval

(3 quarter credits, 4 hours per week)

AD41150**SPECIAL TOPICS**

Topics are based upon important trends and developments in animation. Lectures, demonstrations, or research reports pertaining to areas of interest in animation will be 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 interactive digital media, streaming media, entrepreneurship marketing, workgroup organization, and film industry are but a few possible topics that might be covered. The student will be exposed to the various applications of animation and apply animation skills to chosen topics. Prerequisite: minimum of 120 credits earned or Academic Director Approval.

(3 quarter credits, 4 hours per week)

AD41160**COLLABORATIVE PROJECT**

This class is designed to emulate a real world environment by combining the skills of students from more than one curriculum to complete a singular, group project. The group will achieve its goal by working with/for a professional organization and preparing the project for real-world application. The purpose of the class is to facilitate an environment for students from different disciplines to connect with one another, develop professional relationships, and to gain experience with client relations. Projects will vary from quarter to quarter. Prerequisite: minimum of 120 credits earned AND permission of Academic Director.

(3 quarter credits, 4 hours per week)

AD41170**ART DIRECTION**

This course will exhibit the role of the Art Director in producing multifaceted design projects. Exercises will train students in coordinating creative efforts from concept to finished product. A team environment is emphasized and aims to acquaint the students with the necessity of leadership ability, communication and negotiating skills. Prerequisite: minimum of 120 credits earned AND permission of Academic Director.
(3 quarter credits, 4 hours per week)

AD41211**ANIMATION PORTFOLIO**

The objective of this course is to complete the digital portion of the student's portfolio, to assess its strengths and weaknesses, to correct those weaknesses and augment the student's strengths, and to produce a professional level demo tape. This course will also stress the importance of professional development and help the student complete the initial job search requirements. Prerequisite: AD41121
(3 quarter credits, 4 hours per week)

AD41221**HONORS ANIMATION II**

This course represents the capstone of the 3-D animation course series. Students will have the opportunity to further enhance their animation skill sets through projects under the supervision of faculty. Course may be taken only with the permission of the instructor and/or academic director. Prerequisite: must have completed 150 credits OR Academic Director Approval
(3 quarter credits, 4 hours per week)

AD41231**COMPUTER ANIMATION STUDIO**

Utilizing advanced computer programs, students will be able to design, produce, and edit imaginative animation sequences. Special topics in modeling and animation will be covered such as advanced concepts, lighting, compositing, special effects, camera moves, audio and inverse kinematics. Prerequisite: AD31011
(3 quarter credits, 4 hours per week)

AP0015PF**PORTFOLIO FOUNDATIONS AUDIO PRODUCTION**

The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. This course begins by welcoming students into the Art Institute of Philadelphia community and helping them integrate into this student environment. Students then get to know college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class. Prerequisite: None
(0 quarter credits, 2 hours per week)

AP10110**FUNDAMENTALS OF AUDIO**

This course introduces students to the theories, practices, and tools used in digital audio production and techniques of non-linear editing, focusing on the fundamental theories and concepts behind various types of digital audio tools. Through lectures and in-class projects, students develop knowledge and skills needed to operate non-linear audio workstations. Prerequisite: Co-requisite AP10120
(3 quarter credits, 4 hours per week)

AP10120**AUDIO TECHNOLOGY I**

This course examines the principles of audio signals and the equipment used to record, edit, and playback audio content. Students will begin to develop an understanding of signal flow of audio systems using block diagrams. A survey of audio transmission, manipulation, and delivery systems including cables, connectors, basic stereo mixers, microphones, amplifiers, and loudspeakers will be presented. Prerequisite: Co-requisite AP10110
(3 quarter credits, 4 hours per week)

AP10210**SURVEY OF THE MUSIC INDUSTRY**

Students explore the music industry and its constituent sectors, including musical performance, recording, promoting, and record distribution. Lectures and projects focus on identifying various career opportunities and typical career paths in the music industry and knowledge and skill sets needed to succeed as an entry level professional. Prerequisite: None
(3 quarter credits, 4 hours per week)

AP10220**AUDIO TECHNOLOGY II**

In this course students continue to study the principles of audio signals and the equipment used to record, process, and distribute audio content. Sound in acoustical form is discussed in relation to studio acoustics. Students expand their understanding of signal flow of advanced audio systems by creating and reading complex block diagrams. Some of the topics studied in depth are: signal processors, dynamic range, distortion, analogue recording, and SMPTE time code. Prerequisite: AP10120
(3 quarter credits, 4 hours per week)

AP10230**LISTENING, ANALYSIS & ACOUSTICS**

This course introduces the student to ear-training and critical listening from the perspective of the audio engineer and contemporary production techniques. The student will learn to aurally analyze and identify typical contemporary popular song forms and the production techniques used to create them. This course examines the physical behavior of sound indoors and outdoors. Topics include human hearing and the principles of psychoacoustics, sound propagation, transmission, reflection, diffraction, diffusion, noise reduction, basic studio and room acoustics, and sound isolation. Concepts will be presented through lectures and case studies. Prerequisite: AP10110
(3 quarter credits, 4 hours per week)

AP10310**AUDIO RECORDING I**

The theoretical foundations presented in Audio Technology II are reinforced in this course through practical, hands-on applications. Students learn the operational techniques of basic audio systems with an emphasis on mix down of prerecorded multi track tapes and eight-track recording projects. Prerequisite: AP10220
(3 quarter credits, 4 hours per week)

AP10320**DIGITAL AUDIO I**

This course introduces students to the theories, practices, and tools used in digital audio production and techniques of non-linear editing, focusing on the fundamental theories and concepts behind various types of digital audio tools. Through lectures and in-class projects, students develop knowledge and skills needed to operate non-linear audio workstations. Prerequisite: AP10220
(3 quarter credits, 4 hours per week)

AP10330**MUSIC THEORY I**

This course introduces students to the rudiments of music theory. Students will begin to develop proficiency in the language of music by learning to identify notes, clefs, and other symbols used in music as notation as well as common scales and simple rhythms. Time will be spent introducing the concept and structure of the lead sheet. An ear-training component will develop the students' skill in identifying and transcribing simple melodies, chords, and rhythms. Prerequisite: AP10230
(3 quarter credits, 4 hours per week)

AP10410**DIGITAL AUDIO II**

Students learn the concepts and production techniques used with ProTools integrated into a digital audio workstation. Topics include computer based digital audio workstations, sound design; field recording, digital audio transfer protocols, software-based effects plug-ins, and online automation. Prerequisite: AP10320
(3 quarter credits, 4 hours per week)

AP10420**MUSIC THEORY II**

This course continues developing students' understanding of the rudiments of music theory by introducing the concepts of harmony, voice leading, modes and compound time signatures. Students will move from reading and understanding simple lead sheets and learn to create lead sheets of their own. Ear training exercises will expand on work done in Music Theory I to include more complex chords and intervals. Prerequisite: AP10330
(3 quarter credits, 4 hours per week)

AP20510**ELECTRONICS I**

This course introduces students to the fundamental concepts of electronics as they relate to audio production. Topics include Ohm's Law, AC and DC circuits, basic troubleshooting for audio equipment, AC line voltage and filtered DC voltage, etc. Prerequisite: AP10220, GE10340
(3 quarter credits, 4 hours per week)

AP20520**DIGITAL AUDIO III**

This course covers in depth the use of Pro Tools in a number of different professional studio operation scenarios. Topics include SMPTE time code and synchronization, digital console automation, OMF file transfers, synchronization and machine control in post-production, and introduction to surround mixing and surround formats. Additionally, this course will outline the terminology and practice of typical post-production audio. Concepts of ADR, foley, sound design, and composing for film and video will be explored. Prerequisite: AP10410
(3 quarter credits, 4 hours per week)

AP20530**SOUND DESIGN & CONCEPT DEVELOPMENT**

Sound Design is the most critical part of audio post production. This course covers the fundamentals of sound design concept development, music selection, scoring, selection of sound effects, the whole process of creating, designing, and producing sound content for targeted audiences, and intended delivery systems. Prerequisite: GE10120, GE10210, AP10230
(3 quarter credits, 4 hours per week)

AP20610**ELECTRONICS II**

In this course, students explore the concepts, building, and application of transformers and filters to learn to read, interpret, and utilize data from schematic circuit diagrams. Emphasis is placed upon applying these electronic devices to the operation and troubleshooting of audio equipment. Students focus on the theoretical principles, physical properties, build, and characteristics of various microphones. They will learn to take apart and assemble the components of a microphone and perform basic troubleshooting and repairing of microphones. Prerequisite: AP20510
(3 quarter credits, 4 hours per week)

AP20620**MIDI SYSTEMS I**

This course allows students to develop a working theoretical and skills-based knowledge of the multi-timbral synthesizer and the sequencing environment within the context of the contemporary MIDI production studio. Both live and studio applications are covered, and full use is made of the digital signal processing resources available within the equipment. Prerequisite: AP10220, AP10420

(3 quarter credits, 4 hours per week)

AP20630**LIVE SOUND REINFORCEMENT I**

In this course students learn to set up and operate various audio equipment for a typical live sound reinforcement. Topics include reading block diagrams of audio systems, wiring speakers, connecting powers, testing and adjusting microphones, troubleshooting sound systems, and fine-tune reinforcement effects. Prerequisite: AP20510

(3 quarter credits, 4 hours per week)

AP20710**MIDI SYSTEMS II**

In MIDI Systems II, students develop a detailed knowledge of the MIDI language and learn to apply more flexible and in-depth uses of sequencers involving graphical and list-based editing, static and dynamic parameter and tempo automation, and the basic recording of MIDI messages. Students gain greater proficiency in MIDI production processes through small group and individual production projects. Prerequisite: AP20620

(3 quarter credits, 4 hours per week)

AP20720**LIVE SOUND REINFORCEMENT II**

In this course students learn to set up and operate various audio equipment for a typical live sound reinforcement. Topics include reading block diagrams of audio systems, wiring speakers, connecting powers, testing and adjusting microphones, troubleshooting sound systems, and fine-tune reinforcement effects. Prerequisite: AP20630

(3 quarter credits, 4 hours per week)

AP20730**DIGITAL AUDIO MARKETING STRATEGIES**

This is a marketing course for an Audio Media Business. Students develop and understanding of the strategic planning process, assessing organization marketing resources and opportunities, SWOT, understanding the marketing concept, managing customer relations, and conduct demographic analysis for customer needs. Students develop and understanding of marketing strategies to market effectively a value-added Audio Media Business. Additionally, issues revolving around Audio Media e-commerce and Audio Media e-business strategies will be explored. Prerequisite: LS20620

(3 quarter credits, 4 hours per week)

AP20810**ADVANCED RECORDING TECHNIQUES I**

This course covers the techniques and technology typical to professional music recording and mixing using advanced large format consoles. Topics include: studio procedures and professionalism, computerized console operation, advanced signal flow, signal processing, analytical and critical listening skills, close, distant and stereo mix techniques for a variety of musical instruments, and basic mix down strategies. Prerequisite: AP20720, AP20520

(3 quarter credits, 4 hours per week)

AP20820**AUDIO RECORDING II**

Students expand and develop the skills learned in Fundamentals of Audio Production through multi-track recording projects. The course focuses on recording techniques used in music production. Emphasis is placed on signal flow for basic tracks, mix down, and overdubs. Other topics include close and distant microphone techniques, recording session management, studio documentation, signal processing, and moving fader automation systems. Prerequisite: AP20720, AP20520

(3 quarter credits, 4 hours per week)

AP20830**SYNTHESIS & SOUND DESIGN I**

This course develops advanced skills using synthesizers and samplers. Students study the elements of sound and how they apply to simple and complex waveforms, envelopes, lfo's, filters, and keyboard architecture. Theory and practice with sampling and subtractive synthesis using software and hardware sound sources. Prerequisite: AP20710

(3 quarter credits, 4 hours per week)

AP30910**ADVANCED RECORDING TECHNIQUES II**

This course initiates a two quarter long comprehensive project which will be integral to students' final portfolios. Students will employ their cumulative skills to pre-produce a significant, sophisticated, multi-track digital audio work. Committee and/or faculty will approve the project content and the type of audio work. Projects will be carried out individually or in groups based on the needs of the class as determined by the instructor. Prerequisite: AP20810

(3 quarter credits, 4 hours per week)

AP30920**SYNTHESIS & SOUND DESIGN II**

This course will survey both commercially available synthesis methods and recent developments at audio research institutes. Students will also survey the current market for hardware and software implementations of various synthesis methods. Analytical listening sessions will expose students to synthesis methods in various musical contexts. Detailed study of subtractive, FM, physical modeling, and granular synthesis will culminate in original sound design projects. Prerequisite: AP20830
(3 quarter credits, 4 hours per week)

AP31010**SENIOR PROJECT I**

This course initiates a two quarter long comprehensive project which will be integral to students' final portfolios. Students will employ their cumulative skills to pre-produce a significant, sophisticated, multi-track digital audio work. Committee and/or faculty will approve the project content and the type of audio work. Projects will be carried out individually or in groups based on the needs of the class as determined by the instructor. Prerequisite: AP30910
(3 quarter credits, 4 hours per week)

AP31020**DIGITAL AUDIO IV**

In this course students will study the methods and systems used in mastering audio. They will study gain structure, compression, equalization and other techniques as applied to the mastering process. They will gain an understanding of optimum working levels for the various delivery methods of audio. The course also looks at various problems that are addressed in the mastering process. Ultimately, they will prepare a PMCD which is ready for mass production. Prerequisite: AP30910
(3 quarter credits, 4 hours per week)

AP31030**BUSINESS OF AUDIO**

This course covers the multiple facets of starting up and operating an audio media business. Topics of learning consist of the development of an industry analysis, and a comprehensive business plan. The industry analysis will provide the empirical market data so that the student can assess and define a need in a particular audio media market niche. The business plan will include the legal structure of the business, organizational hierarchy, executive summary, competitive analysis, locations) plan, startup costs, operational budget, human resource plan, training and development plan, traditional and Web marketing plan, accounting plan, trade association plan, social responsibility plan, contingency and disaster management plan, business proposal, contracts, ethics, government regulations, copyrights, etc. Prerequisite: AP20730
(3 quarter credits, 4 hours per week)

AP41110**PORTFOLIO PREPARATION**

In this first portfolio course, students will assess personal strength to establish a career goal and decide how to organize their audio production work in a graduation portfolio. Guided by a faculty or a team of faculty, each student assembles a preliminary portfolio and identifies areas for more work an/or content enhancement. Prerequisite: AP30910
(3 quarter credits, 4 hours per week)

AP41120**SENIOR PROJECT II**

This course continues the two-quarter long comprehensive project begun in Senior Project I. Students will employ cumulative skills to produce a significant, sophisticated, multi-track digital audio work. Projects will be carried out individually or in groups based on the needs of the class as determined by the instructor. Prerequisite: AP31010
(3 quarter credits, 4 hours per week)

AP41130**SPECIAL TOPICS**

Topics are based upon important trends and developments in audio. Lectures, demonstrations, or research reports pertaining to areas of interest in audio 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. As an Independent study, this course allows the student to select special topics in audio and produce, under the guidance of an instructor, work related to the industry. The student will be exposed to the various application of audio and apply audio skills to chosen topics. Prerequisite: Permission of the Academic Department Director
(3 quarter credits, 4 hours per week)

AP41140**STUDIO AND PROJECT MANAGEMENT**

This course provides an examination of the business, legal, and creative issues involved in running a recording studio and in leading a recording project. Students will evaluate approaches to managing logistical concerns such as scheduling and inventory in addition to leadership strategies. Prerequisite: LS20620
(3 quarter credits, 4 hours per week)

AP41210**PORTFOLIO**

Built on the preliminary collection of work form Portfolio Preparation, this course allows each student to determine and design the final organization and presentation of the graduation portfolio. Each student is expected to verbally present the portfolio and address audience questions as a form of defense. Prerequisite: AP41120
(3 quarter credits, 4 hours per week)

AP41220**SPECIAL PROJECTS**

This class is designed to emulate a real world environment by combining the skills of students from more than one curriculum. One quarter a project may be selected that will require audio, video, animation, and industrial design students to complete the final project. Another quarter, the project may require audio, photography, and multimedia and web skills. Projects will vary and students and faculty will have the ability to propose projects for future classes. Prerequisite: Permission of the Academic Department Director

(3 quarter credits, 4 hours per week)

AP41230**ADVANCED SOUND DESIGN**

This course introduces students to the fundamentals of sound design. Students will examine the roles and functions of spoken sound, music, and sound effects, and will analyze the components of sound structure and the ways in which changes in that structure can affect content meaning and audience perception. The relationship of sound to picture and the role of sound in the editing process will also be examined. In-class production exercises will provide students opportunities to test their design concepts.

Prerequisite: AP10420, AP10410

(3 quarter credits, 4 hours per week)

AP41240**INTERACTIVE AUDIO DESIGN**

This course introduces sectors of the industry that employ interactive audio. Topics include sound design and programming for video games, web applications, Flash development, and other emerging markets. Through hands on projects and research assignments, students will learn the basic principles of creating audio for interactive formats. Prerequisite: AP30920, AP20520

(3 quarter credits, 4 hours per week)

AP41250**ADVANCED MUSIC PRODUCTION**

This course provides the student an understanding of music recording sessions. They will produce a song starting with the initial rhythm sessions to a final mix. The course discusses miking techniques for a variety of instruments. They will also learn to use a multiple mix foldback system so the musicians can hear one another. The student will also learn how to overdub from various instruments as well as vocals. Ultimately, the student will create a basic mix with processing and some basic automation. Prerequisite: AP30910

(3 quarter credits, 4 hours per week)

AV0015PF**PORTFOLIO FOUNDATIONS ADVERTISING**

The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class. Prerequisite: None

(0 quarter credits, 2 hours per week)

AV10110**SURVEY OF ADVERTISING**

This course is a basic introduction to advertising, its history, potential and limitations. We will examine the role of advertising and different methods of communication, as well as the advertising spiral, advertising objectives, advertising copy, and federal regulations. We will analyze media choices and strategies, research, target audiences and creating campaigns. The course will also help the student recognize emerging trends and capitalize on them.

Prerequisite: None

(3 quarter credits, 4 hours per week)

AV10120**ILLUSTRATION AND RAPID VISUALIZATION**

This course introduces the philosophy behind illustration, emphasizing conceptual visual problem solving and quick sketching methods to portray ideas. It also highlights the uses of illustration in the graphic design industry. Assignments will focus on black and white and color techniques, using contrast, values, composition, and function. Prerequisite: None

(3 quarter credits, 4 hours per week)

AV10210**FUNDAMENTALS OF ADVERTISING**

This course is designed to provide a comprehensive introduction to the field of Advertising. The course will analyze the role of advertising in modern society as well as take a close look at the major elements of planning, creating and managing advertising. The course will explore the complex and ever-changing relationships between advertising agencies and their clients in creating a successful advertising campaign. The course will study regional, national, and global advertising strategies. The course will also look at the role and the effectiveness of traditional and emerging media tools in advertising. Prerequisite: None

(3 quarter credits, 4 hours per week)

AV10310**FUNDAMENTALS OF MARKETING**

This course addresses the fundamental concepts and principles of marketing. This overview will help students understand how each component contributes to the strength and effectiveness of a marketing plan. Students will identify the external influences that affect marketing including world events and cultural assumptions.

