



**CATALOG ADDENDUM**  
**Catalog 2011-2012**  
**Publication date: October 2010**

**1. CATALOG ADDITIONS**  
**New Diploma Program Offerings**

**Digital Image Management – Diploma**  
**Fashion Retailing – Diploma**  
**Web Design & Development – Diploma**  
**Web Design & Interactive Communications – Diploma**  
**Baking & Pastry – Diploma**  
**Culinary Arts – Diploma**



The Art Institute of Philadelphia

Catalog Addendum  
Digital Image Management  
Diploma

Effective April 2011

## Catalog Addendum

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### Digital Image Management – Diploma

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

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

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

The general objectives for the program are:

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

<b>Course No.</b>	<b>Course Name</b>	<b>Credit</b>
DF10110	Introduction to Video Production	3 quarter credits
DF10240	Introduction to Digital Editing	3 quarter credits
DF10411	Videography	3 quarter credits
DF20630	Business of Digital Filmmaking	3 quarter credits
DF20640	Advanced Camera and Lighting	3 quarter credits
DF20730	Digital Workflow	3 quarter credits
IM10220	Digital Typography	3 quarter credits
PH10111	Introduction to Photo Shop	3 quarter credits
PH10130	Fundamentals of Photography	3 quarter credits
PH10231	Fundamentals of Photography II	3 quarter credits
PH10311	Principles of Lighting	3 quarter credits
PH10320	Advanced Principles of Photography	3 quarter credits
PH10330	Color Printing & Design	3 quarter credits
PH10432	Advanced Photoshop	3 quarter credits
PH20630	Marketing & Promotion	3 quarter credits
PH20732	Photographic Web Portfolio I	3 quarter credits

### CORE COURSE DESCRIPTIONS

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)

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)

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)

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, and copyrights. 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 TECHNIQUES

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 OR Academic Director Approval  
(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 affect 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 OR Academic Director Approval

(3 quarter credits, 4 hours per week)

## Catalog Addendum

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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 or Academic Director Approval

(3 quarter credits, 4 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)

PH10231

### FUNDAMENTALS OF PHOTOGRAPHY II

In this class students will expand upon the basic photographic tools and techniques such as ISO, light readings and lenses, introduced in Fundamentals of Photography. This course will also explore various artistic devices that contribute to an aesthetic interpretation of photography including identification of photographic themes and styles. Students will be expected to utilize these skills to create images for a series of conceptually advanced projects/series oriented assignments to stimulate the student's capacity for personal expression, communication, and self-understanding. Prerequisite: PH10130

(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)

## Catalog Addendum

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PH10330

### COLOR PRINTING & 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)

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: PH10240 or PH10320  
(3 quarter credits, 4 hours per week)

PH20630

### MARKETING & 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)

PH20732

### PHOTOGRAPHIC WEB PORTFOLIO I

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



The Art Institute of Philadelphia

Catalog Addendum  
Fashion Retailing  
Diploma

Effective April 2011

## Catalog Addendum

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### Fashion Retailing – Diploma

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

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

The general objectives for the program are:

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

<b>Course No.</b>	<b>Course Name</b>	<b>Credit</b>
FM10412	Introduction to Retailing	3 quarter credits
FM10432	Apparel Evaluation and Construction	3 quarter credits
FM20512	Elements of Retail Operations	3 quarter credits
FM20532	Fashion Show Production	3 quarter credits
FM20612	Merchandise Management	3 quarter credits
FS10112	Survey of Fashion Industry	3 quarter credits
FS10212	Textiles and Fabrics	3 quarter credits
FS10310	Visual Merchandising	3 quarter credits
FS10312	Business Management	3 quarter credits
FS10322	Introduction to Manufacturing	3 quarter credits
FS10332	Sales Promotion	3 quarter credits
FS20612	Marketing	3 quarter credits
FS20622	Store Planning	3 quarter credits
FS20632	Graphic Communication in Fashion	3 quarter credits
FS20832	Trends and Concepts in Apparel	3 quarter credits
FS31012	Current Designers	3 quarter credits

