



FOUNDATIONS

Foundations Courses

The Foundation courses at The Art Institute of Pittsburgh are the first steps toward the student's chosen career path. These beginning courses are common throughout The Art Institute of Pittsburgh's programs, are basic and introductory in nature, and include the areas of art, design, business, and audio and digital technology. They are designed to provide students with the conceptual development skills necessary for successful advancement in their creative coursework.

Depending on the program of study, students will develop an understanding of color, composition, design, perspective, and basic drawing skills, or will be introduced to fundamental business and management skills and/or beginning digital or audio technology. Students in the Foundation courses also benefit from the interaction and exchange of ideas among the different program disciplines.

Students begin learning the importance of creative problem solving, concept development, and critical analysis and reasoning. In addition, instruction is started on the very essential skills of oral and written communication and presentation.

All courses in the Foundations Department are also available online.

The Foundations Department mission is to provide all students who are enrolled in program specialties with a rigorous art and design foundation and a basic knowledge of business principles and audio/digital media. This will enable the students to advance and succeed in their respective program areas. These efforts will be accomplished in a studio/lecture/lab environment through learner-centered instruction delivered by qualified faculty.

The following Foundations courses are available:

FND110	Drawing
FND111	Color Theory for Print
FND112	Fundamentals of Design
FND113	Perspective
FND114	Fundamentals of Media Communication
FND115	Color Theory for Web and Multimedia
FND120	Visual Indication
FND121	Theory and Development of Form
FND122	Drawing and Perspective
FND130	Desktop Video
FND131	Introduction to Audio
FND132	Fundamentals of the Internet
FND133	Digital Imaging for Web and Multimedia
FND134	Photography
FND150	Sales and Persuasive Techniques
FND151	Consumer Behavior
FND152	Fundamentals of Business
FND153	Fundamentals of Marketing
FND154	Fundamentals of Accounting
FND250	Intellectual Property Law
FND251	E Commerce
FND252	Human Resource Management

FOUNDATIONS FACULTY

Deborah Giancola

Department Chair

Appointed a Member of Faculty in 2000 M.P.A., IEC - University of Pittsburgh; B.S., Business Management - Indiana University of Pennsylvania.

Jeff Davis

Online Program Director

Appointed a Member of Faculty in 2000 M.F.A., Painting and Drawing - The Art Institute of Chicago; B.A., Mathematics / Studio Art - Lawrence University.

Michele Bamburak

Faculty Development Coordinator

Appointed a Member of Faculty in 1984 M.A.Ed., Art Education - Carlow University; B.A., Art Education - Carlow University, Summa Cum Laude; A.S.T., Fashion Illustration - The Art Institute of Pittsburgh, High Honors. Certified in Art Education by the State of Pennsylvania.

Jamie Boyd

Appointed a Member of Faculty in 2008 M.A., Studio Art, Drawing - Indiana University of Pennsylvania; B.A., Art Education & Certification - Carlow College; A.S., Photography & Multi Media - Art Institute of Pittsburgh.

Maria Creyts

Appointed a Member of Faculty in 2007 M.F.A., Painting and Printmaking - Yale University School of Art; B.F.A., Painting and Ceramics - Kansas City Art Institute; coursework at School of Visual Arts, New York City, and Chelsea College of Art & Design, London.

Maura Doern-Danko

Appointed a Member of Faculty in 1998 M.F.A., Painting - The American University; B.A., Studio Art - Providence College; Post graduate coursework in Philosophy and Art History - University of Maryland.

Sharon Edwards Russell

Appointed a Member of Faculty in 2007 M.F.A., Ceramics/Photography - Tulane University; B.F.A., Ceramics - Maryland Institute College of Art.

David S. Giuliani

Appointed a Member of Faculty in 1980 B.S., Multi-Disciplinary Studies - Liberty University; A.S.T., Visual Communications - The Art Institute of Pittsburgh.

Albert Gottlieb

Appointed a Member of Faculty in 1975 M.F.A., Art - Indiana University; B.A., Art - Queens College; A.A.S., Applied Sciences - Fashion Institute of Technology.

Maurice Graves

Appointed a Member of Faculty in 1988 M.A., Higher Education - Geneva College; B.F.A., Art - Carnegie Mellon University.

Karl Huber

Appointed a Member of Faculty in 2004 M.F.A., Art Center of Design; B.F.A. - Columbus College of Art and Design.