Prerequisite: None

(3 quarter credits, 4 hours per week)

AV10420**FUNDAMENTALS OF BUSINESS**

This course introduces students to the fundamentals of business and explores the role of advertising and marketing in business. The students will explore in depth variety of business topics; among them are professional career options, business taxation, pricing models, business marketing, project management, intellectual property, financial management and more. In addition, students will be introduced to guidelines and expectations of business ethics, and the role of the advertising professional within the context of social responsibility. Prerequisite: None

(3 quarter credits, 4 hours per week)

AV20510**CONSUMER BEHAVIOR**

This course is designed to provide students with both theory about consumer behavior, as well as an understanding of how these concepts can be applied to advertising design, marketing management, our roles as consumers, and to everyday life. Consumer behavior applies concepts, theories, and principles from various fields in the social sciences to the study of factors influencing the acquisition, consumption, and disposition of goods, services, and ideas. The purpose of the course is to study the process of consumer choice, its determinants and its implications for the field of advertising. Emphasis will be given to how cultural, social and individual variables are incorporated into the buyer decision processes and marketing practices overall. Prerequisite: AV10310

(3 quarter credits, 4 hours per week)

AV20520**ORGANIZATIONAL BEHAVIOR**

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. Prerequisite: None

(3 quarter credits, 4 hours per week)

AV20610**PRINCIPLES OF MARKETING RESEARCH**

This course is designed to provide students with an overview of the role of marketing research as it relates to decision-making with business organizations, how marketing research is carried out and why it is an integral aspect of advertising design. As part of this process, students will learn the language of marketing research, and the value of primary and secondary sources of data. Concepts such as how to obtain marketing research through sampling procedures, questionnaire design, and data collection and the marketing analysis techniques used in making decisions, will also be emphasized. This course is designed to further students' professional development by enhancing their ability to: solve business problems, effectively communicate facts and opinions, work in groups, manage time and tasks effectively, and make effective formal presentations. Prerequisite: AV10210, AV10310

(3 quarter credits, 4 hours per week)

AV20620**SALES & PERSUASIVE TECHNIQUES**

Students will learn and explore the art of selling as it relates to the field of advertising. From the sales process to capturing clients, the student will gain a comprehensive knowledge of being a sales rep and how research, pitching and closing the deal all play an important role. Prerequisite: AV10310

(3 quarter credits, 4 hours per week)

AV20710**ADVERTISING COPYWRITING & SCRIPTWRITING**

This course is an introduction to copywriting. Students will learn the basic principals of copywriting, the process of generating ideas, and the technique of writing with various strategies and styles. Copywriting for print, television, radio, and the internet will be covered. Students will work individually and with teams to solve real-world assignments. Prerequisite: AV10210

(3 quarter credits, 4 hours per week)

AV20810**MEDIA PLANNING AND BUYING**

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. Prerequisite: AV20610

(3 quarter credits, 4 hours per week)

AV20820**BRAND STRATEGY**

This course will look at the topic of Branding from the standpoint of creating and maintaining a long-term emotional connection between the brand and the consumer. The course will analyze the emotional branding approach as the critical defining element, which distinguishes today's most successful brands as well as exploring the ways of understanding consumer needs and motivations in the current marketplace. The course will also look at the effectiveness of traditional and emerging media tools in enhancing the overall consumer brand experience. Prerequisite: AV10310

(3 quarter credits, 4 hours per week)

AV30910**PUBLIC RELATIONS AND PROMOTION**

This course examines the historical development of public relations, showing the principles, methods, and means of influencing public opinion. Prerequisite: AV10210, AV10310
(3 quarter credits, 4 hours per week)

AV30920**SPECIAL TOPICS IN ADVERTISING**

This course is designed to change on a regular basis. It will look at a specific area of advertising and will give students an opportunity to look at this area in-depth. Students will learn through lecture, field trips, hands-on experience and experimentation and will create a final project in this specific area. Prerequisite: AV20610 and earned minimum of 105 credits
(3 quarter credits, 4 hours per week)

AV31010**INTERACTIVE ADVERTISING**

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. Prerequisite: AV20610, GR20790,
(3 quarter credits, 4 hours per week)

AV31020**INTERMEDIATE ADVERTISING CAMPAIGN – SENIOR PROJECT I**

Students research and develop a fully integrated advertising/promotional campaign for a National name brand account in the Senior Project courses. Senior Project I is based on extensive research for the client and target audience. The student designs and develops multiple projects from concept to final based on the specific needs of the client. Students value the importance of deadline, budget, client relationship, presentation and its relationship to the advertising process. Prerequisite: GR20782, AV20820 and earned minimum of 120 credits
(3 quarter credits, 4 hours per week)

AV31110**ADVANCED ADVERTISING CAMPAIGN – SENIOR PROJECT II**

Students research and develop a fully integrated advertising/promotional campaign for a National name brand account in the Senior Project courses. Senior Project II is based on the completion of all campaign components. The student designs and develops multiple projects from concept to final based on the specific needs of the client. A written analysis will be a supplement to the visual presentation and should document, support and argue the rationale and effectiveness of the campaign. Students prepare, present and defend a graduate project suitable for a professional audience. Prerequisite: AV31020
(3 quarter credits, 4 hours per week)

AV31120**PORTFOLIO PREPARATION**

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. Prerequisite: Director Approval, should be taken 10th or 11th quarter
(3 quarter credits, 4 hours per week)

AV31130**ACCOUNT PLANNING**

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. Prerequisite: AV10420, AV20610
(3 quarter credits, 4 hours per week)

AV41210**PORTFOLIO & SELF PROMOTION**

This course focuses on the completion of the portfolio and the creation of a self-promotional project. This work should reflect your uniqueness and your ability to meet demanding industry standards. Particular emphasis is placed on identifying short- and long-term professional employment goals, as well as related strategies and resources. Prerequisite: AV31120
(3 quarter credits, 4 hours per week)

BP10110**BREAD PRODUCTION**

Students are introduced to the fundamental concepts, skills, and techniques of conventional and artisan bread and roll baking. Special significance is placed on the study of ingredient functions, formulation, fermentation, pre-ferments, product identification, and specific make-up methods as each applies to the baking of various bread and roll products. Lectures and demonstrations teach both yeast and non-yeast dough mixing methods, proper handling, in addition to the finishing of all bread products produced in this course. Prerequisite: CU10141, CU10210
(3 quarter credits, 8 hours per week)

BP10120**KITCHEN SKILLS FOR THE BAKESHOP**

Students are introduced to all equipment and products found in the commercial kitchen. Special emphasis is placed on proper mise en place, sanitation and utilization of this equipment. Students will also become familiar with baker percentages and ratios. Lectures and demonstrations will teach students basic baking skills and exercises. Prerequisite: None
(3 quarter credits, 8 hours per week)

BP10220**BAKING & PASTRY SCIENCE & NUTRITION**

This course provides the student with an in-depth study of fundamental concepts and essential theory necessary to understand the baking process. Emphasis is on formulation, ingredient function, identification and use. The Baker's Percentage, formula conversion and ratios are reviewed. The student learns the nutritional role of baked products based on the American Food Pyramid and the USDA Dietary Guidelines. Prerequisite: None
(3 quarter credits, 4 hours per week)

BP10310**CHOCOLATE & CANDIES**

Students develop knowledge and skill in the correct use and handling of fine chocolate. The focus is on chocolate varieties, chocolate tempering and basic chocolate work. Students prepare molded candies, various pralines and bon-bons, and complete both a pastillage and chocolate centerpiece. A brief introduction to pulled sugar is to be explored. Prerequisite: CU10141, CU10210, CU10330
(3 quarter credits, 8 hours per week)

BP10330**PRACTICAL BAKING & PASTRY SKILLS**

This course focuses primarily on the development of the student's ability to properly handle and creatively utilize various chocolates and icings as they apply to the finishing of a wide range of pastry products. Special significance is placed on the correct use of both Confectioners' Coating and Couverture. Additionally, the student hones his/her skills using both the paper pastry cone as well as the cloth pastry bag during weekly practice sessions. Prerequisite: CU10141, CU10210, CU10330
(3 quarter credits, 4 hours per week)

BP10340**CLASSICAL CAKES AND TORTES**

Students develop comprehensive knowledge and skill in the production of cakes and tortes. A variety of fillings, creams, icings and mousses are used to create unique and classic cakes. Emphasis is placed on proper mixing methods of cakes and icings including those for creamed, hi-ratio, and sponge. Students learn basic and intermediate cake decorating techniques. Prerequisite: CU10141, CU10210, CU10330
(3 quarter credits, 8 hours per week)

BP10430**BAKERY & PASTRY KITCHEN OPERATIONS**

Students are introduced to the diverse history of the baking and pastry industry. Discussions define the various positions attainable in the baking and pastry field as well as modern baking equipment, bakery manufacturing, and ready-made baked goods. Focus is placed on food, product, labor costing, inventory control and the creation of a retail establishment. Proper formulation of a cover letter and resume is covered. Prerequisite: None
(3 quarter credits, 4 hours per week)

BP10440**WEDDING & DISPLAY CAKE PRODUCTION**

Students will continue to hone skills and techniques used in the preparation of various wedding and display cakes. Particular attention is placed on the study of the batter preparations, baking and cake finishing procedures and practices. This course will enable students to make commercial quality wedding and display cakes. Prerequisite: CU10141, CU10210, CU10330
(3 quarter credits, 8 hours per week)

CU0015PF**PORTFOLIO FOUNDATIONS CULINARY ARTS**

The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class. Prerequisite: None
(0 quarter credits, 2 hours per week)

CU10110**APPLICATION AND USE OF CULINARY EQUIPMENT**

This class provides an overview of proper identification, usage, cleaning, safety, handling, and care procedures for a variety of culinary tools, including refrigeration equipment, fixed equipment, cooking equipment, hand tools, and appliances. This class also emphasizes knife skills and handling applications. Prerequisite: None
(3 quarter credits, 4 hours per week)

CU10121**CULINARY SKILLS I**

The fundamental concepts, skills, and techniques involved in basic cookery are covered in this course. Special emphasis is given to the study of ingredients, cooking theories, and the preparation of stocks, broths, glazes, soups, thickening agents, and the grand and emulsion sauces. Lectures and demonstrations teach organizational skills in the kitchen, work coordination, and knife skills. The basics of vegetable and starch cookery are covered. Prerequisite: None (3 quarter credits, 8 hours per week)

CU10130**INTRODUCTION TO FOOD SERVICE INDUSTRY**

This course is an introduction to the management perspective in the organization and structure of hotels, restaurants, and clubs. Students will also be exposed to the importance of industry contacts, resume writing, and time management, and must perform a hospitality occupational interview. The student will receive an overview of forces that shape the hospitality industry, and the effect of these forces on the hospitality industry. The student will tour hotels, restaurants, clubs, and caterers as well as meet chefs and industry professionals to receive an overview of career possibilities in the hospitality industry. Prerequisite: None (3 quarter credits, 4 hours per week)

CU10141**CULINARY SCIENCE, SANITATION, SAFETY & SUPERVISORY SKILLS**

This course is an introduction and explanation of the basic principles of sanitation, safety, and supervisory management. This course will focus on sanitation, safety and supervisory issues in a professional kitchen. Attention will focus on food-borne illnesses, their origins and standardized procedures for prevention. This course will also discuss injuries common in the workplace and techniques for prevention. This course has been approved by the Federal Food and Drug Administration (FDA) and is recognized by State and Local jurisdictions that require training or certification. Current issues in leadership techniques and styles will be discussed and evaluated. Prerequisite: None (3 quarter credits, 4 hours per week)

CU10210**INTRODUCTION TO BAKING**

Students are introduced to the fundamental concepts, skills, and techniques of baking. Special significance is placed on the study of ingredient functions, product identification, and weight measures as applied to baking. Lectures and demonstrations teach yeast-raised dough mixing methods, rolled-in doughs, and basic cake mixing methods. Prerequisite: None (3 quarter credits, 8 hours per week)

CU10240**CULINARY SKILLS II**

The fundamental concepts, skills, and techniques involved in all cookery are covered in this course. Special emphasis will be given to the study of various meat, poultry, fish and seafood and how they relate to fundamental cooking techniques. The basics of vegetable, starch, meat, fish and poultry cookery are covered. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising and frying. Lectures and demonstrations teach organizational skills in the kitchen, work coordination, and knife skills. Prerequisite: CU10110, CU10121 (3 quarter credits, 8 hours per week)

CU10250**NUTRITION**

This course centers on an explanation of the basic principle of nutrition and its relationship to health. The structure, function and source of nutrients including proteins, carbohydrates, fats, vitamins, minerals, and water are discussed. Current issues in nutrition are reviewed including dietary guidelines, energy balance, vitamin supplements, and food fads. Practical cooking, in the kitchen lab, demonstrates nutritional meals using proper cooking methods, less fat and sodium, fresh ingredients and fresh herbs and spices. Prerequisite: None (3 quarter credits, 4 hours per week)

CU10311**HORS D'OEUVRES AND APPETIZERS**

This course focuses on the preparation and presentation of first-course food items and a variety of canapés and hors d'oeuvres, highlighting traditional, regional, ethnic, and modern influences. Students will also learn to demonstrate a variety of presentation concepts, including balance, unity, focal point, and flow. Prerequisite: CU10141, CU10240 (3 quarter credits, 8 hours per week)

CU10330**INTRODUCTION TO PASTRY**

Students will receive comprehensive instruction regarding the preparations of creams, custards, puddings, and related sauces; preparation of a variety of cakes and icings, along with the application of a variety of styles and techniques; selection and proper use and handling of various chocolates used in baking and decorating. Prerequisite: CU10210 (3 quarter credits, 8 hours per week)

CU10340**AMERICAN REGIONAL CUISINE**

This class provides an in-depth study of the cuisine and culinary heritage of the United States. Advanced hands-on techniques will be utilized in the production of regional cuisine menus. Studies will be required of products and ingredients that are indigenous to this region of the United States. A historical approach with hands-on application will be emphasized, and cultural implications in the preparation of foods and the selection of menus will be stressed. The skills of plate presentation, mise en place, organization, and utilizing the fundamental techniques of cooking will be reinforced at all times. Prerequisite: CU10141, CU10240
(3 quarter credits, 8 hours per week)

CU10411**CHARCUTERIE**

This course focuses on the total utilization concept and preparation of classical and modern charcuterie products, including terrines, pates, ballotines, and other forcemeats with their accompanying garnishes, sauces, and presentations. Plate presentation, mise en place, organization, and utilizing the fundamental techniques of cooking will be reinforced at all times. Prerequisite: CU101311
(3 quarter credits, 8 hours per week)

CU10420**WORLD CUISINE**

This course provides an in-depth study of the cuisine and the ethnic influences from regions throughout the world. Foods of South America, Australia, Africa, the Middle East, Scandinavia, Eastern Europe, and Asia are just a few of the cuisines studied. Advanced hands-on techniques will be utilized in the production of international cuisine menus. Studies will be required for products and ingredients that are indigenous to the various regions. Cultural implications in the preparation of foods and the selection of menus will be emphasized. Plate presentation, mise en place, organization, and utilizing the fundamental techniques of cooking will be reinforced at all times. Prerequisite: CU101311
(3 quarter credits, 8 hours per week)

CU10430**DESSERTS, PLATING AND PRESENTATION**

Students will prepare a variety of desserts, including crepes, cobblers, soufflés, ice creams, and sorbets. The proper uses of a variety of chocolates and decorating techniques, as well as traditional and modern plate, table and buffet presentations will be explored. Prerequisite: CU10141, CU10210, CU10330
(3 quarter credits, 8 hours per week)

CU20510**CLASSICAL EUROPEAN CUISINE**

This is an in-depth study of the cuisine of the European continent. Advanced hands-on techniques will be utilized in the production of classical cuisine menus. Studies will be required on the foundation of cooking and the chefs associated with the development of Classical Cuisine, as we know it today. An historical hands-on application will be emphasized in the cuisines of Escoffier, Careme, Verge, Bocuse, and others. Cultural implications in the preparation of foods and the selection of menus will be emphasized. Plate presentation, mise en place, organization, and utilizing the fundamental techniques of cooking will be reinforced at all times. Prerequisite: CU101311
(3 quarter credits, 8 hours per week)

CU20520**DINING ROOM OPERATIONS**

In this course, students will learn in a live environment the skills and techniques of the “front-of-the-house” operations. Throughout this course, students will rotate through all of the dining room positions, from waiter to manager, learning and practicing their skills in our student operated restaurant. Emphasis will be on the basic serving techniques, customer relations, and beverage management. Students will also be exposed to practical management theory applications utilizing a point of sale computer system. Prerequisite: None
(3 quarter credits, 8 hours per week)

CU20610**A LA CARTE OPERATIONS**

This will be the student’s experience with Petite Passion, the restaurant at The Art Institute of Philadelphia. All students will rotate through traditional brigade stations in our public dining facility. The emphasis is on quality food preparation and timing to adequately prepare each student for a la carte restaurant and hotel employment. The students will focus on traditional American foods, prepared and cooked a la minute from the restaurant menu. All cooking techniques will be reinforced throughout the class, as well as organization, plate presentation, and proper mise en place. Prerequisite: CU10330, CU10411
(3 quarter credits, 8 hours per week)

CU20620**CURRENT CUISINE**

This is an in-depth study of trends in American dining. Advanced hands-on techniques will be utilized in the production of modern menus and revitalized traditional menus. Studies will be conducted in, but not limited to, nutritional cooking, vegetarian cuisine, fusion cooking concepts and ethnic influences. Hands-on experience will be attained in the preparation of menus for the restaurant. Plated presentation, mise en place, organization, and utilizing the fundamental techniques of cooking will be reinforced at all times. Prerequisite: CU10330, CU10411
(3 quarter credits, 8 hours per week)

CU20630**PURCHASING AND COST CONTROL**

In this course, students will understand the planning and control process in the food and beverage industry. Menu pricing, cost-volume-profit analysis, food, beverage, and labor costs are included. Special attention will be given to the areas of inventory control, production, projections, cost determination and analysis, income control, field of labor procurement, training, costs associated with labor, as well as implementing labor cost savings techniques. The students will also be instructed in purchasing procedures for food service operations, the theory of the flow of goods, purchasing trends and cycles, ethical and legal considerations of purchasing, and creating and comparing product and bidding specifications. In this course the students will be provided with laboratory experiences to allow for hands-on training in the areas of inventory, proper receiving and issuing techniques, product quality and comparison testing, and decision-making, as well as the evaluation of product purchasing based on cost and quality. Prerequisite: None (3 quarter credits, 4 hours per week)

CU20710**FOOD & BEVERAGE OPERATIONS MANAGEMENT**

Covered topics include: psychology of service; professional performance standards for dining room personnel; fundamental skills of service-ware handling, service sequence, order taking, and guest relations; and liability and consumer dimensions of alcohol service. The specific management opportunities and challenges in managing a bar, lounge, or food service establishment serving alcoholic beverages are highlighted. Significant product knowledge orientation, as well as cost control and purchasing, production, and service issues are addressed. Students create a complete dining room and bar operations manual. Prerequisite: CU20520 (3 quarter credits, 4 hours per week)

CU20720**MANAGEMENT BY MENU**

Future food service managers learn about the important role menu planning has within operations. This course covers topics ranging from menu development, pricing, and evaluation to facilities design and layout. Students learn how the impact of the menu is crucial to the success of any food service operations as a planning tool, a source of operational information, and a merchandising method for reaching patrons. Prerequisites: CU20610, CU20620 (3 quarter credits, 4 hours per week)

CU20730**FACILITIES & DESIGN**

Information necessary to develop a facilities plan and a design for a food service establishment is presented in this course. Students are required to develop a menu, a feasibility study, and representative examples of facility layouts (blueprints, mock-ups, or renderings). Each student creates a design layout with heavy and small equipment specifications, as well as a scale model and/or layout, which complies with health, fire, and building codes. Prerequisite: CU20510 (3 quarter credits, 4 hours per week)

CU20810**PRINCIPLES OF CULINARY MARKETING**

This course presents the current intricacies of marketing, including product production, selling and marketing concepts; marketing-mix factors; decision making on product distribution; purchasing processes; market segmentation and competition; and environmental forces. Prerequisite: CU20510 (3 quarter credits, 4 hours per week)

CU20820**RESTAURANT EXPLORATION**

Students explore Philadelphia's diverse food and restaurant scene. Visits expose students to a variety of restaurant concepts within the local community. Classroom analysis of these visits allows students to identify current trends and styles in the local restaurant industry, objectively critique an operation and detect managerial challenges within each of the restaurants. Visits also extend to various suppliers, farms, and food artisans of the region. Students gain perspective on the quality of ingredients used by local restaurants. Prerequisites: CU20610, CU20620 (3 quarter credits, 4 hours per week)

CU30910**MANAGEMENT TOOLS & TECHNIQUES**

Upon completion of this course, the student is able to use software designed for the food service industry including database, standardized recipes, inventory management, and point-of-sales systems. Emphasis is on the use and preparation of professional documents, formal presentations and graphic visuals to express and convey information and ideas to others. This course incorporates the data from spreadsheets, word processed documents and specialized food service software into a presentation format. Prerequisite: LS10110 (3 quarter credits, 4 hours per week)

CU30920**HOSPITALITY PERSONNEL MANAGEMENT**

This course provides an overview and foundation of all facets of human resource management. Topics include job design; labor relations; recruitment, selection, and development of employees; compensation; and employee appraisal. Government regulations involving equal employment opportunity, affirmative action, accommodations, Fair Labor Standards Act, and workplace safety are also studied. The strategic aspect of human resource management is explored in depth. Prerequisites: CU20610, CU20620 (3 quarter credits, 4 hours per week)

CU31010**QUICK SERVICE FOOD OPERATIONS**

Students explore various career opportunities in quick service food operations. Emphasis is placed on low- to mid-range food service, cafeteria, retail take-out units, and franchised operations. Performance issues are also examined in the areas of consistency, quality, service, recruitment, and pricing. Prerequisite: CU20820 (3 quarter credits, 4 hours per week)

CU31020**EVENT MANAGEMENT**

This course introduces the student to both the meeting planner and catering/banquet manager perspectives of the various market segments within the special events industry. Contracts, checklists, target markets, and closing the sale are examined. Prerequisite: CU20820

(3 quarter credits, 4 hours per week)

CU31030**WINE & SPIRITS**

Students explore the world of wine and spirits. They are exposed to the process of wine making from planting to bottling. Climates and soils are examined and students learn about the major wine producing regions of the world. Instruction also focuses on the raw materials and production methods of spirits. Prerequisite: CU20520

(3 quarter credits, 4 hours per week)

CU41110**DINING ROOM SUPERVISORY OPERATIONS**

Students learn the skills and techniques of dining room supervision in a real restaurant. Throughout this course students develop a management style, which allows them to use resources to satisfy both “internal” and “external” customer needs. Emphasis is on interaction with student workers and customers, and managing all aspects of the relationship. Interns will be involved with lunch and dinner service. Prerequisite: GE20520

(3 quarter credits, 8 hours per week)

CU41120**LEADERSHIP IN THE FOOD SERVICE INDUSTRY**

Leadership theories and principles are applied to the food service industry. Emphasis is placed on quality, communication, empowerment, goal setting, and change as the foundation for decision making. Students explore the concept of “Total Quality Management” and its implementation in the food service industry. Team development, coaching, and retention topics are also studied. Prerequisite: CU30910

(3 quarter credits, 4 hours per week)

CU41130**CULINARY/PASTRY FELLOWSHIP**

The fellowship provides the student with an opportunity to continue developing skills in a selected subject area while working as a classroom assistant with a Chef-Instructor. As the student develops a more in-depth understanding of the selected subject matter, he/she learns techniques in classroom organization and management. Duties include, but are not limited to, research, requisition development, demonstration, student monitoring, and product preparation. Prerequisite: Academic Director’s Approval

(3 quarter credits, 8 hours per week)

CU41210**ADVANCED A LA CARTE**

Students take on the role of Chef’s Assistant at Petite Passion, the restaurant of the Art Institute of Philadelphia. Focus is concentrated on the management end of operating a proper food service establishment. Emphasis is given to kitchen station training, inventorying, recipe costing, menu writing, standardizing recipes, maintaining sanitation and safety standards, ordering, and employee scheduling. Prerequisite: Academic Director’s Approval (Final Quarter of Study)

(3 quarter credits, 8 hours per week)

CU41220**ADVANCED CURRENT CUISINE**

As Chef’s Assistants at Petite Passion, the restaurant of the Art Institute of Philadelphia, students concentrate on the execution and creation of current cuisine menus. Emphasis is placed on research of current culinary trends shaping the culinary industry today. The focus is identifying and studying chefs, restaurants, and trends that are on the cutting edge of the industry. Students assist in the management and introduction of these ideas to the customers of Petite Passion. Prerequisite: Academic Director’s Approval (Final Quarter of Study)

(3 quarter credits, 8 hours per week)

CU41230**CULINARY PORTFOLIO**

As a demonstration of competencies attained by the student throughout the program of study, the student develops a complete business plan for a minimum 100 seat restaurant. This project includes: market analysis and marketing strategy, operating budget, sales projections, opening inventories, capital equipment, standardized recipes and costing for all standardized recipes, and menu and facilities design. The student will have the assistance of a Chef Instructor to facilitate the completion of the capstone restaurant project. Prerequisite: Academic Director Approval (Final Quarter of Study)

(3 quarter credits, 4 hours per week)

CU41240**CUSTOMER SERVICE**

Using a case study approach this course combines food service applications with professionalism. Students are given real hospitality cases/applications and asked to use problem solving techniques. Prerequisite: CU41110

(3 quarter credits, 4 hours per week)

DF0015PF**PORTFOLIO FOUNDATIONS DIGITAL FILMMAKING & VIDEO PRODUCTION**

The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.