### CORE COURSE DESCRIPTIONS

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 or Academic Director Approval

(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. 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)

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: FS20622 OR Academic Director Approval

(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 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 or Academic Director Approval

(3 quarter credits, 4 hours per week)

## Catalog Addendum

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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)

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: FM10412 OR Academic Director Approval

(3 quarter credits, 4 hours per week)

## Catalog Addendum

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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: FS20622 OR Academic Director Approval (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: earned minimum of 105 credits or Academic Director Approval (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)



The Art Institute of Philadelphia

Catalog Addendum  
Web Design & Development  
Diploma

Effective April 2011

## Catalog Addendum

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### Web Design & Development – Diploma

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

The Web Design & Development diploma program teaches students how to create the look, feel and functionality of World Wide Web pages for client Web sites. This involves developing a design that effectively communicates the ideas being promoted by the Web sites, and focusing on the ways in which the Web sites function for optimum information delivery. The program will also focus on the design and development of mobile device applications.

Students will develop abilities in aspects of Web design, computer languages, and multimedia skills, along with developing a professional portfolio as a formal transition into the workplace. Students will also learn to adapt the most up-to-date programs, techniques and standards in a field that is quickly and continuously changing. According to the Bureau of Labor Statistics (BLS), Web designers and developers need to stay current on industry trends for continued success, and increasing knowledge level and skills is important in maintaining a career advantage.

The general objectives for the program are:

- Demonstrate professional visual communication skills through the use of graphic illustrations, photography and typography
- Integrate composition and design in support of concept
- Demonstrate the ability to program and code to functional requirements of media project(s)
- Apply critical thinking and needs analysis to concept design and in developing media marketing
- Apply presentation and communication skills to produce design and business solutions appropriate to a particular client or target audience

<b>Course No.</b>	<b>Course Name</b>	<b>Credit</b>
IM10210	Image Manipulation	3 Quarter Credits
IM10220	Digital Typography	3 Quarter Credits
IM10231	Programming Logic	3 Quarter Credits
IM10310	Introduction to Scripting Languages	3 Quarter Credits
IM10340	Advanced Image Manipulation	3 Quarter Credits
IM10410	Intermediate Scripting Languages	3 Quarter Credits
IM10421	Web Design Workshop	3 Quarter Credits
IM20530	Concepts in Motion Design	3 Quarter Credits
IM20540	Digital Illustration	3 Quarter Credits
IM20620	Interactive Motion Graphics	3 Quarter Credits
IM20810	Digital Portfolio II	3 Quarter Credits
IM20830	Introduction to User Centered Design	3 Quarter Credits
IM30930	Usability Testing	3 Quarter Credits
IM30940	Net Broadcasting	3 Quarter Credits
IM31020	Integrated Information Design	3 Quarter Credits
IM31031	Emerging Technologies	3 Quarter Credits

### CORE COURSE DESCRIPTIONS

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: None  
(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 OR Academic Director Approval  
(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 OR Academic Director Approval  
(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 OR GR10471 OR Academic Director Approval  
(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  
(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 website 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 OR GR20670  
(3 quarter credits, 4 hours per week)

## Catalog Addendum

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IM20530

### CONCEPTS IN MOTION DESIGN

Students undertake a study of 2D 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)

IM20620

### INTERACTIVE MOTION GRAPHICS

This advanced course teaches the student how to create web pages with 2D animation and interactive games and multimedia presentations using software such as Macromedia Flash. Prerequisite: IM20530 OR GR20790

(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 OR Academic Director Approval

(3 quarter credits, 4 hours per week)

IM20830

### INTRODUCTION TO USER CENTERED DESIGN

This course introduces students to the concepts and processes of developing websites 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 website or a prototype. Students present and defend their decisions. Prerequisite:

