

CONTENTS



Inside Cover	Mission Statement
2	Introduction
3	Student Responsibility
4	City & School
6	Institutional Student Learning Objectives
7	Programs & Requirements
8	Advertising
10	Audio Production
12	Baking & Pastry
14	Culinary Arts
16	Culinary Management
18	Digital Filmmaking & Video Production
21	Fashion Design
24	Fashion Marketing
27	Graphic Design
30	Industrial Design Technology
32	Interior Design
35	Media Arts & Animation
37	Photography
40	Visual Effects & Motion Graphics
42	Visual Merchandising
44	Web Design & Interactive Media
47	Course Descriptions
102	Faculty & Administration
116	General Information
148	Calendar & Schedules
149	Map
150	The Art Institutes
151	Index
Addenda	Tuition & Fees

INTRODUCTION

CATALOG PREPARATION

This catalog was designed by Art Institute of Philadelphia instructor Tom Jackson, with photo layout by student Krzysztof Przybysz, and cover concept by student Megan Esmonde. The catalog content was prepared by The Art Institute of Philadelphia, 1622 Chestnut Street, Philadelphia, Pennsylvania 19103-5198. The information contained herein was published in May 2009. Curriculum, fees, expenses, and other matters described herein are subject to change without notice at the discretion of The Art Institute of Philadelphia. For more information, contact The Art Institute of Philadelphia by writing to the above address or by phoning 1-800-275-2474 or 215-567-7080.



LICENSURE AND ACCREDITATION

The Art Institute of Philadelphia is authorized by the Commonwealth of Pennsylvania Department of Education to confer the Bachelor of Science and Associate of Science degrees and Diplomas. The Department of Education can be reached by writing to the Commonwealth of Pennsylvania, Department of Education Office of Postsecondary and Higher Education, 333 Market Street, Harrisburg, PA 17126 or by telephone at 1-717-783-6788.

The Art Institute of Philadelphia is accredited by the Accrediting Council for Independent Colleges and Schools (ACICS) to award bachelor's and associate's degrees and diplomas. ACICS can be reached by writing to 750 First Street, NE, Suite 980; Washington, DC 20002-4241 or by telephoning 1-202-336-6780.

The Art Institute of Philadelphia is a Candidate for Accreditation by the Middle States Commission on Higher Education, 3624 Market Street, Philadelphia, PA 19104 (267) 284-5000. Candidate status was granted in November 2007. Candidate for Accreditation is a status of affiliation with a regional accrediting commission which indicates that an institution has achieved recognition and is progressing toward, but is not assured of, accreditation. It has

provided evidence of sound planning, seems to have the resources to implement the plans, and appears to have the potential for obtaining its goals within a reasonable time.

The Associate of Science degree in the Culinary Arts program is accredited by the American Culinary Federation, Inc, Accreditation Commission (ACF). ACF can be reached by writing to 180 Center Place Way, Saint Augustine, Florida 32095 or by telephoning 1-800-624-9458.

The Bachelor of Science in Interior Design program meets all the qualifications for endorsement from the National Kitchen & Bath Association (NKBA). NKBA can be reached by writing 687 Willow Grove Street, Hackettstown, NJ 07840 or by telephoning 1-800-843-6522.

The Art Institute is approved for the training of veterans and eligible veterans' dependents, and authorized under federal law to enroll nonimmigrant, alien students.



THE ART INSTITUTE OF PHILADELPHIA

The Art Institute of Philadelphia LLC is a wholly-owned subsidiary of The Art Institutes International LLC, which through two intermediary limited liability companies is a subsidiary of Education Management Corporation, headquartered at 210 Sixth Avenue, 33rd Floor, Pittsburgh, Pennsylvania 15222-2603.

THE ART INSTITUTES BOARD OF DIRECTORS

The Art Institutes International LLC has a three-member Board of Directors located at 210 Sixth Avenue Pittsburgh, PA. The members are: John R. McKernan, Jr., Edward H. West and John M. Mazzoni.



STUDENT RESPONSIBILITY

You enter college with drive, desire and ambition. At The Art Institute of Philadelphia, we see our role as providing those educational services that help you reach your potential.

An Art Institute of Philadelphia education is not something we do to our students; it is something we do with them. Learning works best when you are an active participant. On your part, it means attending class, meeting deadlines, arriving on time, utilizing faculty and asking questions. A history of academic excellence, employer-driven curricula and experienced faculty all add up to an Art Institute of Philadelphia education. This learning experience will help to prepare you for the real world of work and provide you an opportunity for a career that can bring you both personal and creative satisfaction.

An education from The Art Institute of Philadelphia carries with it great significance. Our reputation within the business community is one of well-prepared and well-rounded students.

There are people that make things happen, watch things happen and say what happened. Be that person that makes things happen and join us.

CITY & SCHOOL

ALL ABOUT PHILADELPHIA

In 2005, National Geographic Magazine named Philadelphia the “Next Great City.” Everywhere you go these days, you’ll see a rebirth and a revolution in the city known as the birthplace of America.