Prerequisite: None

(0 quarter credits, 2 hours per week)

DF10110**INTRODUCTION TO VIDEO PRODUCTION**

This course introduces the students to video production. Instruction is given on basic techniques of production including video camera orientation, lighting, sound, set-up and operation. The course provides an overview of various video and television production processes. Introduction to the technology of video recording playback is also covered. Prerequisite: None

(3 quarter credits, 4 hours per week)

DF10121**PRINCIPLES OF LIGHTING**

In this course, students will study traditional and contemporary uses of light in art, commerce and technology. Aesthetic and utilitarian lighting techniques specific to various media are compared and contrasted, and the student learns the fundamental skills required to make appropriate lighting choices under a variety of lighting conditions. Prerequisite: None

(3 quarter credits, 4 hours per week)

DF10211**TELEVISION STUDIO PRODUCTION**

This course introduces the student to the operation of television studio production with emphasis on live-to-tape video recording. Production facets include rehearsal, multi-camera shooting, live switching, videotape roll-ins, chroma-keying, electronic graphics, and the use of teleprompting for television performance. The course stresses team building and working with a large crew. Prerequisites: DF10110

(3 quarter credits, 4 hours per week)

DF10231**FUNDAMENTALS OF DESIGN**

The creative process is introduced using the visual elements of art and the basic principles of design. A variety of concepts, materials, and techniques used to investigate the aesthetic, scientific and psychological properties of color and design. Prerequisite: None

(3 quarter credits, 4 hours per week)

DF10240**INTRODUCTION TO DIGITAL EDITING**

In this course students explore the features and functions of video editing systems and learn to edit using these non-linear systems. Students will also explore various media available for output of animation and use the appropriate equipment to output animation to tape. Prerequisite: DF10110

(3 quarter credits, 4 hours per week)

DF10311**NON-LINEAR EDITING**

This course covers the process of non-linear video editing. Using a computer and Avid software, students explore the essentials of editing video and audio in a digital environment, from digitizing to outputting onto videotape. Prerequisite: DF10240

(3 quarter credits, 4 hours per week)

DF10321**MULTI-CAMERA FIELD PRODUCTION**

This course examines multi-camera television production for remote locations. Students analyze, prepare, and produce a live program taped at a remote location. Prerequisite: DF10211

(3 quarter credits, 4 hours per week)

DF10331**FUNDAMENTALS OF SCRIPTWRITING**

This is a specialized writing course for Digital Filmmaking & Video Production. The ultimate objective is to expand the student's imaginative and conceptual approaches to storytelling in various digital media. Students will learn the unique characteristics and techniques of media writing and apply them to the creation of scripts for media production. Students will also learn to conduct research for media writing projects. Prerequisite: GE10210

(3 quarter credits, 4 hours per week)

DF10341**CONCEPTUAL STORYTELLING**

Media design and production start with concept development. This course covers the fundamentals of media story structure, development of visual elements, and the previsualization process of designing media content for targeted audiences. Prerequisites: GE10210 AND DF10231 or GR10120

(3 quarter credits, 4 hours per week)

DF10411**VIDEOGRAPHY**

This course introduces the student to the video camera as a technical and creative tool for communication and art. The course will emphasize camera operation and set-up for Electronic News Gathering (ENG), Electronic Field Production (EFP) and studio applications. The student studies lighting and grip equipment and how to control light to maximize the video picture. Shot composition and camera movements are practiced using different camera mounts. Prerequisite: DF10110

(3 quarter credits, 4 hours per week)

DF10421**PRODUCING AND DIRECTING**

This course studies the roles of producer and director in all three phases of production. Each student will interact with the professional community and develop a project. Directing exercises enable the student to achieve a greater appreciation and understanding of the director's role. Prerequisite: DF10211 (3 quarter credits, 4 hours per week)

DF20511**VIDEO GRAPHICS**

The importance of the artist in television broadcast communications is explored as students take a broadcast graphic project from concept to completed videotape. Students produce graphics specifically for video, utilizing a keyer, character generator, and computer paint system. Prerequisite: IM10210 OR PH10111 AND DF10311 (3 quarter credits, 4 hours per week)

DF20521**AUDIO FOR VIDEO**

This course focuses on voice, music, and sound effects and the impact they have on the visual image. Time code, picture synchronization, and mixing are covered. Digital formats are examined in the context of audio-for-video post-production. Prerequisite: IM10330 (3 quarter credits, 4 hours per week)

DF20530**VIDEO ENGINEERING**

This course examines field and studio systems for audio and video. Basic signal path and flow will be covered with emphasis on identifying and trouble shooting problems. The new communications technologies will be discussed. Prerequisite: DF10311 (3 quarter credits, 4 hours per week)

DF20611**ELECTRONIC FIELD PRODUCTION**

In this course, students create a video from the idea stage to the final edited master. Special emphasis is placed on defining the roles of the production team and the execution of the jobs through completion of the final project. Prerequisites: IM10330, DF10411, DF10211 (3 quarter credits, 4 hours per week)

DF20620**SPECIAL VISUAL EFFECTS**

This course will explore the various visual effects used in digital filmmaking and video production. Categories include: optical effects, mechanical effects, electrical effects, and digital effects. Prerequisites: DF20511, (3 quarter credits, 4 hours per week)

DF20630**BUSINESS OF DIGITAL FILMMAKING & VIDEO PRODUCTION**

This course covers the multiple facets of media business. Topics of learning include business plan, production budget, business proposal, contracts, ethics, government regulations, copyrights, etc. Also covered in the course are specific models for making money providing production services in the digital media industry. Prerequisite: DF10411 (3 quarter credits, 4 hours per week)

DF20640**ADVANCED CAMERA AND LIGHTING**

This course explores the various camera and lighting techniques used in digital video production. Discussions will cover the general concepts and principles of camera moves and lighting techniques. Focus will be placed on applying lighting techniques to create the desired visual effects. Prerequisite: DF20611, DF20620 (3 quarter credits, 4 hours per week)

DF20710**INTERACTIVE VISUAL DESIGN**

Interactive visual design encompasses broadcast design skills and information architectures as utilized in the creation of interactive, media-rich, streaming applications and presentations. Prerequisite: VE20710 OR DF20620 OR AP20620 (3 quarter credits, 4 hours per week)

DF20720**ADVANCED SCRIPTWRITING**

Students write two polished scripts in two different areas or genres for subsequent production courses. The business side of the different scripting fields is also explored. Prerequisite: DF10331 (3 quarter credits, 4 hours per week)

DF20721**ADVANCED VIDEO OUTPUT**

In this course students will output broadcast quality video projects to digital media formats such as CD-ROM, DVD, DVD-ROM, and learn the art of digital video compression for digital distribution via the Internet. Students will demonstrate the ability to design and create basic menu interfaces for the digital video disc media using industry standard software packages. Prerequisite: DF20620 OR AP20620 (3 quarter credits, 4 hours per week)

DF20730**DIGITAL WORKFLOW**

Students will learn to manage the production process from conception to delivery. They will discover the critical nature of preplanning and organization in terms of how it will affect managing clients and personnel. This course will explore the various technical issues that effect a project's outcome on various digital formats. Students will understand the financial implications of project management. Skill will be developed in establishing timelines and deadline. Prerequisite: DF10421 (3 quarter credits, 4 hours per week)

DF20731**BROADCAST STUDIO PRODUCTION**

Students become responsible for every phase of a magazine format production, culminating in a project that may be broadcast through cable access, closed circuit, or other distribution avenues. Each student will assume a role on the production team in the pre-production, production, and post-production phases of the show. Almost every aspect of the digital filmmaking & video production curriculum is incorporated into the course, as the students draw on previously learned skills to produce a successful show. Prerequisite: DF20611

(3 quarter credits, 4 hours per week)

DF20810**PORTFOLIO**

A compendium of the student's best work is assembled in a portfolio reel of the individual's capabilities. Prerequisite: 105 credits earned and Academic Director Approval

(3 quarter credits, 4 hours per week)

DF20820**SHORT FORM MEDIA PRODUCTION**

This course discusses short form as a genre of media production and its features in subject matter and style. Students learn to produce short form news, information, and dramatic content for broadband delivery. Prerequisites: DF10331, DF20611

(3 quarter credits, 4 hours per week)

DF30920**DIGITAL MARKETING STRATEGIES**

This is a marketing course for digital media. Students learn to conduct demographic analysis for customer needs and develop marketing strategies to effectively market value-added media products. Additionally, issues revolving around e-commerce and e-business strategies will be explored. Prerequisite: DF20820

(3 quarter credits, 4 hours per week)

DF30940**SENIOR PROJECT PREPRODUCTION**

This course initiates a three quarter long comprehensive project which will be integral to students' final portfolios. Students will employ their cumulative skills to pre-produce a significant, sophisticated, digital film in a chosen genre. Committee and/or faculty will approve the project content and genre of the digital film. Projects will be carried out individually or in groups based on the needs of the class as determined by the instructor. Prerequisite: DF20820

(3 quarter credits, 4 hours per week)

DF30950**ACTING AND DIRECTING**

This course exposes students to the role and responsibilities of a director in helping actors bring their characters to life. Acting fundamentals will be studied through classroom exercises, assignments, observations and critiques. In addition, this course helps students understand the process of reading a script, conceiving a vision and communicating it to cast members to enhance performance. Prerequisite: DF20720

(3 quarter credits, 4 hours per week)

DF30960**MEDIA COMPRESSION AND STREAMING TECHNOLOGIES**

In this course students learn the basics of compression and streaming technologies for delivery of audio and video via CD-ROM, DVD-ROM or Internet. Prerequisite: DF20620 and DF20710 OR IM30940

(3 quarter credits, 4 hours per week)

DF31011**SENIOR PROJECT PRODUCTION**

Working in production teams, students conceptualize, design, and execute a digital filmmaking and video production project on a chosen topic for a targeted audience over a selected delivery system or several systems. Students will use three or more different types of media for production and integrate the content elements in post-production. Students may choose to use one or more delivery systems for the final product. Prerequisite: DF30940

(3 quarter credits, 4 hours per week)

DF31030**ADVANCED PRODUCING AND DIRECTING**

This course expands the student's understanding of the roles of Producer and Director, focusing on preproduction methods, project management, demographic analysis and project delivery.

Prerequisite: DF10421, DF30950

(3 quarter credits, 4 hours per week)

DF41110**PORTFOLIO PREPARATION**

In this first portfolio course, students will assess personal strengths to establish a career goal and decide how to organize their media design and production work in a graduation portfolio. Guided by a faculty member or a team of faculty, each student assembles a preliminary portfolio and identifies areas for content enhancement.

Prerequisite: 105 credits earned and Academic Director Approval

(3 quarter credits, 4 hours per week)

DF41120**MEDIA DESIGN WORKSHOP**

Working in production teams, students in this workshop class deal with real clients, typically representatives of non-profit organizations. Guided by faculty, students interview the client to determine expectations and work in a team to design and produce the media content for an intended delivery system. The objective of this course is for students to demonstrate the theoretical as well as the technical skills they have acquired throughout the program.

Prerequisite: DF31011

(3 quarter credits, 4 hours per week)

DF41130**MANAGING MEDIA PRODUCTIONS**

This course focuses on the management and production of a media project for an external client. The class will discuss the management process and development of projects in a team environment. Emphasis will be placed on developing client relationships.

Prerequisite: DF30920

(3 quarter credits, 4 hours per week)

DF41140**SENIOR PROJECT POST-PRODUCTION**

This course concludes the three-quarter long comprehensive project begun in Senior Project Pre-Preproduction and created in Senior Project Production. Students will employ cumulative skills to post-produce a significant, sophisticated digital film in a chosen genre.

Prerequisite: DF31011

(3 quarter credits, 4 hours per week)

DF41150**DIGITAL DOCUMENTARY PRODUCTION**

In this special topic course, students work in teams to produce a digital documentary film. Using an original or adapted script, students must plan out the whole process of production but may choose to produce one or more episodes of the long-form work.

Prerequisite: DF30950

(3 quarter credits, 4 hours per week)

DF41210**SENIOR PORTFOLIO AND DEFENSE**

Built on the preliminary collection of work from Portfolio Preparation, this course allows each student to design the final organization and presentation of the graduation portfolio. Each student is expected to present the portfolio and address audience questions as a format of defense. Prerequisite: DF41110

(3 quarter credits, 4 hours per week)

FD0015PF**PORTFOLIO FOUNDATIONS FASHION DESIGN**

The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class.

Prerequisite: None

(0 quarter credits, 2 hours per week)

FD10210**INTRODUCTION TO APPAREL DESIGN**

This course is designed to prepare the student for Clothing Construction. The purpose is to give the student basic sewing skills and a working knowledge of the sewing equipment. Prerequisite: None

(3 quarter credits, 4 hours per week)

FD10412**CLOTHING CONSTRUCTION I**

Students learn basic sewing techniques, combined with an extensive study in machine operation and basic maintenance.

Prerequisite: FD10210, course must be taken with FD10422

(3 quarter credits, 4 hours per week)

FD10422**PATTERNMAKING I**

Students learn basic techniques and skills of flat pattern drafting using commercial dress forms and specifications; development of a full set of basic slopers by drafting patterns, fitting muslins, making corrections and adjustments.

Prerequisite: FD10210, course must be taken with FD10412

(3 quarter credits, 4 hours per week)

FD20512**FASHION DESIGN SKETCH I**

Students learn the basic principles and elements of fashion design with focus on line, color, form, space and texture. Industry work sketches in relation to basic body skills, and sketching techniques are emphasized. Prerequisite: AD10210

(3 quarter credits, 4 hours per week)

FD20522**CLOTHING CONSTRUCTION II**

An in-depth study of industrial equipment, attachments, and industry-based sewing techniques for top-quality workmanship and preparation for industry production. Advanced sewing and pressing techniques are explored using various fabrics. Prerequisite: FD10412, FD10422

(3 quarter credits, 4 hours per week)

FD20532**PATTERNMAKING II**

Students learn flat pattern techniques in accordance with garment trade practices. Using a basic sloper, the students learn dart manipulation, bodice styling and skirt, collar and sleeve variations. Prerequisite: FD10412, FD10422
(3 quarter credits, 4 hours per week)

FD20612**FASHION DESIGN SKETCH II**

Students will learn about rendering fashion layouts with clothing in relation to figure. All areas of apparel design are presented in detailed croquis and illustrations exploring various media. Prerequisite: FD20512
(3 quarter credits, 4 hours per week)

FD20622**DRAPING**

Students learn methods of transforming fabric, a one-dimensional surface, into a three-dimensional form for the purpose of creating a flat pattern. Prerequisite: FD20532, FD10412, FD10422
(3 quarter credits, 4 hours per week)

FD20632**COMPUTER PATTERNMAKING**

In this course students will develop a working knowledge of PAD Systems software. Combining what students have learned in pattern drafting on the table and utilizing the PAD toolbox, patterns will be created on screen and the pattern exercise file of slopers will be used to manipulate into skirt, dress, blouse, jacket, shirt and pant styles. Included will be writing and applying grade rules, setting pieces and applying seam allowance, production marker making and plotting. Prerequisite: FD20532, FD10412, FD10422
(3 quarter credits, 4 hours per week)

FD20642**PORTFOLIO PREPARATION**

This course is to give fashion design students guidance in what elements are needed in creating a saleable collection—from concept to color and fabric story to silhouettes. Included will also be understanding and executing line sheets, cost sheets, cutting tickets, technical flats and spec sheets. Students will design a collection on paper and execute two garments that pose engineering challenges in the first half of the course. The last third of the course will be concentrated on designing and fabricating final collections. Prerequisite: FD20512, FD20522, FD20532
(3 quarter credits, 4 hours per week)

FD20652**GRAPHICS FOR FASHION DESIGNERS 1**

This course is a workshop in which students study the use of the computer as the tool of the designer. An overview of a pixel based program and image manipulation gives the student a greater understanding of the immense power and control of computer hardware and software to create graphic design materials for fashion design. Prerequisite: LS10110, FD20512
(3 quarter credits, 4 hours per week)

FD20712**PATTERNMAKING III**

Advanced professional design presented through the creation of a collection of garments. Students follow the process from original concept to finished garments with attention to current trade practices. Preparation for presentation of collection at Portfolio Review or Annual Fashion Show. Prerequisite: FD20522, FD20532, FD20642, course must be taken with FD20722
(3 quarter credits, 4 hours per week)

FD20722**COLLECTION DEVELOPMENT**

Students develop a collection in their specialized area of apparel. Prerequisite: FD20522, FD20532, FD20642, course must be taken with FD20712
(3 quarter credits, 4 hours per week)

FD20732**DESIGN PRESENTATION**

A culmination course emphasizing professional presentation skills needed to visually market the designer's portfolio. FD20512, FD20612
(3 quarter credits, 4 hours per week)

FD20842**GRAPHICS FOR FASHION DESIGNERS 2**

This course is a workshop in which students study the use of the computer as the tool of the designer. An overview of a pixel based program and image manipulation gives the student a greater understanding of the immense power and control of computer hardware and software to create graphic design materials for fashion design. Prerequisite: LS10110, FD20512, FD20612, FD20652
(3 quarter credits, 4 hours per week)

FD30912**SPECIAL TOPICS IN FASHION DESIGN**

This course is designed to change on a regular basis. It will look at a specific area of creativity related to fashion and design and will give students an opportunity to look at this area in-depth. Students will learn through lecture, field trips, hands-on experience and experimentation and will create a final garment/project in this specific area. Prerequisite: FD20712, FD20722, FS20832
(3 quarter credits, 4 hours per week)

FD30922**MENSWEAR**

This course is designed to expose the student to learning how to create an exciting, saleable menswear collection. Students will learn how to do inspiration boards, color stories, fabric coordinating and ways of editing their collections, so every piece can stand on its own. Prerequisite: FD20712, FD20722, FS20832
(3 quarter credits, 4 hours per week)

FD31012**ADVANCED DRAPING**

This course is designed to provide the students with a professional level of competence in advancing draping from the basics to advanced techniques as they are applied to the three dimensional dress form and to create a method of design for advanced pattern development. Prerequisite: FD20712, FD20722, FD20732 (3 quarter credits, 4 hours per week)

FD31022**TAILORING**

Using pattern making, draping and fitting skills students will create a tailored suit or coat. Students will explore couture sewing techniques, which are complex hand operations and therefore more involved and time consuming. Prerequisite: FD20712, FD20722, FD20732 (3 quarter credits, 4 hours per week)

FD41112**ADVANCED PATTERNMAKING**

Exploration of advanced pattern making using drafting techniques. Using measurements, students will draft a set of slopers and explore more complex patterns. Drafting will be combined with draping and sewing skills. Prerequisite: FD31012, FD31022 (3 quarter credits, 4 hours per week)

FD41122**PORTFOLIO I**

A culmination course that introduces the student to skills needed to visually market their designer portfolio. Prerequisite: FD31012, FD31022 (3 quarter credits, 4 hours per week)

FD41212**KNITTING AND WEAVING**

This course provides an investigation of different yarns and their properties as they apply to knitted garments. Students will learn the basic knit/purl stitches and other techniques through the process of hand and machine knitting. Prerequisite: FD41112, FD41122 (3 quarter credits, 4 hours per week)

FD41222**ACCESSORY DESIGN**

This course is designed to explore the creation of accessories from concept to development. Students will utilize their technical skills acquired from other design classes as well as current fashion trends and past fashion trends to create hats, purses, jewelry and embellishment techniques. Prerequisite: FD41112, FD41122 (3 quarter credits, 4 hours per week)

FD41232**PORTFOLIO II**

This course is designed to help students conceptualize their creative ideas and create a collection with clear inspiration and interesting color and fabric scheme through exploration of the entire design process from concept to finished garment. Prerequisite: FD41112, FD41122 (3 quarter credits, 4 hours per week)

FM0015PF**PORTFOLIO FOUNDATIONS FASHION MARKETING**

The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class. Prerequisite: None (0 quarter credits, 2 hours per week)

FM10412**INTRODUCTION TO RETAILING**

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. Prerequisite: FS10312 (3 quarter credits, 4 hours per week)