IM10310, IM20720 OR Academic Director Approval

(3 quarter credits, 4 hours per week)

IM30930

### USABILITY TESTING

Corporations and other organizations utilize websites to disseminate information about products, services, and events or to provide point-of-purchase sales. Students will plan and design a website in this course. The website 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)

## Catalog Addendum

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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)

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 OR Academic Director Approval

(3 quarter credits, 4 hours per week)



The Art Institute of Philadelphia

Catalog Addendum  
Web Design & Interactive Communications  
Diploma

Effective April 2011

## Catalog Addendum

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### Web Design & Interactive Communications – Diploma

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

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

The general objectives for the program are:

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

Course No.	Course Name	Credit
IM10231	Programming Logic	3 Quarter Credits
IM10410	Intermediate Scripting Languages	3 Quarter Credits
IM10421	Web Design Workshop	3 Quarter Credits
IM20521	Dynamic Web Scripting	3 Quarter Credits
IM20530	Concepts in Motion Design	3 Quarter Credits
IM20620	Interactive Motion Graphics	3 Quarter Credits
IM20810	Digital Portfolio II	3 Quarter Credits
IM20820	Advanced Web Scripting	3 Quarter Credits
IM20830	Introduction to User Centered Design	3 Quarter Credits
IM30911	Advanced Topics in Web Programming	3 Quarter Credits
IM30920	Interactive Motion Scripting	3 Quarter Credits
IM30930	Usability Testing	3 Quarter Credits
IM30940	Net Broadcasting	3 Quarter Credits
IM31020	Integrated Information Design	3 Quarter Credits
IM31031	Emerging Technologies	3 Quarter Credits
IM31040	Designing for Server Side Technology	3 Quarter Credits

### CORE COURSE DESCRIPTIONS

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 OR Academic Director Approval (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 Academic Director Approval

(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 website 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 OR GR20670 OR Academic Director Approval

(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 2D 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 OR Academic Director Approval

(3 quarter credits, 4 hours per week)

IM20620

#### INTERACTIVE MOTION GRAPHICS

This advanced course teaches the student how to create web pages with 2D animation and interactive games and multimedia presentations using software such as Macromedia Flash. Prerequisite: IM20530 OR GR20790

(3 quarter credits, 4 hours per week)

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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 OR Academic Director Approval

(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 online 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 websites 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 website or a prototype. Students present and defend their decisions. Prerequisite: IM10310, IM20720 OR Academic Director Approval

(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, IM20820

(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 websites to disseminate information about products, services, and events or to provide point-of-purchase sales. Students will plan and design a website in this course. The website 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)

## Catalog Addendum

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IM30940

### NET BROADCASTING

In this course, students learn the basics of streaming technologies and apply them to sites and events.

Prerequisite: IM20620 OR Academic Director Approval

(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 OR Academic Director Approval

(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)



The Art Institute of Philadelphia

Catalog Addendum  
Baking & Pastry  
Diploma

Effective April 2011

### **Baking & Pastry – Diploma**

54 Credits, Six 11-week quarters, or 66 weeks

**The Baking & Pastry diploma program is designed to educate students in the baking and pastry arts. From cakes to custards and meringues to macaroons, the exacting, creative expression that characterizes baking and pastry arts is a respected and demanding facet of the culinary profession. The diploma program focuses on the art and preparation of breads, cookies, pies, tarts, cakes, and other desserts and baked goods.**