Nancy Jones

Appointed a Member of Faculty in 2003 M.F.A., Painting - San Francisco Art Institute; B.F.A., Fine Art.

Effi Karakaidos

Appointed a Member of Faculty in 2006 M.F.A., Visual Art - Vermont College; B.A., Art - University of California.

Una Charlene Langer

Appointed a Member of Faculty in 1976 M.P.M., Leadership in Higher Education - Carnegie Mellon University; B.F.A., Painting and Sculpture - University of Kansas; Additional study with no degree: Animation, The Art Institute of Pittsburgh.

Leslie B. Lockerman

Appointed a Member of Faculty in 1972 B.F.A., Fine Arts - Ohio University.

Enrique Lopez Salteri

Appointed a Member of Faculty in 2005 M. F. A., Painting - Indiana University of Pennsylvania; M. A., Printmaking - Universidad Nacional de Cuyo, Argentina.

Brian D. McDermott

Appointed a Member of Faculty in 2005 M.F.A., Medical Illustration/Painting - Rochester Institute of Technology; B.F.A., Drawing/Painting - Edinboro University of Pennsylvania.

John F. Milligan

Appointed a Member of Faculty in 2004 M.F.A., Sculpture/Fine Arts - School of Visual Arts; B.F.A., Fine Art - Hampshire College.

Ellyn Norris

Appointed a Member of Faculty in 2003 M.A., Art Education, Photography - NSCAD University, Halifax, Nova Scotia, Canada; Graduate Diploma, Art Education - Concordia University, Montreal, Quebec, Canada; B.F.A., Art Education - Concordia University, Montreal, Quebec, Canada.

Nan Pendarvis

Appointed a Member of Faculty in 2005 M.F.A., 2D Design and Print Making - University of Oklahoma; B.A., Art Education - Northeastern State University.

Joseph Podlesnik

Appointed a Member of Faculty in 2007 M.F.A., Drawing and Painting - Cornell University; B.F.A., Drawing and Painting - University of Wisconsin-Milwaukee.

Jeff Prentice

Appointed a Member of Faculty in 2005 M.F.A., Fine Art - University of Tennessee Knoxville; B.A., Painting - San Diego State University.

Ann Rosenthal

Appointed a Member of Faculty in 2005 M.F.A., Carnegie Mellon University; B.F.A., San Jose State University; A.A., Fine Arts - Monterey Peninsula College.

Toni-Lee Sangastiano

Appointed a Member of Faculty in 2005 M.F.A., Painting - Montclair State University; B.A., Art/Graphic Design/Illustration - Fairleigh Dickinson University.

Patricia Tobin

Appointed a Member of Faculty in 2007
M.A., Art - California University of Fullerton; B.F.A., Sculpture - California University of Long Beach.

Nancy Wood

Appointed a Member of Faculty in 2004
M.F.A. Fine Arts - University of California, Los Angeles; B.A. Studio Art - University of California, Los Angeles.

Faculty Biographies listed online at www.artinstitutes.edu/pittsburgh offer additional information including professional experience, awards, achievements, and certifications.

FOUNDATIONS COURSE DESCRIPTIONS

FND110 Drawing

This is a fundamental drawing course in which students will explore various art and media, use a variety of drawing tools, draw 3-dimensional objects in one and two-point perspective, and generate drawings that demonstrate correct proportions. *3 credits*

FND111 Color Theory

This fundamental course provides an introduction to the principles of color and an exploration of color theory as it relates to design. The psychological and cultural aspects of color will be examined in making appropriate design decisions. *3 credits*

FND112 Fundamentals of Design

This fundamental course will explore the basic principles of design and introduce the creative process. Design elements and relationships will be identified and employed to establish a basis for aesthetic sensitivity and critical analysis. Design will be presented as a tool of communication. *3 credits*

FND113 Perspective

This is a foundation course in basic drawing. Students learn to draw three-dimensional forms through observation and application of perspective principles. *3 credits*

FND114 Fundamentals of Media Communication

An overview of information media, from the historical perspective to practical uses, from page to pixels. The course will cover print media, film, television, and computer media applications. *3 credits*

FND115 Color Theory for Multimedia and Web

The creative process is introduced using the visual elements of both additive and subtractive color and the basic principles of design. A variety of concepts, materials, and techniques are used in class to investigate the aesthetic and psychological principles of design. Students will be able to utilize the basic principles and elements of design theory as they apply to their assigned projects. *3 credits*