FM10422**RETAIL MATH I**

A course designed to give career-oriented students a comprehensive understanding of the mathematical factors involved in profitable merchandising. It covers profit and loss statements and retail pricing as well as relationship of mark up to profit. Prerequisite: GE10220 (3 quarter credits, 4 hours per week)

FM10432**APPAREL EVALUATION AND CONSTRUCTION**

This course is designed for fashion marketing 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, childrenswear and menswear in a range of price points from high end to discounted. Prerequisite: FS10112 (3 quarter credits, 4 hours per week)

FM20512**ELEMENTS OF RETAIL OPERATION**

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. Prerequisite: FM10412

(3 quarter credits, 4 hours per week)

FM20522**RETAIL MATH II**

Students continue to learn mathematical tools essential for merchandising and buying at a retail level. Students produce a six month plan, study shortages, open-to-buy, and terms of sale. Prerequisite: FM10422

(3 quarter credits, 4 hours per week)

FM20532**FASHION SHOW PRODUCTION**

The student will be introduced to a range of skills needed to produce a successful fashion show. During this course, the student will gain insight into the role of creative and technical experts involved with the runway, backdrop, special effects and lighting, music, models and choreography, hair and make-up and video teams. Prerequisite: FM10432

(3 quarter credits, 4 hours per week)

FM20610**ADVANCED VISUAL MERCHANDISING**

This course is a workshop in which students design and prepare visual presentations / window displays and explore the various facets of Visual Merchandising. Students will work with a variety of media and tools through hands-on exercises. Prerequisite: FS10310

(3 quarter credits, 4 hours per week)

FM20612**MERCHANDISE MANAGEMENT**

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. Prerequisite: FM20522

(3 quarter credits, 4 hours per week)

FM20622**BUSINESS OWNERSHIP I**

Students plan the foundation 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. Prerequisite: FS20622

(3 quarter credits, 4 hours per week)

FM20712**BUSINESS OWNERSHIP II**

Students complete the planning of a small retail store: financing, budgets, market research, and inventory. This course is a final workshop in which students design and prepare all business plans necessary to open a retail store. Students will base all plans for this course on initial sales plans completed in Business Ownership I. 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 comprehensive business plan that can be used as a model for actually opening a business sometime in the future and can be used as a portfolio piece to show prospective employers. Prerequisite: FM20622

(3 quarter credits, 4 hours per week)

FM20722**BUSINESS OPERATIONS**

Students will learn computer applications as they apply to the ownership and operation of a retail store. Emphasis is placed on actual usage of spreadsheets and databases for employee scheduling, inventory plans, vendor lists and other real-world retail applications. Prerequisite: FM20622

(3 quarter credits, 4 hours per week)

FM30912**SPECIAL TOPICS IN FASHION MARKETING**

This course is designed to change on a regular basis. It will look at a specific area of fashion marketing and will give students an opportunity to look at this area in-depth. Students will learn through lecture, field trips, hands-on experience and experimentation and will create a final project in this specific area. Prerequisite: FS20832

(3 quarter credits, 4 hours per week)

FM30922**MERCHANDISING MENSWEAR**

This course is designed to expose the student to the many aspects of the menswear business. The student will understand issues of relevance to the consumer, retailer, designer and manufacturer. The student will gain a heightened awareness of the impact menswear has always had on the entire fashion industry and gain a strong understanding of quality. Prerequisite: FS20822

(3 quarter credits, 4 hours per week)

FM31012**ADVERTISING**

This course is designed to focus on the role and function of retail advertising by analyzing the various effective methods of promotion utilized by the fashion industry. These include: apparel and accessory print ads, catalogues, direct mail, enclosures, TV commercials, radio spots, videos and press kits/releases.

Prerequisite: FS30912

(3 quarter credits, 4 hours per week)

FM31022**FASHION DRAWING**

The goal of this course is to provide fashion drawing experience to Fashion Marketing students. The students will experiment with different mediums and techniques. This will enable the student to express fashion ideas in a professional way.

Prerequisite: None

(3 quarter credits, 4 hours per week)

FM41112**SPECIAL TOPICS IN FASHION MARKETING II**

This course is designed to change on a regular basis. It will look at a specific area of fashion marketing and will give students an opportunity to look at this area in-depth. Students will learn through lecture, field trips, hands-on experience and experimentation and will create a final project in this specific area.

Prerequisite: FM31012

(3 quarter credits, 4 hours per week)

FM41122**PORTFOLIO I**

Groups plan the opening and management of a non-traditional business (e-tailing, catalog, direct mail, etc.): financing, budgets, market research, inventory and staffing. This course is a workshop in which groups of students design and prepare all business plans necessary to open a non-traditional retail business. 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 comprehensive business plan that can be used as a model for actually opening a business sometime in the future and can be used as a portfolio piece to show prospective employers. Prerequisite: FM31012

(3 quarter credits, 4 hours per week)

FM41212**MARKETING RESEARCH**

Students will study the decisions that need to be made regarding techniques used to solve a marketing problem. Marketing research helps managers by providing accurate and useful information in order to make better decisions. This course requires the analysis of data from both a qualitative and quantitative perspective.

Prerequisite: FM41122

(3 quarter credits, 4 hours per week)

FM41222**MARKETING IN AN ELECTRONIC ENVIRONMENT**

This course investigates the opportunities provided by new technologies and the ways in which these technologies are changing the field of marketing. Attention will focus on communications between companies and consumers, as well as between companies and their suppliers. Prerequisite: FM41122

(3 quarter credits, 4 hours per week)

FM41232**PORTFOLIO II**

Students will learn computer applications as they apply to the ownership and operation of a non-traditional retail store. Emphasis is placed on actual usage of spreadsheets and databases for employee scheduling, inventory plans, vendor lists and other real-world retail applications. Prerequisite: FM41122 (3 quarter credits, 4 hours per week)

FS10111**FASHION HISTORY I**

Students study the development of clothing from the earliest time to the Renaissance and the silhouette reflected through the eyes of the designer. Prerequisite: None

(3 quarter credits, 4 hours per week)

FS10112**SURVEY OF FASHION INDUSTRY**

An overview of the fashion industry including design, production, and marketing of women's, men's, and children's fashions, from the developing of fibers and fabrics to the strategies of fashion merchandisers and retailers. Prerequisite: None

(3 quarter credits, 4 hours per week)

FS10211**FASHION HISTORY II**

An in-depth continuation of FS10111 Fashion History I from the Renaissance to Modern. Prerequisite: FS10111

(3 quarter credits, 4 hours per week)

FS10212**TEXTILES AND FABRICS**

A comprehensive study of textiles with an emphasis on fiber classification, yarns, fabric construction, finishes and color applications. The use and care of textiles is studied for understanding the fiber-to-product cycle. Prerequisite: None

(3 quarter credits, 4 hours per week)

FS10310**VISUAL MERCHANDISING**

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. Prerequisite: None

(3 quarter credits, 4 hours per week)

FS10312**BUSINESS MANAGEMENT**

Introduces students to the world of modern management; the knowledge and skills needed, the requirements for effectively selecting and managing people and the constant “adjusting to change” techniques necessary in 21st century business. Prerequisite: FS10112

(3 quarter credits, 4 hours per week)

FS10322**INTRODUCTION TO MANUFACTURING**

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. Prerequisite: None

(3 quarter credits, 4 hours per week)

FS10332**SALES PROMOTION**

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 that 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. Prerequisite: None

(3 quarter credits, 4 hours per week)

FS20612**MARKETING**

A study of the social and economic forces of the marketplace and the research and analysis techniques used to make marketing decisions. The course stresses the key role creative marketing specialists are expected to play in all decisions affecting planning and promotion of products, services, and ideas. Prerequisite: FM20522

(3 quarter credits, 4 hours per week)

FS20622**STORE PLANNING**

Students explore and learn the elements that combine to make a successful store layout: traffic patterns, furnishings, fixtures and security. Prerequisite: FM10412 OR Academic Director Approval

(3 quarter credits, 4 hours per week)

FS20632**GRAPHIC COMMUNICATION IN FASHION**

This course is a workshop in which students study the use of the computer as the tool of the designer. An overview of a vector based program and image manipulation gives the students a greater understanding of the immense power and control of computer hardware and software to create graphic / marketing materials and solutions. Prerequisite: FM20512 OR Academic Director Approval

(3 quarter credits, 4 hours per week)

FS20812**CONSUMER BEHAVIOR**

Students will be introduced to the basic concepts of consumer behavior, which include the processes involved when individuals or groups buy or use products or services to satisfy needs or desires. A marketing perspective will be used to understand why consumers behave as they do and how to identify their needs with a company's desire to maximize profits. Research projects will be developed to enhance the meaning of consumer behavior. Prerequisite: 105 earned credit hours

(3 quarter credits, 4 hours per week)

FS20822**GRAPHIC COMMUNICATION IN FASHION II**

This course is a workshop in which students study the use of the computer as the tool of the designer. An overview of a pixel-based program and image manipulation gives the students a greater understanding of the immense power and control of computer hardware and software to create graphic / marketing materials and solutions. Prerequisite: FS20632

(3 quarter credits, 4 hours per week)

FS20832**TRENDS AND CONCEPTS IN APPAREL**

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. Prerequisite: 105 earned credit hours

(3 quarter credits, 4 hours per week)

FS20842**ENTREPRENEURSHIP**

Examines the processes and strategies involved in opening a new business enterprise of one's own devising. Focuses on the personal commitment and financing required along with the realities of the marketplace in a highly competitive world. Prerequisite: 105 earned credit hours

(3 quarter credits, 4 hours per week)

FS30912**PRODUCT DEVELOPMENT**

In this course students will review design concepts and technology and the development of merchandising in the modern market, analyze target markets and source, cost and develop a product for that market in presentation form including a prototype. Prerequisite: FS20812

(3 quarter credits, 4 hours per week)

FS30922**INTERNATIONAL MARKETING**

Students will gain an understanding of global marketing opportunities, problems and strategies that impact the international environment. In addition, students will become knowledgeable about international marketing concepts, cross-cultural sensitivities, political and legal influences, and economic considerations and how these concepts relate to decision making in an international environment. Prerequisite: FS20812
(3 quarter credits, 4 hours per week)

FS31012**CURRENT DESIGNERS**

Analyzing the dynamics of world-famous designers. Prerequisite: None
(3 quarter credits, 4 hours per week)

GE0011EN**BASIC WRITING**

Skills Enhancement Course

This writing course is designed to enhance basic writing skills at the sentence and paragraph levels. The multi-paragraph essay is introduced. Topics covered are sentence types, paragraph level development of the topic sentence, supporting details, and closing sentences, subject-verb and pronoun-antecedent agreement, sentence faults, basic English usage, spelling, punctuation, capitalization, and multi-paragraph expository essay development. College credits are not awarded and do not apply to a degree program for this skills enhancement course. Prerequisite: None
(3 non-degree quarter credits, 4 hours per week)

GE0012RD**BASIC READING**

Skills Enhancement Course

This reading course is designed to enhance basic reading skills. Topics covered are dictionary skills, context clues, subject topics in paragraphs and/or reading selections, identifying main ideas and supporting details, transitions, and outlining main and subordinate ideas. College credits are not awarded and do not apply to a degree program for this skills enhancement course. Prerequisite: None
(3 non-degree quarter credits, 4 hours per week)

GE0013MA**BASIC ALGEBRA**

Skills Enhancement Course

This course is designed to enhance elementary algebra skills. Topics covered include real numbers, linear equations and inequalities, their graphing, exponents, polynomials, and geometric concepts in solving problems of measurement, perimeter, and area. College credits are not awarded and do not apply to a degree program for this skills enhancement course. Prerequisite: None
(3 non-degree quarter credits, 4 hours per week)

GE10110**ENGLISH COMPOSITION I**

This is a composition course that stresses the writing process. Students will write multi-paragraph essays using the following expository modes: description, narration, example, comparison/contrast, classification/division, process analysis, and causal analysis. Nonfiction readings will be covered to help illustrate writing structures and the organization of ideas. Prerequisite: ASSET placement OR successful completion (grade "C") of GE0011EN and/or GE0012RD
(3 quarter credits, 4 hours per week)

GE10120**ART HISTORY: PREHISTORIC TO MANNERIST**

This course surveys Western art forms relative to political, social, religious, and economic movements from antiquity to the Mannerist period. Topics include painting, sculpture, decorative arts, and architecture. Prerequisite: None
(3 quarter credits, 4 hours per week)

GE10130**HISTORY OF PHOTOGRAPHY**

This course provides a framework for considering critically significant photographers and their work. Students will be expected to describe, interpret, and evaluate the origins, stylistic changes, and artistic innovations in the history of photography from the nineteenth century through contemporary times. Prerequisite: None
(3 quarter credits, 4 hours per week)

GE10210**ENGLISH COMPOSITION II**

This is a composition course that focuses primarily on analytical and persuasive writing, as well as the research paper. Emphasis is also placed on critical reading and thinking. Cultural issues such as diversity, multiculturalism, tolerance, and effective communication will be discussed in connection with some writing assignments. Prerequisite: GE10110
(3 quarter credits, 4 hours per week)

GE10220**COLLEGE MATH**

This course covers algebraic techniques and problem-solving, such as algebraic and complex fractions, operations with real numbers, linear functions and systems, quadratic equations, radicals and radical expressions, factoring, polynomials, conic equations and applications, exponents and radicals. Prerequisite: ASSET placement OR successful completion (grade "C") of GE0013MA
(3 quarter credits, 4 hours per week)

GE10230**ART HISTORY: BAROQUE TO CONTEMPORARY**

This course surveys Western art forms relative to political, social, religious, and economic movements from the Baroque to present day. Topics include painting, sculpture, decorative arts, architecture, photography, and conceptual art. Prerequisite: None
(3 quarter credits, 4 hours per week)

GE10240**VISUAL CULTURE OF FOOD**

From the hunting scenes painted on the walls of prehistoric caves to the representations of elaborate court dinners in seventeenth and eighteenth century Europe, depictions of food, regardless of the medium, vividly express the essential and complex role of food throughout history and culture. Students will explore the place of food in the visual arts from both an art history and culinary perspective and be exposed to the iconography of food as religious, social and political symbols. Prerequisite: None
(3 quarter credits, 4 hours per week)

GE10310**WORLD LITERATURE**

This course focuses on international literary selections. Topics include the critical evaluation of the literary genres: short story, poetry, and drama. Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE10320**EFFECTIVE SPEAKING**

In this course, students will learn professional methods of speaking and of communicating their ideas and experience to others. Students will prepare and deliver demonstration and persuasive speeches designed to be effective with a variety of audiences. Students will also participate in small group presentations. Topics include subject selection, audience analysis, research, organization, and the use of voice and body in speech delivery. Prerequisite: None
(3 quarter credits, 4 hours per week)

GE10330**AMERICAN GOVERNMENT**

This course is an introduction to the principles and practices of American Government. Concepts such as democracy, civil rights, civil liberties; public opinion; mass media, political parties, and the three branches of government will be discussed. Students will learn about the framework of government from colonialism to the present day. Government ideologies will be discussed and applied to various situations in an unbiased manner. Students will be able to see the importance of government and how decisions made by the government affect our everyday daily lives. Prerequisite: None
(3 quarter credits, 4 hours per week)

GE10340**PRE CALCULUS**

In this course, students apply technology, modeling, and problem-solving skills to the study of trigonometric and circular functions, identities and inverses, along with their applications. This also includes the study of polar coordinates and complex numbers. Vectors in two and three dimensions are studied and applied. Quadratic relations are represented in polar, rectangular, and parametric forms. The concept of limit is applied to rational functions and to discrete functions such as infinite sequences and series. The formal definition of limit is applied to proofs of the continuity of functions and provides a bridge to calculus. Prerequisite: GE10220
(3 quarter credits, 4 hours per week)

GE10410**INTRODUCTION TO PSYCHOLOGY**

This course focuses on a working knowledge of human sensory processes and their subsequent perceptual and behavioral manifestations. Topics include learning, memory, consciousness, and cognition. Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE10430**ENVIRONMENTAL SCIENCE**

This course will introduce the student to the physical, ecological, social and political principles of environmental science. The student should gain an understanding of scientific method and how it is used to analyze the relationship between humans and the natural environment. The course will help the student to develop an analytical framework that he/she can use to judge environmental issues and intelligently discuss environmental responsibility. Prerequisite: None
(3 quarter credits, 4 hours per week)

GE10440**HISTORY OF MOTION MEDIA & MASS COMMUNICATION**

This course presents a survey of major events and development in the history of motion media and mass communication. The survey focuses on the relationship between technology and media development and explores the impact motion media and mass communication have on society and economy. Prerequisite: None
(3 quarter credits, 4 hours per week)

GE10450**INTRODUCTION TO GEOMETRY**

This course focuses on points in a coordinate system, formulas for figures in one, two, and three dimensions: points, directions, lines, triangles, polygons, conic sections, general quadratic equations, and spheres. Prerequisite: ASSET placement OR successful completion (grade "C") of GE0013MA
(3 quarter credits, 4 hours per week)

GE20510**ETHICS**

This is course an introduction to the concepts, theory and practice of ethical decision-making in the personal and social realms. Concepts such as justice, mercy, responsibility, and morality are considered. Students will learn about a broad range of ethical theories and theorists, ancient to modern. These theories will be compared, contrasted, and applied to a variety of ethical problems, dilemmas, and controversies. Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE20520**PHYSICS**

Students will study the following principles: motion and the effects of unbalanced force systems acting upon rigid bodies; Newton's laws of motion; motion along straight and curved paths; weight; work, energy and power; impulse, momentum and impact. Prerequisite: GE10220 OR GE10450
(3 quarter credits, 4 hours per week)

GE20530
SOCIOLOGY

In this course students will examine group interaction within human society. Through texts, lectures, videos, and discussions, students will learn about the variety of ways sociologists view human culture and society, as well as the sociological phenomena that affect the lives of individuals within the world-wide human family. Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE20540
UNITED STATES HISTORY: EARLY PERIOD

This course covers the period of U.S. history from early colonization to the Spanish/American War. Primary emphasis is on the English colonies and the period of nationhood. This course will examine U.S. history in terms of social, economic and political perspectives, and students will also trace the histories of various American populations, such as women, African-Americans, Native Americans, etc., throughout the eighteenth and nineteenth centuries. Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE20550
UNITED STATES HISTORY: 20TH CENTURY

This course covers the period of U.S. history from the turn of the century to the present. This course will examine U.S. history in terms of social, economic and political perspectives. Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE20560
WESTERN CIVILIZATION: ANCIENT TO RENAISSANCE

This course covers Western civilizations from the Ancient Near East, through Greece and Rome, to the Middle Ages, the rise of Christianity, and the Renaissance. These civilizations will be examined in terms of social, economic, political and cultural perspectives. Major historical events, ideas, and developments will be discussed, and issues of race, class, and gender will be considered. Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE20570
WESTERN CIVILIZATION: REFORMATION TO WWII

This course covers European history from the Reformation/Counter-Reformation, through the Enlightenment and the Industrial Revolution, to the nineteenth and twentieth centuries, ending with World War II. This course will examine social, economic, political and cultural perspectives. Major historical events, ideas, and developments will be discussed, and issues of race, class, and gender will be considered. Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE20580
ECONOMICS

This course provides an introduction to the principles of economics emphasizing an analysis of the economy as a whole. Interrelationships among the consumer, business, and government sectors are explored from American and international economic perspectives. Prerequisite: GE10110, GE10210, AND GE10220 OR GE10450
(3 quarter credits, 4 hours per week)

GE20590SA
STUDY ABROAD

This course is designed for students who wish to study abroad. Students will travel between the spring and summer quarters and will return to campus to complete a final exhibition project during the summer quarter. The course will consist of lectures, activities, research, and discussions designed to examine the culture, history, and aesthetics of the city or cities chosen for the study abroad experience. Students will also be encouraged to explore issues of identity and place, ideology (values, norms, customs), society (conformity/autonomy, gender, class), and structure (religious, political, economic) as they share, analyze, and reflect upon their experiences throughout the course. Prerequisite: None
(3 quarter credits, 44 hours over two week break)

GE20610
THEATRE APPRECIATION

Theatre Appreciation introduces students to the art, in theory and in practice, of live theatre and the many types of artists who collaborate to create a theatrical production. This course will enhance students' appreciation of the nature and place of theatre in contemporary culture. Students will experience theatre in depth through reading scripts, analyzing productions, and completing a creative theatre project. Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE20710
AESTHETICS

This course focuses on aesthetics, which is alternately defined as philosophy of art, philosophy of beauty, and philosophy of taste. All three definitions point to the ways in which we create, experience, think about, and write about the fine arts. Through texts, lectures, videos, and discussions, students will learn about the variety of ways in which individuals generate their own critical voice and aesthetic theories. Prerequisite: GE10110, GE10210 AND GE10120 OR GE10230
(3 quarter credits, 4 hours per week)

GE20810
HISTORY OF FILM

This course introduces students to the aesthetic, technical, and historical principles of film and the artists who were instrumental in its development and growth. Students will examine the creative process and analyze the different genres of film. Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE30910**THEORIES OF COMMUNICATION**

This course is an introduction to theories about the process of communication, including key concepts and terms for human communication. Additionally, listening and feedback, nonverbal communication, intrapersonal and interpersonal communication, group and organizational communications will also be a focus.

Prerequisite: GE10110, GE10210,
(3 quarter credits, 4 hours per week)

GE30920**LOGIC**

This course focuses on the development of critical reasoning skills, including the ability to evaluate a wide variety of information. Students will consider what an argument is, how arguments go wrong and what makes an argument valid. Students will study both informal and formal logical arguments and structures. Prerequisite: GE10110, GE10210

(3 quarter credits, 4 hours per week)

GE30930**ISSUES IN AMERICAN SOCIETY**

This course focuses on past and current social issues and political and economic trends that influence America and its people.