One of the largest college and university towns in the country, the area’s “youthquake” is responsible for much of the vitality of the arts, culture and design scenes putting the city on the national map. From North Philadelphia factories renovated into innovative art galleries to fashion-forward independent boutiques opening in nineteenth-century storefronts, today’s Philadelphia is where old and new come together to create something entirely different.



Philadelphia is a big city with a small-town heart. You’ll want to explore this city of neighborhoods from the colonial charm of Society Hill to the funky vibe of Northern Liberties. You can stroll the Italian Market, the oldest working outdoor food market in the country, or hit one of the over 200 new sidewalk cafes that bring the streets of the city to life at night. You can find funk, jazz, hip-hop, world music, punk or alternative rock at a local club, or hear classical musicians perform under the soaring dome of the new Kimmel Center. Catch the subway to enjoy a day at the ballpark or an evening courtside with the Phillies, 76ers, or other national sports teams, or walk up the street from The Art Institute to window shop on upscale Walnut Street.

When you need relief from the urban grind, you can hike, bike, run, picnic or just relax in the over 9,000 acres of green space that make up the city’s parks. For cycling enthusiasts, Philadelphia is consistently rated among the top five large cities for the sport, offering more bike lanes than any other city and a network of top-rated off-road trails.

Philadelphia offers the excitement of a major urban environment and the security of small close-knit neighborhoods, a fascinating past and a bright future. There’s no better place to explore your creativity.





THE ART INSTITUTE OF PHILADELPHIA

The Art Institute of Philadelphia is a private, college with an enrollment over 3,600 students in the fall of 2008. Conveniently located in downtown Philadelphia, the college offers Bachelor of Science degrees in Advertising, Audio Production, Culinary Management, Digital Filmmaking & Video Production, Fashion Design, Fashion Marketing, Graphic Design, Industrial Design Technology, Interior Design, Media Arts & Animation, Photography, Visual Effects & Motion Graphics, and Web Design & Interactive Media. Students may also earn Associate of Science degrees in Culinary Arts, Digital Filmmaking & Video Production, Fashion Design, Fashion Marketing, Graphic Design, Interior Design, Photography, Visual Merchandising, and Web Design & Interactive Media. Diploma programs are offered in Baking & Pastry and Culinary Arts.

Founded by artist Philip Trachtman in 1971, the college was acquired by Education Management Corporation in 1979. The Art Institute of Philadelphia occupies 1622 Chestnut Street, a building originally designed in 1928 as the CBS flagship radio station affiliate. Designated as a historical site by the Philadelphia Historical Commission, the Art Deco building became home to the college in 1982. Today, The Art Institute of Philadelphia has additional academic facilities at 1610, 1530 and 1510 Chestnut Street and 2300 Market Street.

Educational programs at The Art Institute of Philadelphia provide balanced, quality education in applied arts technology and techniques, related business practices, and general education.

From curriculum to equipment, programs are designed to provide students with the skills necessary to join their chosen career fields at the entry level.

Faculty members are dedicated professionals who strive to strengthen students' skills and cultivate their talents.

Facilities and equipment at The Art Institute of Philadelphia support student learning and include computer labs, an on-site service bureau, a post-production facility, video studios and editing suites, a photography studio, a black and white lab, a digital darkroom, an industrial design shop, sewing labs, teaching kitchens, a chef-instructor/student run restaurant, art galleries, and a supply store.

The Art Institute of Philadelphia offers a Skills Enhancement program designed to help students prepare for success in college-level English and math courses and confidential counseling is available when academic or personal problems create roadblocks to success.

Each year, The Art Institute of Philadelphia graduates hundreds of designers, animators, photographers, and digital media artists. Fashion graduates are prepared to seek careers in design, retail, management, and display. The Art Institute of Philadelphia's culinary and baking programs prepare graduates for entry-level employment as prep, line, first cook, assistant kitchen managers, and/or assistant pastry chef.



INSTITUTIONAL STUDENT LEARNING OBJECTIVES

GRADUATES OF THE ART INSTITUTE OF PHILADELPHIA'S DEGREE PROGRAMS WILL BE EXPECTED TO:

- Integrate creative discipline-specific knowledge, skills and abilities to obtain entry-level employment in chosen field.
- Exhibit competence in effective written communication and oral expression appropriate to the audience and medium.
- Use research and information literacy skills to effectively locate, select, and evaluate needed information.
- Apply quantitative reasoning to solve problems.
- Use critical thinking in creative and innovative problem solving and decision making.
- Work effectively in teams.
- Apply ethical responsibility and integrity to personal and professional situations.
- Implement sound business practices and professionalism including career development strategies in chosen career field.

GRADUATES OF THE ART INSTITUTE OF PHILADELPHIA'S CULINARY DIPLOMA PROGRAMS WILL BE EXPECTED TO:

- Integrate discipline-specific knowledge, skills and abilities to obtain entry-level employment in the culinary industry.
- Work effectively in teams.
- Apply ethical responsibility and integrity to personal and professional situations.
- Implement sound business practices and professionalism to include career development and job searching competencies in the culinary industry.