#### PROGRAM OBJECTIVES

- Apply the techniques and skills needed to produce quality baked goods in the modern pastry and bake shops and analyze the functions of all ingredients used in producing baked goods and pastries
- Produce various baked goods to include cakes, pies, tortes, and ice-cream along with a variety of international and classical desserts
- Demonstrate the total product utilization concept
- Describe and explain the proper handling and storage of food and sundry products along with proper sanitation and safety procedures and principles
- Accurately follow any given recipe and achieve the specified desired outcome
- Prepare a variety of baked goods, desserts and confectionaries and demonstrate decorating, plating and display techniques
- Identify the concepts of purchasing, receiving, and issuing practices in foodservice operations
- Explain the characteristics, functions, and food sources of the major nutrients and understand and demonstrate nutritional cooking methods including how to maximize nutrient retention in baked goods and pastries
- Understand the concept, importance, and practice of calculating recipe costs, food cost percentages, proper menu costs while applying various cost control functions as they relate to food service operations
- Discuss current developments and trends in the baking and pastry industry and the food service industry in general
- Understand and apply safe and proper usage of commonly used equipment, appliances, and hand tools used in the modern kitchen and bake shop
- Produce modern and classical wedding and all occasion cakes that are relevant to the modern pastry industry
- Identify the concepts of purchasing, receiving, and issuing practices in food service operations
- Calculate overall recipe and menu cost
- Describe and demonstrate the roles and responsibilities of the front-of-the-house staff

## Catalog Addendum

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### ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

Graduates of the Baking & Pastry program are prepared to seek entry-level employment in bakeries, restaurants, catering houses and institutional settings in entry-level positions such as assistant bakers and pastry cooks.

Students graduating from our program will have completed the coursework required to pursue professional certification in baking and pastry arts.\*

\*The Art Institute of Philadelphia does not guarantee third-party certification. Outside agencies control the requirements for taking and passing certification exams and requirements are subject to change without notice to The Art Institute of Philadelphia.

### REQUIREMENTS FOR DIPLOMA

54 Quarter Credits

Six 11-Week Quarters or 66 Weeks

<b>Course No.</b>	<b>Course Name</b>	<b>Credit</b>
BP10110	Artisan Bread Production	3
BP10310	Chocolate & Candies	3
BP10330	Practical Baking & Pastry Skills	3
BP10340	European Cakes & Tortes	3
BP10440	Wedding & Display Cake Production	3
BP20510	Pastry Operations & Skills Review	6
CU10000	Culinary/Business Math	3
CU10111	Application and Use of Culinary Equipment & Sanitation	3
CU10121	Culinary Skills I	3
CU10210	Introduction to Baking	3
CU10240	Culinary Skills II	3
CU10250	Nutrition	3
CU10330	Introduction to Pastry	3
CU10430	Desserts Plating & Presentation	3
CU20530	Management, Supervision & Career Development	3
CU20631	Sustainable Purchasing & Controlling Cost	3
IN20530CU	Internship I	3

### CORE COURSE DESCRIPTIONS

#### **BP10110**

##### **ARTISAN BREAD PRODUCTION**

Students are introduced to the fundamental concepts, skills, and techniques of conventional, as well as artisan bread & 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 & 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: None

(3 quarter credits, 8 hours per week)

#### **BP10310**

##### **CHOCOLATE & CANDIES**

Students develop proficient knowledge and skill in the correct use and handling of fine chocolate. The focus is on the 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: 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. The student hones his/her skills using both the paper pastry cone as well as the cloth pastry bag during weekly practice sessions. Prerequisite: CU10210, CU10330

(3 quarter credits, 4 hours per week)

#### **BP10340**

##### **EUROPEAN CAKES & TORTES**

Students develop comprehensive knowledge and skill in the production of cakes and tortes. A variety of fillings, creams, icings and mousses will be used to create unique and classic cakes. Emphasis will be 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: CU10210, CU10330

(3 quarter credits, 8 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: CU10210, CU10330

(3 quarter credits, 8 hours per week)

### **BP20510**

#### **PASTRY OPERATIONS & SKILLS REVIEW**

Students will use all baking, pastry and culinary skills acquired throughout the program to produce and operate a bakery café performing kitchen, counter and dining room functions. The class will reinforce all basic competencies learned during the program. Prerequisite: CU10430, Academic Director Approval (6 quarter credits, 16 hours per week)