Additionally, the course will focus on how political and economic trends impact world affairs. Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE30940**LITERATURE AND CULTURE**

This course offers students the opportunity to explore the diversity of cultures through the reading and analysis of modern literary works. Included in the study will be historical and political influences, social trends, customs and values. Prerequisite: GE10110, GE10210

(3 quarter credits, 4 hours per week)

GE30950**MUSIC APPRECIATION**

This course will introduce the student to the historical development of music and the composers of different eras. Students will focus on the role that music plays in our lives today as well as examining the cultural influences that have determined the varied musical languages throughout the world. Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

GE30960**INTRODUCTION TO MUSEUM STUDIES**

This course will focus on the museum and its function in society. Topics will include the role of museums, their history and philosophy, and their structure and nature. Prerequisite: GE10110, GE10210, AND GE10120 OR GE10230

(3 quarter credits, 4 hours per week)

GE30970**HISTORY OF 20TH CENTURY ART**

This course will cover the history of 20th Century art. It will explore the inter-relationship between historical, social, political, religious and technological developments in the 20th century and the art that was a reflection of these developments. The course will discuss the modern artist's role in society as innovator, social activist, explorer, critic and prophet. Prerequisite: GE10110, GE10210 AND GE10120 OR GE10230

(3 quarter credits, 4 hours per week)

GE30980**CREATIVE WRITING**

This course will consider up to three genres of creative writing: fiction, poetry and the nonfiction essay. Throughout the quarter, assignments and activities will provide students with opportunities to hone their creative voices and have their work, as well as that of their peers, critiqued in a workshop setting. In addition to producing creative writing, critical and formalist approaches will be applied to contemporary and canonical works; these exercises will provide students with an objective vocabulary with which to evaluate two rather polished pieces that they will generate during the course. Students will also be introduced to the methods and procedures of the publishing market. Prerequisite: GE10110, GE10210

(3 quarter credits, 4 hours per week)

GE30990**HISTORY OF PHOTOGRAPHY: 1960 TO THE PRESENT**

This course will examine emerging photographic styles and perspectives of a newer generation of photographers reacting to the cultural revolution of the 60's and 70's; the eruption in the 80's of Post-Modernism and Critical Theory; and the digital revolution of the 90's. Students will further examine contemporary issues focusing on the theoretical swing from Post-Modernism back to Modernist practices; and lastly a look at the popular trend of using alternative processes from the nineteenth century. Prerequisite: GE10110, GE10210, GE10130

(3 quarter credits, 4 hours per week)

GE31010**STUDY ABROAD**

This course is designed for students who wish to study abroad. Students will travel between the spring and summer quarters and will return to campus to complete a final exhibition project and an in-depth research paper during the summer quarter. The course will consist of lectures, activities, research, and discussions designed to examine the culture, history, and aesthetics of the city or cities chosen for the study abroad experience. Students will also be encouraged to explore issues of identity and place, ideology (values, norms, customs), society (conformity/ autonomy, gender, class), and structure (religious, political, economic) as they share, analyze, and reflect upon their experiences throughout the course. Prerequisite: None

(3 quarter credits, 44 hours over two week break)

**GE31020
STATISTICS**

This course includes representing and analyzing data through such measures as central tendency, dispersion, probability theory, the binomial distributions, the normal curve and normal distributions, central limit theory, and sampling distributions. Graphing and using polynomial functions and systems of equations and inequalities in the interpretation and solution of problems will be examined. Prerequisite: GE10220 OR GE10450 (3 quarter credits, 4 hours per week)

**GE31030
COMPARATIVE RELIGIONS**

The Comparative Religions course is an introduction to the academic study of religion. The course objectively examines religious beliefs and practices across human history, with particular emphasis upon how the human past has shaped worldwide religious belief and experience in the present. Students learn about a broad range of religious traditions, and how particular beliefs might affect ritual behavior, interpersonal relationships and the practice of "community." Prerequisite: GE20510 OR GE20530 (3 quarter credits, 4 hours per week)

**GE31040
MEDIA & POP CULTURE**

In this course students will explore the different media theories and their impact upon society, ethics, and popular culture. Students will use this information to inform and enrich their own work and to critically evaluate media art. Prerequisite: GE10110, GE10210 (3 quarter credits, 4 hours per week)

**GR0015PF
PORTFOLIO FOUNDATIONS GRAPHIC DESIGN**

The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class. Prerequisite: None (0 quarter credits, 2 hours per week)

**GR10110
FUNDAMENTALS OF DRAWING**

Visual awareness is expanded through the observation of the principles of light and the translation of three-dimensional form into two-dimensional drawings. Advancing from simple to complex forms, skill levels in construction and an understanding of line and perspective will be developed. Students study the effects of light and movement on the human body. Prerequisite: None (3 quarter credits, 4 hours per week)

**GR10120
FUNDAMENTALS OF DESIGN**

This course will introduce the basic principles of design. Using a variety of materials and techniques, the creative process will be introduced and developed. An exploration of design elements and relationships will establish a basic aesthetic sensitivity. An introduction to basic typography will be explored, in order to integrate simple type with imagery. A demonstration of basic tools for learning craftsmanship and presentation skills will be emphasized. Prerequisite: None (3 quarter credits, 4 hours per week)

**GR10130
COLOR THEORY**

This fundamental course provides an introduction to the principles of color and an exploration of color theory as it relates to graphic design. The psychological and cultural aspects of color will be examined in making appropriate design decisions. Prerequisite: None (3 quarter credits, 4 hours per week)

**GR10210
TYPOGRAPHY I**

Beginning with an introduction to the history of letterforms and the function of typography, this course will also examine the construction and aesthetic application of typographic text and headline display applicable for various media. Typographical principals will be introduced as an essential element of design for creating effective communication. Emphasis will be placed on the appropriate and effective use, treatment and application of type in a variety of formats. Prerequisite: GR10120 (3 quarter credits, 4 hours per week)

**GR10220
LIFE DRAWING**

This course explores the fundamentals of drawing the human figure. Observation and rendering skills are developed and the use of various drawing media is examined. Prerequisite: GR10110 (3 quarter credits, 4 hours per week)

**GR10230
FORM AND SPACE**

This is a course in composition in space for the designer/artist. The student will be given some of the basic principles, rules, and concepts which can guide in organizing visual experience, solving practical design problems, and creating coherent formal relationships. The elements of design (conceptual, visual, relational, and technical) will be explored through various projects, which are based on a principal to master and a problem to solve. Prerequisite: GR10110, GR10120 (3 quarter credits, 4 hours per week)

GR10250**PROJECT MANAGEMENT**

This course focuses on the print production project management process and development of the project team as key to the successful achievement of the printing industry project goals. The process examines the main elements required in every professional project such as: timelines, benchmark deliverables, budgets and resources. Key areas of the print production project team serve to support the fundamental approach that every project team is tailored to achieve project results efficiently and effectively. Prerequisite: GR10130, GR10120, LS10110
(3 quarter credits, 4 hours per week)

GR10330**CONCEPT DEVELOPMENT**

This course identifies the components of the design process. Problem identification and research methods will be explored. Design solutions appropriate to a targeted market will be emphasized. The course will include idea-generating exercises and a concentration on design purpose and function. Prerequisite: GR10210
(3 quarter credits, 4 hours per week)

GR10340**LAYOUT DESIGN**

This class will concentrate on utilizing design principals and theories in problem solving, focusing on the importance of layout composition and visual hierarchy. Emphasis will be on the process of design development from rough to comprehensives, layout, and the use of grid systems for multi-component layouts. Design solutions will be executed through the use of traditional methods as well as digital print media applications. Prerequisite: GR10210 OR Academic Director Approval
(3 quarter credits, 4 hours per week)

GR10350**IMAGE MANIPULATION**

Students develop basic image manipulation skills in a raster-based computer environment. Emphasis in on mastering the fundamentals of scanning, color management, imaging, photo retouching, filters and masks. Prerequisite: LS10110
(3 quarter credits, 4 hours per week)

GR10361**ANALYSIS OF FORM**

Drawing ability will be enhanced through further development of critical observation skills. Students will acquire rendering abilities in opaque and transparent media working from the figure, environment, still-life, and photographic imagery via the investigation of a variety of wet and dry materials, including collage. Exploration of drawing techniques will progress from classical tradition to contemporary personal expression. Prerequisite: GR10220
(3 quarter credits, 4 hours per week)

GR10450**DIGITAL LAYOUT**

This intensive course enhances and advances the students understanding of graphic design as a communications tool. Building on a basic understanding of design theory and computer added-design, students will refine their technical and creative skills by generating compelling, informative designs that incorporate both visual and typographic elements. Prerequisite: GR10340 OR IM10210
(3 quarter credits, 4 hours per week)

GR10460**DIGITAL ILLUSTRATION**

This intensive course advances the students understanding of the computer as an artistic tool. Building on previous courses in drawing, concept development and introductory computer-aided design, students will be asked to generate a number of compelling and expressive solutions that address specific illustrative problems, both technical and creative. As part of this course, students will be given the opportunity develop their mastery of digital illustration by exploring numerous tools and techniques to obtain desired results. Prerequisite: GR10340, GR10330, GR10350 AND GR10361 OR IM10210 OR Academic Director Approval
(3 quarter credits, 4 hours per week)

GR10471**DIGITAL IMAGING & MANIPULATION**

This course builds upon the Image Manipulation class to integrate raster and vector graphics with concerns for varied formats, including web and print graphics. Students will create a variety of visual projects with emphasis on advanced image correction, retouching, manipulation and use of special effects. Prerequisite: GR10350 OR IM10210 OR Academic Director Approval
(3 quarter credits, 4 hours per week)

GR20541**PRINT PRODUCTION**

Using industry standard software students will further their understanding of modern page make-up by creating digital commercial press-ready designs. Print terminology, technical proficiency, paper selection, file preparation procedures and binding will be defined and explored. Students will produce two and four color process projects from comprehensives to print ready digital mechanicals. Students will learn various file types and resolutions necessary for professional printing processes. Prerequisite: GR10450, GR10460, GR10471
(3 quarter credits, 4 hours per week)

GR20551**LAYOUT & VISUAL INDICATION**

This course explores the use of innovative design solutions to graphic design problems. Unusual design problems are addressed, promoting the creative use of specialty production techniques and papers as well as unique formats and finishes. An emphasis will be on the use of both traditional and digital processes in the presentation of design solutions. Prerequisite: GR10340, GR10450, GR10460, GR10471

(3 quarter credits, 4 hours per week)

GR20561**CONCEPTUAL IMAGERY**

This course concentrates upon image concepts, content, symbolism, and narrative potential, for advanced portfolio applications and provocative expression. Issues of style, consistency, series design, content and presentation will help students develop a wider range of communication resources. Prerequisite: GR10330, GR10361, GR10350, GR10460

(3 quarter credits, 4 hours per week)

GR20571**TYPOGRAPHY II**

This course is the continuation in the study of typography, including the classifications previously covered, with a new emphasis on the expressive potential of designing with type. Exercises and projects focus on the hierarchical design skills required for effective and clear communications. Using traditional comping skills and computer generated type; projects will be enhanced through the study of current typographic trends in graphic design. Prerequisite: GR10330, GR10450, GR10460, GR10471

(3 quarter credits, 4 hours per week)

GR20620**GRAPHIC SYMBOLISM**

This course examines the importance of graphic symbols in design. Logos, trademarks and other symbolic images will be examined in historic and contemporary contexts. Graphic elements including typography, simplified imagery, and abstract shapes will be utilized to create individual logo designs and other symbolic images.

Prerequisite: GR10471, GR20571

(3 quarter credits, 4 hours per week)

GR20641**ADVERTISING LAYOUT**

This course exposes students to the subject of out-of-home advertising, point of sale, and sales promotion advertising. Different types of out-of-home advertising associated with manufacturers, wholesalers, and retailers will be presented. Descriptions of the types of work produced by advertising agencies and design firms, related to out-of-home advertising materials will be defined and presented in detail. Prerequisite: GR10330, GR10471, GR20571

(3 quarter credits, 4 hours per week)

GR20650**GRAPHIC DESIGN HISTORY**

This course will examine the influences of societal trends, historical events, technological developments and the fine arts on contemporary graphic design, illustration, typographic design, architectural design, photography and fashionable design trends in general. Through lectures, supplied visual examples, independent research and design assignments, the student will gain insight into a variety of major design influences. The student will learn how to research and utilize a wide variety of design styles. Prerequisite: GR10450, GR10460, GR10471, GE10120, GE10230

(3 quarter credits, 4 hours per week)

GR20670**INTRODUCTION TO WEB DESIGN**

Instruction provides students insight into the process of planning, designing, and developing an HTML-based website using current World Wide Web Consortium standards. Prerequisite: GR10471, GR20571

(3 quarter credits, 4 hours per week)

GR20751**PROMOTIONAL GRAPHICS**

A study of the role of graphic design in advertising will be emphasized in this course. Marketing research, objectives and strategies will be explored and applied. Graphic design will be presented as a goal-focused promotional tool. Prerequisite: GR10450, GR10460, GR10471

(3 quarter credits, 4 hours per week)

GR20761**PRODUCT GRAPHICS**

Graphic design principles will be applied to the development of 3-D packaging. This course will explore packaging materials, production techniques, processes and industry guidelines for surface treatments of product design in the context of today's marketplace. Assignments will demonstrate the functionality of packaging, from identification of a product to its consumer appeal. Prerequisite: GR10471, GR20571, GR20620

(3 quarter credits, 4 hours per week)

GR20771**CORPORATE IDENTITY**

The role of communication design in creating a comprehensive corporate identity program 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 and other business communication applications.

Students will conduct an in-depth systematic study of the creation of a Corporate Identity Standards Manual. Students will study and analyze effective Corporate Identity systems through case studies.

Prerequisite: GR20620, GR20571

(3 quarter credits, 4 hours per week)

GR20782**ADVERTISING DESIGN**

This course explores planning, building and execution of a comprehensive advertising campaign for an existing commercially available product or service. Students will conduct individual and group research; create a thorough analysis of a product in order to design and deliver an effective advertising strategy, including visual components in the form of a campaign. Students will construct, draft, create and present a final sales pitch presentation along with collateral materials. The product will be selected and assigned by the instructor at the beginning of the course. This course will also test students' abilities to work as a team, build a dynamic and healthy professional atmosphere within a team and deliver a quality product on time. Prerequisite: GR20641 OR GR20761 (3 quarter credits, 4 hours per week)

GR20790**MOTION GRAPHICS FOR THE WEB**

Interactive visual design provides an introduction to Flash-based interactive design for the web and applications. Prerequisite: GR10471, GR20751 (3 quarter credits, 4 hours per week)

GR20795**TYPOGRAPHY III**

This is the last course of the Typography sequence. It explores and looks at typography as a highly effective visual tool, which delivers powerful messages, on the visual, intellectual and emotional level. It will focus on the extensive exploration of the creative process, which will include traditional and experimental forms of typographic expression. Emphasis will be placed on students' experimentation with different media, both digital and non-digital. Students will apply creative typographic solutions to design problems based on historical models and contemporary trends. Prerequisite: GR20571 (3 quarter credits, 4 hours per week)

GR20820**PUBLICATION DESIGN**

This course examines the graphic designers' role in the layout and design of publications. Lectures and studio work cover current practices and technologies used to produce multipage documents. The assignments will be typographically oriented with a combination of images, color and texture as well as typographical relationship problem solving to the subject of the publication. Prerequisite: GR20541, GR20771 (3 quarter credits, 4 hours per week)

GR20830**BUSINESS**

This course is an in-depth study of the business aspects of the graphic design profession including copyright laws, client relations, estimates, invoices, professional business conduct, ethics, networking and marketing ones' business. Professional development tools will also be presented, including resume writing, personal stationary package design, and proposal and budget writing. Successful professional interviewing skills will be emphasized. Prerequisite: Must earn 105 Credits / Must take in final quarter in the Associate of Science degree program. (3 quarter credits, 4 hours per week)

GR20850**COLLATERAL DESIGN**

The role of graphic design in collateral materials will be introduced and explored with a focus on: brochures, billboards, transit cards, point of sale materials, point of purchase materials, direct mail pieces, sales promotional materials, folders, CD design, etc. Collateral elements will support client formulated positioning statements. The process of developing unified branding/collateral materials involving multiple presentations will be emphasized. Prerequisite: GR20751, GR20771, GR20761 (3 quarter credits, 4 hours per week)

GR20860**PORTFOLIO PREPARATION**

This course will begin the process of assembling a student's design work for inclusion into a viable portfolio which meets industry standards. Working with an instructor, each student will select representative pieces showcasing work that reflects a unique style. Lectures will cover the importance of professional presentation, arrangement of pieces, complete skill representation, varieties of portfolios, and media usage and techniques. Students will create additional new work as a requirement of the course. Prerequisite: GR20751, GR20761, GR20771 (3 quarter credits, 4 hours per week)

GR30930**MEDIA TECHNIQUES**

Students explore the use of a variety of wet and dry media and their grounds; building confidence and skill with direct approaches, in studio and assigned projects. Prerequisite: GR20860 (3 quarter credits, 4 hours per week)

GR30940**BOOK ARTS**

The art of book design is one of the most important of the graphic design arts, and one that the best designers find an enriching challenge. This course will focus on telling a story using type and images in new and creative ways. We will explore advanced methods of using type such as contrast, scale, fragmentation, and sequencing. We will use images in abstract space to express dynamics such as emotion, time, movement, and thought. A multi-page format will allow the student to develop individual design within each page, and to form a unified visual voice or style throughout. Prerequisite: Earned 120 quarter credits and GR20820 OR PH20710

(3 quarter credits, 4 hours per week)

GR30950**INFORMATION DESIGN**

This course will introduce students to the discipline of Information Design, with specific concentration on the area of Information Graphics. Emphasis will be placed on developing, organizing and delivering complex information content through direct and concise visual representations. Students will explore various methods of representing complex amounts of information through the study of content and concept development. Course topics will include visual representation of statistical and technical information, charts and graphs, and content delivery through various media channels. Prerequisite: GR20771, GR20820

(3 quarter credits, 4 hours per week)

GR30960**INTEGRATED MOTION GRAPHICS**

Introduction to Motion Graphics provides an overview of motion graphics creation techniques and strategies. Prerequisite: GR20571

(3 quarter credits, 4 hours per week)

GR30970**ENVIRONMENTAL GRAPHIC DESIGN**

Students will study the theory and practice of Environmental Graphic Design, including educational and cultural exhibitions, retail and service environments, and way-finding 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. Prerequisite: GR20761, GR20820

(3 quarter credits, 4 hours per week)

GR31010**EDITORIAL DESIGN**

This course acquaints students with professional design practices on the design of double page and multi-page editorial projects. It focuses on the use of design principles and concepts – with special attention to the use of the grid and selection and use of typography and images. Students will use their computer skills to generate final output of type and images for editorial projects. Prerequisite: Earned 120 quarter credits, GR20860, GR20820, GR20850

(3 quarter credits, 4 hours per week)

GR31021**MARKETING DESIGN**

This course will explore theories, methods and strategies for creating effective marketing plans for both products and services. By providing concepts of product, price, promotion, positioning, distribution and benefit as they relate to advertising. Lectures include a review of the target audiences, budgets, types of analysis and brand strategy while examining various management styles, techniques and trends in the industry. Course includes fieldwork, projects and presentations. Prerequisite: Earned 120 quarter credits, GR20860, GR20850

(3 quarter credits, 4 hours per week)

GR41110**PROFESSIONAL PORTFOLIO**

This course focuses on the completion of the portfolio. Working with an instructor, each student will select representative pieces showcasing work that reflects a unique style. Students will demonstrate their conceptual and design abilities as well as their presentation and technical skills to meet professional industry standards. Emphasis will be placed on portfolio presentation, market research and identifying short and long-term professional employment goals. Students will create additional new work as a requirement of the course. Prerequisite: GR20860, GR30950, GR31021, GR31010

(3 quarter credits, 4 hours per week)

GR41120**ART DIRECTION**

This course will examine the role of the art director in producing multi-faceted design projects. Students will also work in teams and coordinate their creative efforts from concept to finished output. By setting professional standards and encouraging teamwork the course will further enhance students' design, communication, negotiation and leadership skills. Prerequisite: earned 120 quarter credits, GR31010, GR31021 OR Academic Director Approval

(3 quarter credits, 4 hours per week)

GR41130**DESIGN GROUP**

Working in teams, students will utilize their previously acquired knowledge of design, typography, and production techniques to effectively solve communications problems for real world non-profit clients. Under the guidance of faculty, students will review client needs, generate design solutions and present directly to the client for selection and approval. The client will professionally print the chosen design. Prerequisite: GR31021
(3 quarter credits, 4 hours per week)

GR41140**INTERACTIVE PORTFOLIO**

This course will guide students through the process of compiling their work into a digital, web-based portfolio. Emphasis will be placed on the creation of design layouts, interfaces, buttons, graphical elements, resumes, and other materials that may support their interactive online portfolios. Prerequisite: GR20670, GR20790, Must be taken in second to last quarter with GR41110
(3 quarter credits, 4 hours per week)

GR41210**SENIOR PROJECT**

This course requires students to research, develop and implement a cohesive graphic design plan that will solve a visual communication problem and/or address an issue approved by the instructor. Students will utilize both their graphic design and web skills to create a final project consisting of print and interactive media. Students must present the final visual thesis with a professional oral presentation. Students must demonstrate an understanding of design principles and design theory. A written analysis will be a supplement to the visual presentation. Prerequisite: Academic Director Approval
(3 quarter credits, 4 hours per week)