FND120 Visual Indication

This course will explore various means of indicating visual elements in design. Using traditional media, the ability to effectively indicate photographs, illustrations, and other images will be developed. Prerequisite: FND111. *3 credits*

FND121 Theory and Development of Form

This course provides an introduction to the understanding and development of visual and tactile forms, emphasizes the transformation of concept sketches into three-dimensional form, studies a variety of materials, and explores the fundamental principles of using the forms as compositional elements. Prerequisite/Co-requisite: FND113. *3 credits*

FND122 Drawing and Perspective

This is a fundamental drawing course in which students will explore various art and media, learn to use a variety of drawing tools, draw three-dimensional objects in one, two, and three point perspective, and generate drawings that demonstrate correct proportions of models. *3 credits*

FND130 Desktop Video

This course deals with the processes involved with desktop editing of audio and video for digital output. Topics include the operation of non-linear systems, compression schemes, special effects compositing software, and shooting and editing for digital systems. Students will produce short videos for output to various storage formats or playback on digital media. Prerequisite: CPU101. *3 credits*

FND131 Introduction to Audio

This course focuses on the study of the principles of sound reproduction and digital recording. Students are introduced to sound characteristics, microphone types and usage, basic acoustical principles, basic sound design objectives, audio file types, and principles of operation and production. *3 credits*

FND132 Fundamentals of the Internet

The increasing use of the Internet and the advent of the World Wide Web have created a growing market for individuals who can integrate aesthetic design principles coupled with Web page scripting skills. Students will create World Wide Web pages utilizing HTML, the basic scripting language of all Web documents, in addition to many of the other effects and extension scripts available for that medium. *3 credits*

FND133 Digital Imaging for Multimedia and Web

This course is designed to explore techniques for preparing graphics and type for screen display. Topics discussed include resolution, bit depth, color modes, anti-aliasing, channel operations, and masks. Prerequisite: CPU101. *3 credits*

FND134 Photography

An introductory-level class that explores the principles of photography as well as the utilization of photography as a means of documenting design projects and portfolio pieces. This course covers the basic principles for lighting, setup, and shooting with 35mm camera. Students will photograph both two-dimensional and three-dimensional objects. Students will be taught basic principles of using a video camcorder. *3 credits*

FND150 Sales and Persuasive Techniques

An understanding of the sales process and the steps to sell a product or service is essential to a student who works in any area of business. Selling is an essential skill for the sales function of a business, but is also part of the job for many other employees. This course focuses on the essential skills and knowledge one needs to affect a sale, as well as the ways that the sales pitch can be focused to solve customer problems. This course also covers persuasive communication techniques in the area of advertising. Areas covered include the fields of logic and psychology. Among the topics to be covered are the framing effect, emotional hot buttons, mass appeal, snob appeal, subliminal messages, and the bandwagon effect. Maslow's hierarchy of needs, emotional reactions and how to achieve them, and the various types of media that could be used to achieve the appropriate desired response are also covered. *3 credits*

FND151 Consumer Behavior

This course examines the cultural, social, and individual variables involved in consumer behavior. It also reviews how they are incorporated into buyer decision processes and marketing practices. Prerequisite: FND153. *3 credits*

FND152 Fundamentals of Business

In this course, students are introduced to the fundamentals of business. Macroeconomics, labor relations, time management, human resources management, and basic marketing principles are covered. *3 credits*

FND153 Fundamentals of 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. *3 credits*

FND154 Fundamentals of Accounting

This course introduces the nature and purpose of accounting, presents the accounting cycle, and explains how to prepare accounting statements. *3 credits*

FND250 Intellectual Property Law

Intellectual Property Law provides an in-depth exploration of competitive business practices with emphasis on the protection of intellectual property including copyright, trademark, business, and service marks. *3 credits*

FND251 E-Commerce

This course will introduce the student to the unique theory and tactics of advertising and marketing on the Internet. The student will research advertising and marketing campaigns employing the Internet as a media vehicle. Class lectures will include the theories of advertising and marketing, target markets, demographics, media buying, and customer tracking. *3 credits*

FND252 Human Resource Management

This course is designed to provide an overview and foundation for all facets of human resource management. Topics will include job design, labor relations, recruitment, selection and development of employees, compensation administration, employee appraisal, and government regulations involved with equal employment opportunity, affirmative action, accommodations, Fair Labor Standards Act, and workplace safety. The strategic aspect of human resource management will be explored in depth. *3 credits*