### **CU10000**

#### **CULINARY/BUSINESS MATH**

This course covers basic mathematical functions and their application in the foodservice industry, including addition, subtraction, multiplication, and division. It also will cover standard units of weight and measure, and basic conversion between these units. Students will also learn how to scale recipes, cost recipes, and cost menus. Prerequisite: None (3 quarter credits, 4 hours per week)

### **CU10111**

#### **APPLICATION AND USE OF CULINARY EQUIPMENT & SANITATION**

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 the 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 sauces and emulsion sauces. Lectures and demonstration teach organization 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)

### **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 measure as applied to baking. Lectures and demonstrations teach yeast-raised dough mixing methods, roll-in dough, 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 meats, 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: CU10111, 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 balanced, vitamin supplements, and food fads. Practical cooking to provide nutritional meals using proper cooking methods, use of less fat and sodium and the usage of fresh ingredients and fresh herbs and spices in the kitchen lab. Prerequisite: None

(3 quarter credits, 4 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)

### **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: CU10210, CU10330

(3 quarter credits, 8 hours per week)

### **CU20530**

#### **MANAGEMENT, SUPERVISION & CAREER DEVELOPMENT**

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

(3 quarter credits, 4 hours per week)

### **CU20631**

#### **SUSTAINABLE PURCHASING & CONTROLLING COST**

This course introduces the student to the methodologies and tools used to control costs and purchase supplies. This course helps the student value the purchasing, planning, and control processes in the food and beverage industry. Primary focus is on supplier selection, planning, and controlling costs, with an introduction to the study of sustainable products and approaches. Topics include planning and controlling costs using budgeting techniques, standard costing, standardized recipes, performance measurements, and food, beverage, and labor cost controls. Prerequisite: CU10000

(3 quarter credits, 4 hours per week)

## Catalog Addendum

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### **IN20530CU**

#### **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: 36 credits completed, Internship Coordinator Approval

(3 quarter credits, 9 hours per week)



The Art Institute of Philadelphia

Catalog Addendum  
Culinary Arts  
Diploma

Effective April 2011

### **Culinary Arts – Diploma**

54 Credits, Six 11-week quarters, or 66 weeks

**The Culinary Arts diploma and associate programs are designed to educate and train students in the skills required to obtain entry-level employment in the culinary industry. Few occupations offer the creativity, excitement, and growth found in this field. Experienced chef instructors at The Art Institute of Philadelphia offer students the expertise and knowledge needed to become culinary professionals.**

#### PROGRAM OBJECTIVES

- Understand fundamental concepts, skills, and techniques involved in basic cookery by preparing stocks, glazes, and a variety of classical and contemporary sauces and products
- Demonstrate proficiency in all basic cooking techniques and skills
- Demonstrate the total product utilization concept
- Describe and explain the proper handling and storage of food and sundry products along with proper sanitation and safety procedures and principles
- Accurately follow any given recipe and achieve the specified desired outcome
- Explain the characteristics, functions, and food sources of the major nutrients and understand and demonstrate nutritional cooking methods including how to maximize nutrient retention in baked goods and pastries
- Prepare a variety of baked goods, desserts and confectionaries, and demonstrate decorating, plating and display techniques
- Identify primal, sub-primal, and market cuts of meat, poultry and seafood
- Discuss current developments and trends in the food service industry
- Fabricate seafood and meats into market cuts while preparing traditional, regional, ethnic, classical and contemporary hot and cold appetizers, salads and entrées
- Identify the concepts of purchasing, receiving, and issuing practices in food service operations
- Calculate overall recipe and menu cost
- Describe and demonstrate the roles and responsibilities of the front-of-the-house staff

#### ENTRY-LEVEL EMPLOYMENT OPPORTUNITIES

By graduation from the diploma program, students are prepared to seek entry-level positions in the field including prep cook, line cook, first cook, and Garde Manger. Further entry-level opportunities for the associate's program include Rounds Person and Sous Chef.