GR41230**BUSINESS FOR GRAPHIC DESIGNERS**

This course is an in-depth study of the business aspects of the graphic design profession including copyright laws, client relations, estimates, invoices, professional business conduct, ethics, networking and marketing ones' business. Professional development tools will also be presented, including resume writing, personal stationary, package design, and proposal and budget writing. Successful professional interviewing skills will be emphasized. Students will be required to secure and complete a freelance design project for the final review. Prerequisite: Academic Director Approval
(3 quarter credits, 4 hours per week)

ID0015PF**PORTFOLIO FOUNDATIONS INTERIOR DESIGN**

The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class. Prerequisite: None
(0 quarter credits, 2 hours per week)

ID10110**DRAFTING FUNDAMENTALS**

The student learns to identify and use basic drafting equipment, drafting terminology, and symbols. Emphasis is on line and lettering and good drafting habits. Prerequisite: None
(3 quarter credits, 4 hours per week)

ID10120**DRAWING**

This course introduces the student to freehand perspective as it applies to interior design. Students use a variety of media to learn drawing skills and develop an awareness of light as it affects objects and figures in the environment. Prerequisite: None
(3 quarter credits, 4 hours per week)

ID10130**COLOR THEORY**

This course is an exploration of the basic language of design and how it applies to color as perceived in the interior environment. Prerequisite: None
(3 quarter credits, 4 hours per week)

ID10210**PERSPECTIVE DRAWING I**

An introduction to the principles and techniques of one point perspective drawing. Perspectives are generated from dimensioned floor plans that include a variety of interior architectural elements. Prerequisite: ID10110, ID10120
(3 quarter credits, 4 hours per week)

ID10220**INTERIOR ELEMENTS**

An introduction to the spatial implications of common interior elements. Through the survey of drafting of furniture, doors, windows, fireplaces, and stairs in context, the student will learn the parameters of their design and depiction. Prerequisite: ID10110
(3 quarter credits, 4 hours per week)

ID10230**BASIC DESIGN**

This course begins the basic design series. It is an introduction to the principles and elements of interior design and the process of design development. Prerequisite: ID10110, ID10130
(3 quarter credits, 4 hours per week)

ID10310**PERSPECTIVE DRAWING II**

An introduction to the principles of two point perspective drawing. Detailing interior perspective drawings in one and two point perspective. The use of perspective in developmental design drawings is emphasized. Prerequisite: ID10210
(3 quarter credits, 4 hours per week)

ID10320**DESIGN PROCESS I**

A continuation of the principles and elements of interior design and the process of design development; introduction to programming, schematics, space planning, and alternate design solutions. Prerequisite: ID10210, ID10220, ID10230
(3 quarter credits, 4 hours per week)

ID10410**DRAFTING III**

Students learn the drawing skills and architectural symbols needed to interpret and execute a design. Plans, sections, elevations and details are developed for a design project. Prerequisite: ID10220
(3 quarter credits, 4 hours per week)

ID10420**MATERIALS & PROCESSES**

A study of different materials and their appropriate use on walls, floors, ceilings, windows and furniture. Prerequisite: None
(3 quarter credits, 4 hours per week)

ID10430**DESIGN PROCESS II**

This course is a continuation of the principles and elements of design used in the planning of residential space. Kitchen and bath design and problems and guidelines used in new construction and in renovation are emphasized. Prerequisite: ID10310, ID10320, ID10410
(3 quarter credits, 4 hours per week)

ID20510**RENDERING AND PRESENTATION I**

Students learn to make realistic presentations of two- and three-dimensional drawings including materials such as fabric, steel, masonry, and glass utilizing marker and colored pencil. Emphasis is on light sources, shades, shadows, and board presentation. Prerequisite: ID10420, ID10430 AND must be taken with ID20541
(3 quarter credits, 4 hours per week)

ID20520**CADD I**

An introduction to computers and computer technology. Lessons emphasize computer-aided design and drafting (CADD). Hands-on laboratory time is provided. Prerequisite: ID10410
(3 quarter credits, 4 hours per week)

ID20541**RESIDENTIAL DESIGN I**

This course is an introduction to three major parameters of interior design: ADA, sustainable and universal design. Students will interpret client preferences and identify appropriate materials and design components based on the principles of these three integral design issues. Prerequisite: ID10420, ID10430 AND must be taken with ID20510
(3 quarter credits, 4 hours per week)

ID20550**CONTRACT DESIGN I**

An introductory course to contract design where students learn how to design and plan commercial interiors, stressing the basic concepts and principles of contract design. Emphasis is on employee job functions, interdepartmental relationships, traffic flow, and equipment needs. Prerequisite: ID10420, ID10430 AND must be taken with ID20561 and ID20851
(3 quarter credits, 4 hours per week)

ID20561**LIGHTING**

A study of artificial lighting as well as lighting fixtures, terminology, and applications. Prerequisite: ID10420, ID10430 AND must be taken with ID20550
(3 quarter credits, 4 hours per week)

ID20610**INTERIOR SYSTEMS**

Students acquire a working knowledge of building materials and construction, as well as basic support systems, plumbing, heating, ventilation, and electric, and their importance to interior design execution. Prerequisite: ID10420, ID20520
(3 quarter credits, 4 hours per week)

ID20630**RESIDENTIAL DESIGN II**

A study of residential types, architectural styles, and the selection of furnishings for traditional residential spaces. Attention is given to the aesthetic and functional needs of people with various lifestyles and on a multi-level historic restoration. Prerequisite: ID20541, ID20510, ID20550, ID20561, ID20851
(3 quarter credits, 4 hours per week)

ID20641**CONTRACT DESIGN II**

Students learn how to design and plan commercial, industrial, corporate, and institutional interiors. Emphasis is on employee job functions, interdepartmental relationships, traffic flow, and equipment needs including retail circulation. Prerequisite: ID20541, ID20510, ID20550, ID20561, ID20851
(3 quarter credits, 4 hours per week)

ID20661**HISTORY OF FURNITURE**

The study of furniture from antiquity to the present, with emphasis on historic styles and individual efforts. Prerequisite: ID10420
(3 quarter credits, 4 hours per week)

ID20730**BUSINESS**

An overview of business and marketing principles is given in this course. Students are taught to plan budgets and work within plan, to draft invoices, and to develop contracts. Also, students work with methods that will promote their abilities in business. Prerequisite: ID20541, ID20550, course must be taken with, or after, ID20752
(3 quarter credits, 4 hours per week)

ID20741**RESIDENTIAL DESIGN III**

A study of residential types, locations, architectural styles, and the selection of furnishings for both traditional and contemporary residential spaces. Attention is given to the aesthetic and functional needs of people with various lifestyles. Emphasis is on adaptive re-use (utilizing a raw space, designing a specific residence). Prerequisite: ID20630
(3 quarter credits, 4 hours per week)

ID20752**CONTRACT DESIGN III**

Students learn how to plan and design a corporate office space for LEED CI submission. Emphasis on concepting, developing a planning module, developing a space plan, designing a reflected ceiling plan, design development of finishes and furniture and presentation skills all in a sustainable framework. Prerequisite: ID20641
(3 quarter credits, 4 hours per week)

ID20830**PORTFOLIO**

After a thorough evaluation, the graduating student's portfolio is completed to bring it up to professional standards. Job interviews, portfolio presentation and what to expect from the first job are reviewed and discussed. Prerequisite: completed a minimum 105 credits
(3 quarter credits, 4 hours per week)

ID20841**CONTRACT DOCUMENTS**

The documentation of commercial design, including plans, elevations, sections, reflected ceiling, and dimensioning. Prerequisite: ID20610, ID20752
(3 quarter credits, 4 hours per week)

ID20851**CADD II**

A continuation of CADD I with emphasis on AutoCADD and on producing a set of working drawings. Prerequisite: ID20520 AND must be take with ID20550 and ID20561
(3 quarter credits, 4 hours per week)

ID30910**RENDERING AND PRESENTATION II**

Through the use of a variety of media and techniques, students learn to make realistic presentations from two- and three-dimensional drawings of various materials such as fabric, steel, masonry, and glass. Emphasis is on light sources, shades, shadows, and presentation techniques. Prerequisite: ID20741, ID20752, ID20841, AND must be taken with ID30931
(3 quarter credits, 4 hours per week)

ID30922**RESIDENTIAL DESIGN IV**

This course is an introduction to three major parameters of interior design: ADA, sustainable and universal design. Students will interpret client preferences and identify appropriate materials and design components based on the principles of these three integral design issues. Prerequisite: ID20741, ID20752, ID20841
(3 quarter credits, 4 hours per week)

ID30931**CONTRACT DESIGN IV**

Students learn how to design and plan commercial, industrial, corporate, and institutional interiors. Emphasis is on employee job functions, interdepartmental relationships, traffic flow, and equipment needs, stressing corporate design. Prerequisite: ID20741, ID20752, ID20841, AND must be taken with ID30910
(3 quarter credits, 4 hours per week)

ID30940**FURNITURE DESIGN AND CONSTRUCTION**

A survey of furniture styles, terminology, construction methods, and materials. Emphasis is on the proper drafting of workroom specifications for custom designs. Lectures, slides, and field trips to workrooms are included. Prerequisite: ID20510, ID20661
(3 quarter credits, 4 hours per week)

ID30950**CADD III**

A continuation of AutoCADD and the opportunity to apply this technology to enhance presentation techniques. Prerequisite: ID20851
(3 quarter credits, 4 hours per week)

ID31011**RESIDENTIAL DESIGN V**

A study of residential types, locations and architectural styles and the selection of furnishings for traditional, transitional, and contemporary residential spaces. Attention is given to the aesthetic and functional needs of people with “high-end” lifestyles. Emphasis is on renovation for luxury residential hospitality. Prerequisite: ID30910, ID30922, ID30931
(3 quarter credits, 4 hours per week)

ID31021**CONTRACT DESIGN V**

Students explore educational facility interior design with emphasis on understanding the age specific requirements of the students and the interrelationships of the support areas and staff. The designs will incorporate barrier free, universal design and focus on environmentally responsible choices and sustainable design solutions. Prerequisite: ID30910, ID30922, ID30931,
(3 quarter credits, 4 hours per week)

ID31030**HISTORY OF 19TH AND 20TH CENTURY ARCHITECTURE & DESIGN**

This course analyzes the evolution of modern architecture in the 19th and 20th centuries, exploring various architectural movements from the beginnings of industrialization to the present. The student will research architects and discover the theoretical foundations which have had an impact on architectural thought in the 20th century. Prerequisite: GE10120, GE10230
(3 quarter credits, 4 hours per week)

ID41110**THESIS DESIGN/RESEARCH**

Students will select their major project in either residential or non-residential design and develop a detailed program for that project. Prerequisite: GE20510, ID31011, ID31021, ID31030
(3 quarter credits, 4 hours per week)

ID41140**SPECIAL TOPICS**

This course will have changing subject matter from quarter to quarter depending upon instructor expertise and/or industry demand. Topic selection will be at the discretion of the instructor and agreed upon the Interior Design department. Prerequisite: ID31011, ID31021
(3 quarter credits, 4 hours per week)

ID41240**PORTFOLIO**

After a thorough evaluation, the senior student’s portfolio is completed to bring it up to professional standards. Job interviews, portfolio presentation and what to expect from the first job are reviewed and discussed. Prerequisite: ID31011, ID31021
(3 quarter credits, 4 hours per week)

ID41250**THESIS DEVELOPMENT/SPACE PLANNING**

Students will develop their approved thesis research program, building, and site selections with a focus on spatial relationships. Final presentations will demonstrate proficiency in all previously acquired skills and knowledge and are expressed both verbally and graphically. This course represents a specialized aspect of the overall project and an introduction to a professional interior design project. Prerequisites: ID41110; Co-requisites: ID41260, ID41270
(3 quarter credits, 4 hours per week)

ID41260**THESIS DEVELOPMENT/INTERIOR MATERIALS**

Students will develop their approved thesis research program, building, and site selections with a focus on interior materials. Final presentations will demonstrate proficiency in all previously acquired skills and knowledge and are expressed both verbally and graphically. This course represents a specialized aspect of the overall project and an introduction to a professional interior design project. Prerequisites: ID41110; Co-requisites: ID41250, ID41270
(3 quarter credits, 4 hours per week)

ID41270**THESIS DEVELOPMENT/INTERIOR ARCHITECTURE CODES & DESIGN DOCUMENTATION**

Students will develop their approved thesis research program, building, and site selections with a focus on interior architecture. Final presentations will demonstrate proficiency in all previously acquired skills and knowledge and are expressed both verbally and graphically. This course represents a specialized aspect of the overall project and an introduction to a professional interior design project. Prerequisites: ID41110; Co-requisites: ID41250, ID41260
(3 quarter credits, 4 hours per week)

IM0015PF**PORTFOLIO FOUNDATIONS WEB DESIGN & INTERACTIVE MEDIA**

The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class. Prerequisite: None
(0 quarter credits, 2 hours per week)

IM10210**IMAGE MANIPULATION**

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. Prerequisite: LS10110
(3 quarter credits, 4 hours per week)

IM10220**DIGITAL TYPOGRAPHY**

An introduction to lettering skills and the history and foundations of letter forms. Also studied are the placement of display and text type in a formatted space, and the relationships between the appearance and readability of letter forms. Students will work in digital typesetting technology. Prerequisite: LS10110 (3 quarter credits, 4 hours per week)

IM10231**PROGRAMMING LOGIC**

An introduction to various logic statements used in all programming languages, providing the skills to convert written words into programming logic. Prerequisite: LS10110 (3 quarter credits, 4 hours per week)

IM10310**INTRODUCTION TO SCRIPTING LANGUAGES**

Students will acquire the skills needed to develop, design and produce basic Web pages. Prerequisite: IM10210 and IM10210 OR GR10471 (3 quarter credits, 4 hours per week)

IM10330**INTRODUCTION TO AUDIO**

An introductory study of the principles and practices of recording sound will be covered. Students examine the tools and techniques used in multi-track recording and mixing. This class includes the study of basics of critical listening, microphone technique, console and recording systems, signal flow, signal processing, routing, and general studio operations. Prerequisite: LS10110 OR to be taken simultaneously with LS10110 (3 quarter credits, 4 hours per week)

IM10340**ADVANCED IMAGE MANIPULATION**

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 web animation, layering, texture mapping, and archiving will be covered. Prerequisite: IM10210 OR GR10471 (3 quarter credits, 4 hours per week)

IM10410**INTERMEDIATE SCRIPTING LANGUAGES**

Students will acquire the skills needed to develop, design and produce intermediate web pages incorporating current scripting languages such as ECMAScript (JavaScript). Prerequisite: IM10310 OR GR20670 (3 quarter credits, 4 hours per week)

IM10421**WEB DESIGN WORKSHOP**

In this advanced workshop, students build upon their knowledge of basic web design and development techniques by completing several web site projects from the beginning design phase through the final coding phase. Emphasis is placed on current trends, standards, and technology. Student designs are continually subjected to peer review.

Prerequisite: IM10310

(3 quarter credits, 4 hours per week)

IM10430**AUDIO PRODUCTION FOR INTERACTIVE DESIGN**

The principles and practices of digital audio in a multimedia setting are explored. Students learn to use current digital audio programs for recording, editing, sequencing, and mixing for a variety of outputs and applications. Prerequisite: IM10330 (3 quarter credits, 4 hours per week)

IM20511**E-LEARNING DESIGN**

This course is an introduction to e-learning development with an emphasis placed on the instructional design model to develop for any type of classroom or training e-learning solution preparing students for future development in the e-learning industry.

Prerequisite: IM10210

(3 quarter credits, 4 hours per week)

IM20521**DYNAMIC WEB SCRIPTING**

Students will acquire the skills needed to develop, design, and produce advanced web pages. These pages will utilize current standards and include dynamic visual interfaces.

Prerequisite: IM10410

(3 quarter credits, 4 hours per week)

IM20530**CONCEPTS IN MOTION DESIGN**

Students undertake a study of 2-D animation using a computer modeling and animation software program as the primary tool. This class will emphasize the creation of interactive animated sequences for multimedia applications. Prerequisite: IM10210 OR GR10471 (3 quarter credits, 4 hours per week)

IM20540**DIGITAL ILLUSTRATION**

This course will focus on the advanced key elements of today's raster electronic imaging technologies to provide a solid progression in the student's knowledge and skills needed to succeed in the field of multimedia and digital design. This is a computer lab-based class with specific instruction in raster-based programs. Additionally, because these technologies do not exist in isolation, the systematic collaboration with various related software will also be discussed and practiced. Prerequisite: IM10340 (3 quarter credits, 4 hours per week)

IM20611**E-LEARNING PRODUCTION**

This course is an introduction to e-learning application development with an emphasis placed on the design and content of interactive e-learning classroom or training solutions using industry standards for the web application. Prerequisite: IM20511 (3 quarter credits, 4 hours per week)

IM20620**INTERACTIVE MOTION GRAPHICS**

This advanced course teaches the student how to create web pages with 2-D animation and interactive games and multimedia presentations using software such as Macromedia Flash.

Prerequisite: IM20530 OR GR20790

(3 quarter credits, 4 hours per week)

IM20710**DIGITAL PORTFOLIO I**

This course will guide students through the process of compiling their work into an interactive portfolio. Students will apply techniques and strategies to market themselves in their chosen fields. Emphasis will be placed on students assessing their most marketable skills, designing storyboards for their interactive portfolios, creating professional design layouts, creating interfaces, backgrounds buttons, audio/video elements, resumes and print materials to support their interactive online portfolios. Prerequisite: 90 credits earned

(3 quarter credits, 4 hours per week)

IM20720**PROJECT MANAGEMENT**

This course focuses on the multimedia project management process and development of the project team as key to the successful achievement of multimedia project goals. The process examines the main elements required in every proposal/plan, time frame, and budget. Key areas of multimedia project teams serve to support the fundamental approach that every project team is tailored to achieve project results efficiently and effectively. Prerequisite: IM10410, IM20620

(3 quarter credits, 4 hours per week)

IM20730**DESIGNING FOR INTERACTIVE MEDIA**

This course focuses upon the aesthetics of multimedia pieces. Using previously authored work and one new project, students will examine the relationship between form, subject matter and content with the goal of developing the most effective images and sounds to express the meaning of the piece. Everything from button design, to screen transitions, through music will be examined to work towards achieving the goal of portfolio quality pieces. Prerequisite: IM10410, IM20521, IM20611

(3 quarter credits, 4 hours per week)

IM20810**DIGITAL PORTFOLIO II**

This course will guide students through the process of compiling their work into a final interactive portfolio. Students will apply techniques and strategies to market themselves in their chosen fields. Emphasis will be placed on students assessing their most marketable skills, designing storyboards for their interactive portfolios, creating professional design layouts, creating interfaces, backgrounds, buttons, audio/video elements, resumes, and print material to support their interactive portfolios. Prerequisite: IM20710

(3 quarter credits, 4 hours per week)

IM20820**ADVANCED WEB SCRIPTING**

This course will allow the students to move beyond the basics of HTML and get on with learning how to create database-driven applications. The topics covered in this course will help the students to create a complete on-line store with shopping cart and content management systems. Prerequisite: IM10410

(3 quarter credits, 4 hours per week)

IM20830**INTRODUCTION TO USER CENTERED DESIGN**

This course introduces students to the concepts and processes of developing web sites which have as a primary goal addressing and solving user needs. By exploring the process step-by-step, students will identify where user issues are raised and how they are answered. During the course, students either physically create a Web site or a prototype. Students present and defend their decisions. Prerequisite: IM10310, IM20720

(3 quarter credits, 4 hours per week)

IM20840**WEB IMAGING TECHNIQUES**

Students will study the possibilities and constraints of image transport and display over the Internet. Current technologies will be studied in an application-oriented approach. Prerequisite: IM20620

(3 quarter credits, 4 hours per week)

IM30911**ADVANCED TOPICS IN WEB PROGRAMMING**

Students will explore current trends in web development, building projects in the latest technologies and techniques. This will include an examination of both visual and programming trends. Prerequisite: IM20521

(3 quarter credits, 4 hours per week)

IM30920**INTERACTIVE MOTION SCRIPTING**

This course serves to introduce and provide experience with the design, development, and evaluation of Advanced Web Applications using Flash. Students will learn to write advanced Flash ActionScripts. Students will also learn to use technologies such as XML with Flash to create Flash Applications. Prerequisite: IM20620

(3 quarter credits, 4 hours per week)

IM30930**USABILITY TESTING**

Corporations and other organizations utilize Web sites to disseminate information about products, services, and events or to provide point-of-purchase sales. Students will plan and design a Web site in this course. The Web site will be designed and developed to sell a product or service, build a brand image, sell goods and/or provide information to a consumer. Prerequisite: IM20830 (3 quarter credits, 4 hours per week)

IM30940**NET BROADCASTING**

In this course, students learn the basics of streaming technologies and apply them to sites and events. Prerequisite: IM20620 (3 quarter credits, 4 hours per week)

IM31010**SENIOR PROJECT RESEARCH**

Students select an area from Interactive Multimedia and research and program their graduate projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation, and qualitative results. Prerequisite: 150 credits OR two quarters before graduation (3 quarter credits, 4 hours per week)

IM31020**INTEGRATED INFORMATION DESIGN**

This course allows the students to refine their skills relating information design to company objectives, both business and financial. Prerequisite: IM30930 (3 quarter credits, 4 hours per week)

IM31031**EMERGING TECHNOLOGIES**

The astonishing growth of emerging technologies is one factor that has led to the demand for applications, advertising and marketing online. Students learn to apply traditional principles where they are appropriate and to discover and apply a new fundamental understanding of emerging technologies. This course is based on intensive case studies of sites on the Web as well as lecture. Prerequisite: IM20720, IM30920 (3 quarter credits, 4 hours per week)

IM31040**DESIGNING FOR SERVER SIDE TECHNOLOGY**

Students will transfer their understanding of databases to a web-based database structure, learning how the Web changes the basics of databases and how servers and server management affect the performance of a database-driven site. Prerequisite: IM20820 (3 quarter credits, 4 hours per week)

IM31110**SENIOR PROJECT APPLICATION AND DEFENSE**

In this course, students select an area from Online Media and Marketing to research for their graduate project. The emphasis is on quantitative and qualitative research, project scheduling, presentation methods, and qualitative results. Students will prepare, present and defend a graduate project suitable for a professional audience. Prerequisite: IM31010 (3 quarter credits, 4 hours per week)

IM31120**PROFESSIONAL PRACTICE**

Working in teams, students take responsibility for specific assignments. In this course, students will put a multimedia product developed by others on a network, troubleshoot the product, and correct and finalize the product. Prerequisite: Permission of Instructor AND earned 135 credits (3 quarter credits, 4 hours per week)

IN20530CU**INTERNSHIP I**

In this course, students are given the opportunity to practice the skills and knowledge they have learned in a real world situation by working in an approved industry internship site, or to gain additional training at The Art Institute of Philadelphia's Culinary Arts program in an area of special interest. Special interest areas may include the storeroom, dining room, garde manger, baking labs and restaurant kitchen. Prerequisite: CU10210, CU10240, CU10311, CU10330, CU10411 (3 quarter credits, 9 hours per week)

IN20640CU**INTERNSHIP II**

See IN20530CU. Prerequisite: CU10210, CU10240, CU10311, CU10330, CU10411 (3 quarter credits, 9 hours per week)

IN20710DF**INTERNSHIP I**

Through a field internship experience, students will be able to apply acquired subject matter and career/professional skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses relating to their fields of study. The students will gain experience needed to enter the field upon graduation. Prerequisite: 90 credits complete (3 quarter credits, 9 hours per week)

**IN20710IM
INTERNSHIP**

Through a field internship experience, students will be able to apply acquired subject matter and career/professional skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses relating to their fields of study. The students will gain experience needed to enter the field upon graduation. Prerequisite: 1 Quarter before Graduation OR 90 credits
(3 quarter credits, 9 hours per week)

**IN20710PH
ASSOCIATE'S INTERNSHIP I**

A cooperative is offered to students in their last two quarters of study. This is designed for students who wish to gain additional experience within a business establishment in their field of study. Prerequisite: completion of all courses required in the quarters prior to the last two
(3 quarter credits, 9 hours per week)

**IN20712FD
INTERNSHIP I**

Students will be given the opportunity to practice the skills and knowledge they have learned in a real world situation by working at an approved industry site. Prerequisite: 75 earned credit hours
(3 quarter credits, 9 hours per week)

**IN20712FM
INTERNSHIP I**

Students are given the opportunity to practice the skills and knowledge they have learned in a real world situation by working in an approved industry site. Prerequisite: 75 earned credit hours
(3 quarter credits, 9 hours per week)

**IN20712VM
INTERNSHIP**

Students will be given the opportunity to practice the skills and knowledge they have learned in a real world situation by working at an approved industry site. Prerequisite: Minimum 60 credit hours
(3 quarter credits, 9 hours per week)

**IN20741IT
INTERNSHIP I**

Through a field internship experience, students will be able to apply acquired subject matter and career/professional skills in a real and practical situation. The main objective of the internship is to allow students the opportunity to observe and participate in the operation of successful businesses in relation to their fields of study. The students will gain experience needed to enter the field upon graduation. Prerequisite: Minimum of 90 credits completed
(3 quarter credits, 9 hours per week)

**IN20821IT
INTERNSHIP II**

Through a field internship experience, students will be able to apply acquired subject matter and career/professional skills in a real and practical situation. The main objective of the internship is to allow students the opportunity to observe and participate in the operation of successful businesses in relation to their fields of study. The students will gain experience needed to enter the field upon graduation. Prerequisite: Minimum of 150 credits completed
(3 quarter credits, 9 hours per week)

**IN30910ID
INTERNSHIP I**

Through a field experience, students will be able to apply acquired subject matter and career/professional skills in a real life situation. The main objective of the internship is to allow students the opportunity to observe and participate in the operation of a successful business relating to their field of study. The students will gain experience needed to enter the field upon graduation. Prerequisite: completion of all courses required in the quarters prior to the last two OR Academic Director Approval
(3 quarter credits, 9 hours per week)

**IN30920ID
INTERNSHIP II**
See IN30910ID. Prerequisite: IN30910ID
(3 quarter credits, 9 hours per week)

**IN31010AD
INTERNSHIP**
See IN20710AD. Prerequisite: must have earned 150 credits OR Academic Director Approval
(3 quarter credits, 9 hours per week)

**IN31010AP
INTERNSHIP I**
Through an internship, students apply acquired subject matter and career/professional skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of a successful business relating to their field of study. The students will gain experience needed to enter the field upon graduation. Prerequisite: Completion of 135 credits or permission of Department Director
(3 quarter credits, 9 hours per week)

**IN31030PH
BACHELOR'S INTERNSHIP 1**
A cooperative is offered to students in their last two quarters of study. This is designed for students who wish to gain additional experience within a business establishment in their field of study. Prerequisite: completion of all courses required in the quarters prior to the last two
(3 quarter credits, 9 hours per week)

IN31210IM**BS INTERNSHIP**

Through a field internship experience, students will be able to apply acquired subject matter and career/professional skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses relating to their fields of study. The students will gain experience needed to enter the field upon graduation. Prerequisite: Completion of all courses required prior to the last two quarters
(3 quarter credits, 9 hours per week)

IN41110AD**INTERNSHIP**

See IN20710AD. Prerequisite: Completion of IN31010AD.
(3 quarter credits, 9 hours per week)

IN41110DF**INTERNSHIP II**

A cooperative is offered to students in their last two quarters of study. This is designed for students who wish to gain additional experience within a business establishment in their field of study. Prerequisite: IN20710DF
(3 quarter credits, 9 hours per week)

IN41200CU**INTERNSHIP III (SUPERVISORY)**

Students are given the opportunity to practice the skills and knowledge they have learned in a real and practical setting. Students work at an approved industry internship site with kitchen supervisors, managers or executive chefs performing entry level management duties while continuing to hone their culinary skills. Prerequisite: 150 credits completed
(3 quarter credits, 9 hours per week)

IN41210AP**INTERNSHIP II**

Through a field experience, students will be able to apply acquired subject matter and career/professional skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of a successful business relating to their field of study. The students will gain experience needed to enter the field upon graduation. Prerequisite: IN31010AP
(3 quarter credits, 9 hours per week)

IN41210FD**INTERNSHIP II**

Students are given the opportunity to practice the skills and knowledge they have in a real world situation by working in an approved industry internship site. Prerequisite: 150 earned credit hours
(3 quarter credits, 9 hours per week)

IN41210FM**INTERNSHIP II**

Students are given the opportunity to practice the skills and knowledge they have learned in a real world situation by working in an approved industry internship site. Prerequisite: 150 earned credit hours
(3 quarter credits, 9 hours per week)

IN41210VE**INTERNSHIP**

Through a field experience, students will be able to apply acquired subject matter and career/professional skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of a successful business relating to their field of study. The students will gain experience needed to enter the field upon graduation. Prerequisite: Completion of all courses required prior to the last two quarters
(3 quarter credits, 9 hours per week)

IN41220AV**INTERNSHIP**

Through a field experience, students will be able to apply acquired subject matter and career/professional skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of a successful business relating to their field of study. The students will gain experience needed to enter the field upon graduation. Prerequisite: Must be taken the last quarter of study
(3 quarter credits, 4 hours per week)

IN41220GR**INTERNSHIP**

Through a field experience, students will be able to apply acquired subject matter and career/professional skills in a real and practical situation. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of a successful business relating to their field of study. The students will gain experience needed to enter the field upon graduation. Prerequisite: Must be taken in last quarter of study
(3 quarter credits, 9 hours per week)

IT0015PF**PORTFOLIO FOUNDATIONS INDUSTRIAL DESIGN**

The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class. Prerequisite: None
(0 quarter credits, 2 hours per week)

IT10111**FABRICATION TECHNIQUES**

Students learn how to cut, glue, and finish three-dimensional objects in a variety of materials. Students also learn to safely use all shop equipment, and are tested and certified on all equipment.

Prerequisite: None

(3 quarter credits, 4 hours per week)

IT10211**THREE-DIMENSIONAL DESIGN**

This course addresses composition in space for the designer/artist. The student will be given some of the basic principles, rules, and concepts in organizing visual experience, solving practical design problems, and creating coherent formal relationships. The elements of design (conceptual, visual, relational, and technical) will be explored through various projects that are based on a principal to master and a problem to solve. Prerequisite: GR10120

(3 quarter credits, 4 hours per week)

IT10221**MECHANICAL DRAWING**

This is a basic course that provides the student with fundamental skills and practices in orthographic projections and isometric projection specific to, and coexisting with, the practice of drafting for industrial design. Prerequisite: None

(3 quarter credits, 4 hours per week)

IT10311**SCULPTURE**

This course in sculpture is designed to give the student the ability to perceive and model volume and movement in the human form. Instruction in basic anatomy and proportion, with an emphasis on gesture (the stance) and balance provide the foundation for the student to work from the life model. Students will sculpt in clay over a wire armature, working from simple block forms towards a naturalistic rendition. Instruction for building the armature, modeling with clay, and use of tools will be included. Lecture and demonstration will also be part of classroom study. Prerequisite: GR10220

(3 quarter credits, 4 hours per week)

IT10321**ADVANCED MECHANICAL DRAWING**

This course builds upon the knowledge of basic mechanical drawing skills stressing isometric and oblique representations, sections and auxiliary views. Students create assembly drawings that clearly show overall product configuration and highlight critical fits. Prerequisite: IT10221

(3 quarter credits, 4 hours per week)

IT10331**CONCEPT DRAWING**

This course is the first of two levels of drawing and rendering. Students will explore various dry and wet media. Introductory techniques in rendering textures and surfaces will be explored. Students will study form and various light conditions. Prerequisite:

GR10220 OR Academic Director Approval

(3 quarter credits, 4 hours per week)

IT10411**STRUCTURE AND FORM**

This is a practical course in engineering that takes simple materials like paper, string, or dowels, and through principles of applied geometry and physics, utilizes them to construct loadbearing structures. The emphasis is on the problem-solving and creative thinking necessary toward good design. It investigates the aesthetics of function as a dimension of 3-D design. Prerequisite: IT10211

(3 quarter credits, 4 hours per week)

IT10421**COMPUTER AIDED INDUSTRIAL DESIGN**

This course is an introduction to the computer drafting interface, including automated perspective and extrusion. Students will design a product, toy or futuristic space hardware and render the design in plan elevation, perspective, isometric and axonometric views.

Prerequisite: LS10110, IT10321 OR Academic Director Approval

(3 quarter credits, 4 hours per week)

IT10431**HUMAN FACTORS**

This course will address human response through interaction with manufactured objects, environments and systems and the ergonomic, practical, informational, aesthetic and safety provisions confronted in the design of these products. Prerequisite: GR10220, IT10211, GE10110

(3 quarter credits, 4 hours per week)

IT10441**TYPOGRAPHY**

The central theme of this course is to assist the student in forming a basic understanding of design principles for advancing imaginative, creative, and eloquent discoveries in all manner of industrial design (2-D and 3-D). Attention will be focused on typographic imagery that has profound influence in various areas of product, environmental and display designs. Prerequisite: GR10120, IT10331

(3 quarter credits, 4 hours per week)

IT20511**MODELMAKING AND PROTOTYPING**

Students in this advanced techniques class will use skills gained in design and fabrication classes to solve problems utilizing three-dimensional working models and one-of-a-kind prototypes in support of special visual effects for motion pictures, television, advertising, and product prototypes. Prerequisite: IT10111, IT10311, IT10321

(3 quarter credits, 4 hours per week)

IT20521**MANUFACTURING TECHNIQUES**

To be a truly effective designer, a thorough knowledge of fabrication processes and manufacturing materials is essential. This course focuses its attention on accepted and reliable manufacturing methods and exposes students to a variety of materials currently being employed for all types of product, toy, and exhibit design.

Prerequisite: IT10311, IT10321

(3 quarter credits, 4 hours per week)

IT20531**PRESENTATION DRAWING**

The focus of this intense drawing course in natural and man-made forms includes the figure, objects, and structures. Advanced procedures involving visual concepts of mechanical objects in rendering, representation, and graphics are examined and practiced. Experimental use of different media is explored to create an advanced repertoire of image flexibility. Prerequisite: IT10441

(3 quarter credits, 4 hours per week)

IT20541**HISTORY OF INDUSTRIAL DESIGN**

This course will chart the progress and evolution of graphic design and product design with an emphasis on the significance of attitudes and historical events. Graphic design will cover two-dimensional design from Johann Gutenberg to the present, targeting design trends, styles, noteworthy designers, and works that impacted societies. Product design will be covered from the beginning of the Industrial Revolution to the present, highlighting consumables, housewares, tools, furnishings, electronics, fixtures, and architecture. Prerequisite: None

(3 quarter credits, 4 hours per week)

IT20611**COMPUTER GRAPHICS**

An introduction to precise three-dimensional rendering is this course's main offering. Students will design and render projects in multiple-view programs, assign lighting, color, and make a film-roll in preparation for animation. Prerequisite: IT10421

(3 quarter credits, 4 hours per week)

IT20621**PRODUCT DESIGN**

This course serves as an introduction to design and design management of familiar products and new product ideas. Design attitudes are developed regarding a product's aesthetic qualities, the economy of its manufacture, its sales environment, its various visual components, and other factors that come together to create a strong and integrated entity. All processes of design and development are explored and prototypes executed. Prerequisite: IT20531, IT20511, IT10431

(3 quarter credits, 4 hours per week)

IT20631**EFFECTS DESIGN I**

This course is an introduction to basic make-up. Students begin by learning safety rules on the use of various make-ups, adhesives and latex. Hair application, teeth, eyes, and air bladder effects are discussed. Students complete the course with life casts. Prerequisite: IT10311 OR VE10210

(3 quarter credits, 4 hours per week)

IT20711**COMPUTER AIDED MODELING I**

In this course, solid modeling and 3-D coordinate systems are introduced. By demonstrating basic concepts, the students manipulate forms and create realistic representations of 3-D objects in the computer environment. Prerequisite: IT20611, IT20621

(3 quarter credits, 4 hours per week)

IT20721**TRADE SHOW & EXHIBIT DESIGN**

This course is an introduction to the field of exhibit and display design, with an emphasis on simple three-dimensional design solutions that evolve from concept and application of three-dimensional design principles through the execution of a model. Students will explore direct marketing through trade shows, display and design of simulated environments for museums and point of purchase displays. Ideas and concepts will be employed through two-dimensional sketches utilizing simple three-dimensional shapes, along with an introduction to the basics of model making using foam core, matte board, balsa wood, and a variety of other soft woods. Prerequisite: IT20621, IT20611

(3 quarter credits, 4 hours per week)

IT20731**INTERMEDIATE PRODUCT DESIGN**

Set against the accomplishments of Product Design I, students will venture into aspects of bridging the gap between raw materials and end products, elevating a sense of responsibility for humanitarian values, such as the environment, natural resources, and technological issues involved with the design of new products for the future. Prerequisite: IT20621

(3 quarter credits, 4 hours per week)

IT20741**TOY DESIGN**

This course serves as an introduction to the field of toy design and production. Included in this studio/lecture course are units on the history and current direction of the toy industry and will give new designers and innovators hands-on direction and guidance for developing skills in the entire design, prototype, and production process. Prerequisite: IT20621, IT20611

(3 quarter credits, 4 hours per week)

IT20751**EFFECTS DESIGN II (PROSTHETICS)**

Using the life cast generated from the make-up course, students develop drawings and sculpt features for a character creation. The final result is the application of a high-grade prosthetic hot foam appliance that will create a realistic effect for their character creation. Prerequisite: IT20631

(3 quarter credits, 4 hours per week)

IT20811**COMPUTER-AIDED MODELING II**

Students are introduced to current uses of CNC technology in the Industrial Design fields. The course includes 3-D computer modeling training and the primary controls of a CNC machine, its software, and use as a design and prototyping tool. Prerequisite: IT20711

(3 quarter credits, 4 hours per week)

IT20821**ENVIRONMENT DESIGN**

This course examines, in practical terms, the development, research and design of many types of exhibits and displays. The student works with typical exhibit and display from conceptual stages to fabrication of models to communicate, attract attention, and present information relevant to a visitor's personal experience. Prerequisite: IT20721, IT20711

(3 quarter credits, 4 hours per week)

IT20831**TRANSPORTATION DESIGN**

The course will introduce and familiarize students with the specialized design methodology unique to vehicle design. The course will examine the criteria under which these products are developed; cultural, historic, and economic. Projects involving auto, aircraft, marine, and task-specific vehicle designs are explored. The course will utilize and expand the students 2-D and 3-D design skills. Prerequisite: IT20731, IT20711

(3 quarter credits, 4 hours per week)

IT20841**EFFECTS DESIGN III**

Using the life casts once again, the students develop drawings, sculpt features, and finally slush cast latex for completion of a full head mask. Prerequisite: IT20751

(3 quarter credits, 4 hours per week)

IT20851**PRINCIPLES OF MECHANICAL ENGINEERING**

This course provides a general overview of various engineering systems and their components. An understanding in these areas will give the student a greater appreciation for design concepts and the ability to discuss product limitations and possibilities with engineers. A quick economic review will start the student thinking about the financial ramifications of a particular concept or project. Prerequisite: IT20511, GE20520

(3 quarter credits, 4 hours per week)

IT30911**COMPUTER AIDED RENDERING**

Using various three-dimensional rendering and animation programs, students will model, light, and animate their designs in order to prepare a video tape project presentation. Prerequisite: IT20811

(3 quarter credits, 4 hours per week)

IT30921**FURNITURE DESIGN**

Provides students with a basic understanding of design, function, materials, and manufacturing of furniture and the relationship to other aspects of design (graphics, fine arts, etc.). Students design and develop scale models, as well as one full-scale piece of furniture. Prerequisite: IT20811, IT20731

(3 quarter credits, 4 hours per week)

IT30931**CLAY MODELING**

This course is an introduction to clay modeling for transportation and other related fields. Measuring processes, tools, and clay will be developed to execute detailed scale models. Emphasis will be on precision and surface quality rather than creative development. Prerequisite: IT20831

(3 quarter credits, 4 hours per week)

IT30941**METALS STUDIO**

The objective of this course is to convey the information required in the design of metal products. A metal product is scrutinized and redesigned. During the course, students review specific materials and processes related to the development of a design in metal; assess alternative manufacturing and design processes and discuss topics related to industrial design and its use of metal as a useful and complex manufacturing and design material. Prerequisite: minimum of 120 credits earned AND Academic Director Approval

(3 quarter credits, 4 hours per week)

IT30960**SPECIAL TOPICS STUDIO**

This course is designed to accommodate topics in the evolving field of Industrial Design and will change on a regular basis. It will look at specific and current market relevant topics in product design, tradeshow/exhibit design and/or manufacturing techniques. Students will learn topic specific variations through lectures, field trips, completed proto-types and relevant application of medium. Projects will vary and future topics will be selected based upon input from our Professional Advisory Committee, our faculty, our students and the Industrial Design Technology Department's Director. Prerequisite: minimum of 120 credits earned AND Academic Director Approval

(3 quarter credits, 4 hours per week)

IT31011**GRADUATE PROJECT RESEARCH & CONCEPT DEVELOPMENT**

The student proposes an Industrial Design topic for their graduate project. In this course, students conduct in-depth research that will be the foundation for their graduate project. Pertinent information is gleaned from literature as well as first hand interviews with experts in the field. Research results are documented in a comprehensive paper. Based on their research, students develop a range of alternative concepts using the design process techniques they have learned in the program. Brainstorming is applied to generate innovative concepts and resolve conflicting requirements to achieve balanced design tradeoffs. Concept sketches and study models are used to evaluate concepts and select the most appropriate direction for further development. Prerequisite: Academic Director Approval
(3 quarter credits, 4 hours per week)

IT31021**PLASTICS STUDIO**

The objective of this course is to convey the information required in the design of plastic products. A plastic product is scrutinized and redesigned. During the course, students review specific materials and processes related to the development of a design in plastic; assess alternative manufacturing and design processes and discuss topics related to industrial design and its use of plastic as a useful and complex manufacturing and design material. Prerequisite: minimum of 120 credits earned AND Academic Director Approval
(3 quarter credits, 4 hours per week)

IT31031**PACKAGE & POINT OF SALE**

The package as an extension of the product is explored in this advanced course. Particular attention is paid to graphics, structure, form, function, interactivity, texture and material as they are considered in the design and planning of a suitable package. Students will understand the importance of careful consideration of these important features as they solve complex packaging problems for presentation and production. Prerequisite: IT20731, IT30911
(3 quarter credits, 4 hours per week)

IT41111**GRADUATE PROJECT DESIGN DEVELOPMENT**

The selected concept is systematically developed into a final design. All aspects of the design are considered in detail, including aesthetic, functional, marketing, manufacturing, and user interface issues. Detailed mechanical drawings are prepared for all components that are critical to the selected design, including all essential dimensions and tolerances. Prerequisite: IT31011
(3 quarter credits, 4 hours per week)

IT41121**WOOD STUDIO**

The objective of this course is to convey the information required in the design of wood products. A wood product will be scrutinized and redesigned. During the course, students review specific materials and processes related to the development of a design in wood: assess alternative manufacturing and design processes and discuss topics related to industrial design and its use of wood as a useful and complex manufacturing and design material. Prerequisite: minimum of 120 credits earned AND Academic Director Approval
(3 quarter credits, 4 hours per week)