## Catalog Addendum

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### REQUIREMENTS FOR DIPLOMA

54 Quarter Credits

Six 11-Week Quarters or 66 Weeks

<b>Course No.</b>	<b>Course Name</b>	<b>Credit</b>
CU10000	Culinary/Business Math	3
CU10111	Application and Use of Culinary Equipment & Sanitation	3
CU10121	Culinary Skills I	3
CU10210	Introduction to Baking	3
CU10240	Culinary Skills II	3
CU10250	Nutrition	3
CU10311	Hors d'oeuvres & Appetizers	3
CU10330	Introduction to Pastry	3
CU10340	American Regional Cuisine	3
CU10411	Charcuterie	3
CU10420	World Cuisine	3
CU10430	Desserts Plating & Presentation	3
CU20510	Classical European Cuisine	3
CU20530	Management, Supervision & Career Development	3
CU20611	Ala Carte Operations	6
CU20631	Sustainable Purchasing & Controlling Cost	3
IN20530CU	Internship I	3

### CORE COURSE DESCRIPTIONS

#### **CU10000**

##### **CULINARY/BUSINESS MATH**

This course covers basic mathematical functions and their application in the foodservice industry, including addition, subtraction, multiplication, and division. It also will cover standard units of weight and measure, and basic conversion between these units. Students will also learn how to scale recipes, cost recipes, and cost menus.

Prerequisite: None

(3 quarter credits, 4 hours per week)

#### **CU10111**

##### **APPLICATION AND USE OF CULINARY EQUIPMENT & SANITATION**

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 the 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 sauces and emulsion sauces. Lectures and demonstration teach organization 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)

#### **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 measure as applied to baking. Lectures and demonstrations teach yeast-raised dough mixing methods, roll-in dough, 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 meats, 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: CU10111, 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 balanced, vitamin supplements, and food fads. Practical cooking to provide nutritional meals using proper cooking methods, use of less fat and sodium and the usage of fresh ingredients and fresh herbs and spices in the kitchen lab. Prerequisite: None

(3 quarter credits, 4 hours per week)

### **CU10311**

#### **HORS D'OEUVRES & 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: 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 the Culinary Heritage of the United States. Advanced hands-on techniques will be utilized in the production of regional cuisine menus. Studies will be required for products and ingredients that are indigenous to this region of the United States. An 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: CU10240

(3 quarter credits, 8 hours per week)

### **CU10411**

#### **CHARCUTERIE**

This course focuses on the total utilization concept and the 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:

CU10311

(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, 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: CU10311

(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: 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 implication 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: CU10311

(3 quarter credits, 8 hours per week)

### **CU20530**

#### **MANAGEMENT, SUPERVISION & CAREER DEVELOPMENT**

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

(3 quarter credits, 4 hours per week)

### **CU20611**

#### **ALA CARTE OPERATIONS**

Introduces students to the A La Carte kitchen, emphasis is on "a la minute" method of food preparation, plus dining room service standards. Industry terminology, correct application of culinary skills, plate presentation, organization and timing in producing items off both a fixed-price menu and a la carte menu are stressed. The principles of dining room service are practiced and emphasized. The philosophy of food are further explored and examined in light of today's understanding of food, nutrition and presentation. Prerequisite: CU10330, CU10411, Academic Director Approval

(6 quarter credits, 16 hours per week)

### **CU20631**

#### **SUSTAINABLE PURCHASING & CONTROLLING COSTS**

This course introduces the student to the methodologies and tools used to control costs and purchase supplies. This course helps the student value the purchasing, planning, and control processes in the food and beverage industry. Primary focus is on supplier selection, planning, and controlling costs, with an introduction to the study of sustainable products and approaches. Topics include planning and controlling costs using budgeting techniques, standard costing, standardized recipes, performance measurements, and food, beverage, and labor cost controls. Prerequisite: CU10000

(3 quarter credits, 4 hours per week)

### **IN20530CU**

#### **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: 36 credits completed, Internship Coordinator Approval

(3 quarter credits, 9 hours per week)