IT41131**COMPUTER PORTFOLIO**

This course is designed to initiate the creation of the student's portfolio, which enhances the student's knowledge of computers in design. Utilizing the computer studio, the student will use computer presentation technology to analyze the best formats for presentations. The student will be able to implement several types of computer portfolio presentations. The course will address how computer technology can be applied to enhance, capture, and refine portfolio work. Prerequisite: Academic Director Approval
(3 quarter credits, 4 hours per week)

IT41211**GRADUATE PROJECT PRESENTATION & DEFENSE**

In this course the student will employ professional practices and oral, written and visual presentation techniques. The student will develop effective presentation and create strong visual samples to illustrate knowledge of required skills. A major goal of the course will be the development of the graduate project presentation designed to present the student's project work in a professional and visually attractive style. This course concludes with the public presentation of the graduate project. Prerequisite: IT41111
(3 quarter credits, 4 hours per week)

IT41221**PORTFOLIO**

The student will review all various presentations of the completed portfolio book, which will assist the student in finding an entry-level position. The student will create a portfolio that clearly expresses his/her ability to design by using learned skill sets in drawing, rendering and model-making. The course will also address how to conduct an effective job search using his/her portfolio and enhance professionalism. Topics include: resume writing, letter writing, interviewing and professional image. Prerequisite: IT41131
(3 quarter credits, 4 hours per week)

IT41231**INDUSTRIAL DESIGN LAW**

This course provides an overview of business and marketing principles. Students are taught to plan budgets, work within plan, draft invoices, and develop contracts. Also, students work with methods that will promote their abilities in business. Prerequisite: LS20620, IT20731
(3 quarter credits, 4 hours per week)

LS10110**COMPUTER SCIENCE**

This course introduces the theories and applications of both the IBM and Macintosh computers. Topics include word processing, spreadsheets, databases, PowerPoint, computer graphics, file preparation for high-end output, file management, basic data storage and retrieval and the Internet. Prerequisite: None
(3 quarter credits, 4 hours per week)

LS20510**CAREER DEVELOPMENT**

This course develops skills to conduct an effective job search and enhance professionalism. Topics include resume writing, letter writing, interviewing, company/field research, time management, networking, salary negotiations/benefits, freelancing, business ethics, professional image, and social perception. Prerequisite: None
(3 quarter credits, 4 hours per week)

LS20620**BUSINESS LAW**

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 also emphasized. Prerequisite: GE10110, GE10210
(3 quarter credits, 4 hours per week)

LS31010**ACCOUNTING**

Students will gain exposure to real-world accounting situations faced by managers and how accounting information is used for management decision making (internal planning and control). Prerequisite: None
(3 quarter credits, 4 hours per week)

PH0015PF**PORTFOLIO FOUNDATIONS PHOTOGRAPHY**

The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class. Prerequisite: None
(0 quarter credits, 2 hours per week)

PH10111**INTRODUCTION TO PHOTOSHOP**

This course identifies the potential of the computer as a tool of the professional photographer. Students develop skills on various platforms and examine the techniques of print retouching and manipulations. Prerequisite: None
(3 quarter credits, 4 hours per week)

PH10130**FUNDAMENTALS OF PHOTOGRAPHY**

In this fundamental course, students will identify basic photographic tools and their intended purposes, including the proper use of various camera systems, light meter 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. Prerequisite: None
(3 quarter credits, 4 hours per week)

PH10210**VIEW CAMERA**

Working individually and in teams, students will utilize large format cameras both in the studio and on location, working with various light sources. Students will develop a frame of reference for their own work by examining the effective and ineffective characteristics in various examples of art and design. Prerequisite: PH10130
(3 quarter credits, 4 hours per week)

PH10221**PHOTO TECHNIQUES**

This is an intermediate course designed to further the student's black and white photographic skills. By manipulating film exposure and development, the student will learn how to create excellent and expressive black and white prints. The student's exploration and understanding of the photographic medium will be guided by specific set assignments, demonstrations and group critiques. Prerequisite: PH10130 OR PH10350
(3 quarter credits, 4 hours per week)

PH10240**PHOTOGRAPHIC DESIGN**

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 clean and creative solutions for each. The students are expected to communicate ideas using symbolism appropriately. Prerequisite: PH10330
(3 quarter credits, 4 hours per week)

PH10311**PRINCIPLES OF LIGHTING**

In this course, students will be introduced to the basic concepts and principles of lighting for photography. Fundamentals of recognizing and controlling both natural and studio lighting with emphasis on the quality, direction and effect on the photographic image. Prerequisite: PH10330
(3 quarter credits, 4 hours per week)

PH10320**ADVANCED PRINCIPLES OF PHOTOGRAPHY**

This is an introduction to color transparencies, digital image capture and support software. Students will learn to control color and contrast with transparency materials during film exposure/development and to optimize digital captures for best possible output. In addition, students will begin to utilize basic Photoshop workflow to demonstrate proper input and output techniques. Prerequisite: PH10330

(3 quarter credits, 4 hours per week)

PH10330**COLOR PRINTING AND DESIGN**

In this class, students will learn color theory and how to design color images. Students will also gain a basic understanding of how to utilize color management systems, and correct digital files and prints using Adobe Photoshop software. Prerequisite: PH10111, PH10130

(3 quarter credits, 4 hours per week)

PH10350**PRINCIPLES OF DIGITAL PHOTOGRAPHY FOR NON-MAJORS**

This course introduces students to the fundamental terminology, concepts, and techniques of digital photography. It focuses on the principles of using color, composition, lighting, and other techniques for overall thematic and visual effects of photographic images. Prerequisite: IM10210 OR GR10471 OR AD10231 OR PH10111

(3 quarter credits, 4 hours per week)

PH10411**STUDIO TECHNIQUES**

All aspects of studio photography are discussed in this course. This course also covers problem-solving skills through a variety of assignments designed to challenge the students' skills in lighting, camera operation, and commercial interpretation. Prerequisite: PH10311

(3 quarter credits, 4 hours per week)

PH10432**ADVANCED PHOTOSHOP**

This class provides students with a more in-depth experience using Adobe Photoshop. Students will explore channels, masks, basic compositing, vector tools and advanced layer techniques. In addition the course will cover efficient Photoshop workflow from input to output, advanced color correction and elementary color management. Prerequisite: PH10320

(3 quarter credits, 4 hours per week)

PH20511**ADVANCED LIGHTING**

This course expands on the Principles of Lighting course, with an emphasis on lighting for products and people in both the studio and on location. Introduction to the necessary and correct utilization of electronic flash and lighting tools in the studio and on location are covered. Prerequisite: PH10311

(3 quarter credits, 4 hours per week)

PH20520**DIGITAL ILLUSTRATION**

In this course, students will explore emerging technologies and various professional uses of digital imaging. Students will be expected to combine previously learned digital techniques with newly acquired information design skills to produce unique digital images. Prerequisite: PH10432

(3 quarter credits, 4 hours per week)

PH20522**PHOTOJOURNALISM**

In this course, students will obtain an accurate picture of the field of photojournalism as presented by seasoned professionals. Emphasis is placed on creativity, content, gathering of information, and layout. Students will learn that this field is one that requires dedication and drive. They will be shown examples of photojournalism and will be required to produce their own renditions of the picture story, magazine covers, and page layouts for all types of print media. Prerequisite: PH10330

(3 quarter credits, 4 hours per week)

PH20531**ARCHITECTURAL PHOTOGRAPHY**

This course covers the fundamentals of photographing interiors and exteriors for the architect. The student completes all assignments with the four-by-five or eight-by-ten view camera. Prerequisite: PH10311, PH10432

(3 quarter credits, 4 hours per week)

PH20611**ADVANCED STUDIO TECHNIQUES**

The specific needs of a variety of manufacturing and retail clients are examined and photographic solutions are developed in this course. Students create photographs meeting specific market and media needs. Prerequisite: PH20511, PH20520

(3 quarter credits, 4 hours per week)

PH20621**DIGITAL PHOTOGRAPHIC PRODUCTION**

This class covers Photoshop production methods for various types of originals, including line art, black and white and color images. Students will refine their Photoshop workflow from input scanning and digital capture to output on inkjet printers and web. Advanced color correction techniques, sharpening and working in color modes other than RGB will be covered as well. Prerequisite: PH10320

(3 quarter credits, 4 hours per week)

PH20630**MARKETING AND PROMOTION**

This course will apply the techniques used to research and identify target markets; identify efficient ways of selling work through agents; and examine how to create a successful self-promotion campaign. Students will demonstrate telephone marketing and sales skills, and be expected to build a portfolio of images that support their research. Prerequisite: None

(3 quarter credits, 4 hours per week)

PH20631**SURVEY OF PHOTOGRAPHY**

In this course students receive an overview of the photographic industry, including specialty fields available to professional photographers and a history of these fields. A working knowledge of these career fields will be obtained through lectures presented by working professionals and field trips to business locations.

Prerequisite: GE10130

(3 quarter credits, 4 hours per week)

PH20641**LOCATION PHOTOGRAPHY 1**

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

photographic and support roles. Prerequisite: PH20511

(3 quarter credits, 4 hours per week)

PH20710**PORTFOLIO 1**

Students will incorporate knowledge and techniques acquired during the program to determine specific career goals, and begin preparation of a professional entry-level portfolio. Prerequisite: PH20611, PH20641, PH20721

(3 quarter credits, 4 hours per week)

PH20721**WORKSHOP**

This is the first of a series of classes in which the student's work is analyzed in depth, and a critical vocabulary is developed to critique images. The student is expected to begin producing images for his/her final portfolio. Prerequisite: PH20611 (may be a prerequisite or corequisite) and PH20520, PH20522

(3 quarter credits, 4 hours per week)

PH20722**EDITORIAL PHOTOGRAPHY**

In this course students will learn to photograph "people" featured in advertising and editorial layouts. Specific subjects covered are the fields of fashion, advertising design, and marketing with concentration on editorial portraits through completion of studio location projects. Prerequisite: PH20511, PH20641

(3 quarter credits, 4 hours per week)

PH20732**PHOTOGRAPHIC WEB PORTFOLIO 1**

Students will learn the basic tools for placing their photographs on the Internet and for archiving their portfolio on CD. The course covers basic HTML scripting and two-dimensional animation on the web. Prerequisite: PH20621

(3 quarter credits, 4 hours per week)

PH20810**PORTFOLIO PROJECTS 2**

This course is the completion of the portfolio process for associate's students only, with an emphasis on presentation, craftsmanship, and creation of a personal style. Prerequisite: PH20710

(3 quarter credits, 4 hours per week)

PH30910**ISSUES IN CONTEMPORARY PHOTOGRAPHY**

In this course students research and become acquainted with current practical and theoretical methodologies in photography. Afterwards, students will learn to perform a systematical analysis and apply those results to their final proposal and project. Issues of content, presentation, style, personal expression and corporate needs will be covered. Prerequisite: PH20710

(3 quarter credits, 4 hours per week)

PH30920**PHOTOJOURNALISM 2**

In this course students plan, develop, and produce an in-depth picture story. It provides the student with the opportunity to pursue a sustained body of images while learning the skills necessary to bring that work together into a coherent and aesthetically refined photographic project. Throughout the term students participate in discussions, critiques and work individually with the instructor to refine ideas, images, narrative structure, and design for final presentation. Prerequisite: PH20522, PH20722

(3 quarter credits, 4 hours per week)

PH30930**LOCATION PHOTOGRAPHY 2**

In this course students will learn to plan and execute both interior and exterior photographs of industrial, commercial, and scenic location settings. Using digital software they will create panoramas and digital multi-frame composite images of these locations. Emphasis is placed on creating a portfolio of images that demonstrate a sense of place and meaning in these settings. Prerequisite: PH20641, PH20722

(3 quarter credits, 4 hours per week)

PH30940**SPECIAL TOPICS IN PHOTOGRAPHY I**

This course is designed to change on a regular basis. It looks at a specific area of creativity related to photography and design and will give students an opportunity to look at this area in-depth. Students will learn through lecture, field trips, hands-on experience and experimentation and will create a final project in the specific area. Prerequisite: PH20710 and earned a minimum of 120 credits

OR Academic Director Approval
(3 quarter credits, 4 hours per week)

PH30950**SPECIAL TOPICS IN PHOTOGRAPHY II**

This course is designed to change on a regular basis. It looks at a specific area of creativity related to photography and design and will give students an opportunity to look at this area in-depth. Students will learn through lecture, field trips, hands-on experience and experimentation and will create a final project in the specific area. Prerequisite: PH20710 and completed 120 credits (3 quarter credits, 4 hours per week)

PH31010**PHOTOGRAPHIC COMMUNICATION CONCEPTS**

This course concentrates upon the exploration of image concepts, content, symbolism, and narrative potential of photography. Emphasis will be placed upon experimenting with alternatives to the single “documentary style” traditional approach to photography. Students will be challenged to develop a wider understanding of possible photographic solutions to problems of communication and self-expression. Prerequisite: PH20710, PH30910 (3 quarter credits, 4 hours per week)

PH31020**PHOTOGRAPHIC CRITICISM**

This course will offer an in depth study into photographic criticism. To assist students in developing a vocabulary for critically analyzing photographs, they will look carefully at contemporary critical thought. Further study will examine how personal beliefs and cultural values are expressed and represented in photography. Prerequisite: PH30910 (3 quarter credits, 4 hours per week)

PH41110**PORTFOLIO 2**

Students will be required to determine specific career goals, and to develop a proposed direction to take in their creative efforts. They will create an entirely new body of work to facilitate reaching their stated career goals. While students will each propose and develop their own individual project, the class itself will become a critique and support group meeting wherein the student will receive weekly feedback from the instructor and their peers. Students will be required to develop their critical and diplomatic communication skills, and to participate fully and honestly in the weekly critiques. Prerequisite: PH20710, PH31010 (3 quarter credits, 4 hours per week)

PH41120**PHOTOGRAPHIC WEB PORTFOLIO 2**

Students will acquire the skills to develop and design advanced web pages and interactive portfolios. Students will utilize software such as Macromedia Flash and Director. Prerequisite: PH20732, PH31010 (3 quarter credits, 4 hours per week)

PH41130**PORTFOLIO PRINT LAB**

Taught in conjunction with Portfolio 2, this class allows students the opportunity to address rendering issues specific to their work, supervised time to work on prints for their portfolio, and an opportunity to perfect printing and workflow issues. Prerequisite: PH20710, PH31010 (3 quarter credits, 4 hours per week)

PH41210**PORTFOLIO 3**

This course is the completion of the portfolio process, initiated in the class Portfolio 2. Special emphasis in this class will be placed upon developing further, and finishing the body of work begun in Portfolio 2. In addition, students will execute a finely crafted presentation of this work. Prerequisite: PH31010, PH41110 (3 quarter credits, 4 hours per week)

PH41220**EXHIBITION PRINT LAB**

In this laboratory class, participants will produce final portfolio prints as well as final exhibition prints. Students will be given the opportunity to use wide carriage inkjet printers to create large display prints for their thesis exhibition. This class is taught in conjunction with Portfolio 3. Prerequisite: PH41130 (3 quarter credits, 4 hours per week)

PH41230**PORTFOLIO AND MARKETING PACKAGE**

Utilizing the creative process, students will develop a complete marketing package to include, personal identity materials, promo cards and a portfolio. Students will incorporate knowledge acquired during the program to target specific markets and develop professional packaging of all work based on the research. Prerequisite: PH41110 (3 quarter credits, 4 hours per week)

VE0015PF**PORTFOLIO FOUNDATIONS VISUAL EFFECTS & MOTION GRAPHICS**

The creative professions require innovative individuals with clear vision. Freshmen at The Art Institute of Philadelphia will work together to develop the vision of what makes a successful student and professional. The course begins by welcoming students into The Art Institute of Philadelphia community and helping them integrate into this student environment. Students will become acquainted with college and community resources, explore their goals for success, and work on establishing a visionary course for the development of their professional portfolio. The course concludes with attending the portfolio show of the graduating class. Prerequisite: None (0 quarter credits, 2 hours per week)

VE10110**INTRODUCTION TO VFX**

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. Prerequisite: None
(3 quarter credits, 4 hours per week)

VE10310**STORYBOARDING**

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 applications of storyboarding techniques to the creation of storyboards with or without a written script. Prerequisite: GR10120 OR AD10221
(3 quarter credits, 4 hours per week)

VE20510**INTERMEDIATE VFX I**

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 3-D animation projects. Emphasis will be placed on creating CG environments and integrating elements into live action. Prerequisite: VE10210
(3 quarter credits, 4 hours per week)

VE20520**3-D MODELING AND ANIMATION TECHNIQUES**

This course will continue to explore the various techniques to create animation in a 3-D 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 3-D animation projects. Emphasis will be placed on the ability to break down a scene into various layers and integrate those layers into a completed, seamless product. Prerequisite: AD10350
(3 quarter credits, 4 hours per week)

VE20610**INTERMEDIATE VFX II**

Utilizing various painting and compositing packages students will learn the principles of rotoscoping and digital painting, as applied to rig removal and special effects. Prerequisite: VE20510 OR DF20620
(3 quarter credits, 4 hours per week)

VE20620**3-D EFFECTS**

Using a 3-D modeling program, students will use various procedural animation techniques for creating physical simulations, such as particle systems, rigid and soft body dynamics, fire effects, and fluids. Students will also use advanced 3D lighting techniques and advanced materials/shaders to create realistic effects. Prerequisite: VE20520
(3 quarter credits, 4 hours per week)

VE20710**ADVANCED VFX I**

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. Prerequisite: VE20610
(3 quarter credits, 4 hours per week)

VE20720**EDITING FOR VISUAL EFFECTS**

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. Prerequisite: DF10240 OR AD10450
(3 quarter credits, 4 hours per week)

VE20810**ADVANCED VFX II**

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. 2-D and 3-D 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. Prerequisite: VE20710
(3 quarter credits, 4 hours per week)

VE20820**INTERMEDIATE BROADCAST GRAPHICS**

This course will expose students to the discipline 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. Prerequisite: VE20610

(3 quarter credits, 4 hours per week)

VE20850**Audio Post Production**

Post production audio class. The student will bring together all elements of sound for a final production. This will include rerecording of sound effects, automatic dialogue replacement, editing of music and sound sweetening. Once all the sound is collected and edited the student will mixdown to the final format. The format can be surround sound, or stereo. The final project will be presented in a professional industry standard format. Prerequisite: IM10430 OR DF20521

(3 quarter credits, 4 hours per week)

VE20860**ADVANCED BROADCAST GRAPHICS**

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 to execute motion graphics projects intended to be used for the student's final portfolio. Prerequisite: VE20820

(3 quarter credits, 4 hours per week)

VE30910**PRODUCTION STUDIO I**

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. Prerequisite: VE20810 OR DF20810

(3 quarter credits, 4 hours per week)

VE30920**INTERACTIVE VISUAL DESIGN**

Interactive visual design is a mastery level course encompassing broadcast design skills and information architectures as utilized in the creation of interactive, media-rich, streaming applications and presentations. Prerequisite: VE20610

(3 quarter credits, 4 hours per week)

VE31010**PRODUCTION STUDIO II**

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). Prerequisite: VE30910

(3 quarter credits, 4 hours per week)

VE31020**VFX PROFESSIONAL DEVELOPMENT**

To enhance the student's abilities to obtain a good, entry-level position; to develop career planning and job search skills that should assist in marketing specialized training skills; to enhance public speaking skills. Prerequisite: Completion of 135 credits

(3 quarter credits, 4 hours per week)

VE31030**VFX ART DIRECTION**

This course will exhibit the role of the Art Director in producing multifaceted design projects. Exercises will train students in coordinating creative efforts from concept to finished product. A team environment is emphasized and aims to acquaint the students with the necessity of leadership ability, communication and negotiating skills. Prerequisite: VE20710

(3 quarter credits, 4 hours per week)

VE31040**SPECIAL TOPICS**

Topics are based upon important trends and developments in VFX. Lectures, demonstrations, or research reports pertaining to areas of interest in VFX 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 VFX and produce, under the guidance of an instructor, work related to the industry.

The student will be exposed to the various application of VFX and apply VFX skills to chosen topics. Prerequisite: VE31010

(3 quarter credits, 4 hours per week)

VE31050**CONCEPTUAL STORYTELLING**

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. Students will examine story art through story structure, character and composition. Students will be presented with the tools, techniques, and understanding of what stories are and how they work. The course will comprise reading, writing, and discussion about traditional storytelling as well as the impact of technology and interactivity on storytelling. Students will learn to craft, analyze and critique stories while working with the tools necessary to present material in digital format. Prerequisite: VE20610

(3 quarter credits, 4 hours per week)

VE41110**PORTFOLIO DEVELOPMENT**

This course continues the refinement of the student's digital portfolio. Students 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. Prerequisite: VE31010

(3 quarter credits, 4 hours per week)

VE41130**POST PRODUCTION MANAGEMENT**

Students will learn to manage the production process. They will develop skills 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. Prerequisite: VE31030, VE31010

(3 quarter credits, 4 hours per week)

VE41210**PORTFOLIO PRESENTATION**

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. Prerequisite: VE41110

(3 quarter credits, 4 hours per week)

VE41220**SPECIAL PROJECT**

This class is designed to emulate a real world environment by combining the skills of students from more than one curriculum. One quarter a project may be selected that will require video, animation, and industrial design students to complete the final project. Another quarter, the project may require video, photography and multimedia and web skills. Projects will vary and students and faculty will have the ability to propose projects for future classes. Prerequisite: 120 credits or more AND permission of Academic Director and Instructor

(3 quarter credits, 4 hours per week)

VM20610**PORTFOLIO I**

In this course, the student will generate a finished portfolio, business card, resume package, and self-promotional piece to participate in final portfolio review. Project/course must be complete in order to graduate Prerequisite: Must have completed 84 credits

(3 quarter credits, 4 hours per week)