

**CATALOG ADDENDUM  
REVISIONS TO THE 2010 CATALOG**

**DATE OF PUBLICATION**

This quarterly Catalog Addendum was published by The Art Institute of Raleigh-Durham in July, 2010 and applies to the academic quarter ending December 31, 2010

**Additional information on academic programs beginning on page 12 of the catalog:**

**Game Art & Design**

Bachelors of Arts

12 quarters

The bachelor's degree program in Game Art & Design is designed to prepare graduates for entry level careers in the game industry and other industries. Graduates will be prepared to seek entry-level positions such as 2-D and 3-D artists, texture mappers and project managers. Graduates can work as members of development teams to produce digital games, interactive entertainment, and educational and training software products.

**The objective of the Game Art & Design Bachelor of Arts degree program is to prepare individuals for one or more of the following:**

- Professional employment in the gaming industry;
- Technical enrichment and learning
- Design capabilities and competence in using the latest 3-D animation tools and techniques in creating digital assets.
- Creative problem solving and critical thinking
- To work as members of development teams to produce digital games, interactive entertainment, and educational and training software products.

**GRADUATION REQUIREMENTS FOR PHOTOGRAPHY BACHELOR OF ARTS DEGREE PROGRAM**

*188 credit hours – comprised of all required courses, cumulative 2.0 grade point average, and participation in graduate Portfolio Show.*

<u>Courses</u>	<u>Credit Hours</u>
GD 101 Drawing & Perspective	3
GD 102 Fundamentals of Design	3
GX 101 Intro. to Game Development	4
GD 111 Life Drawing	3
GD 113 Color Theory	3
GX 110 Drawing & Anatomy	3
GD 121 Image Manipulation	3
GX 150 Character & Object Design	3
GX 201 Scriptwriting for Games	3
GX 240 Texturing for Games	3
GX 250 Game Design & Game Play	3
GX 260 Intro to 3D Game Modeling	3
GX 290 Intro to 2D Animation	3
GX 300 Character Modeling	3
GX 310 Texture/Lighting for Games	3
GX 320 2D Game Prototyping	3
GX 330 Character Rigging	3
GX 340 Programming for Artists	3
GX 350 3D Game Animation	3
GX 355 Advanced 3D Game Animation	3
GX 360 Level Design	3
GX 365 Advanced Level Design	3
GX 370 3D Game Scripting	3
GX 375 Advanced 3D Game Scripting	3
GX 380 Interface Design	3
GX 390 Interior Spaces and Worlds	3
GX 400 3D Game Prototyping	3
GX 410 Advanced 3D Game Prototyping	3
GX 420 Hard Surface & Organice Modeling	3
GX 430 Sound Design for Games	3
GX 440 Normal Map Modeling	3
GX 445 Advanced Materials & Lighting	3
GX 455 Project Management	4
GX 461 Team Production I	3
GX 462 Team Production II	3
GX 480 Portfolio Development	3
GX 481 Web Portfolio Development	3
GX 490 Portfolio Presentation	3
GX 491 Web Portfolio Presentation	3

**INTERNSHIP**

IN 401 Internship 3

**GENERAL EDUCATION**

COM 101 Effective Speaking 4

PSY 101 Psychology 4

MAT 101 Quantitative Literacy 4

MAT 102 Statistics 4

SCI 102 Science, Technology, and  
Society 4

SCI 104 Physics 4

SCI 105 Physics of the Anatomy 4

ENG 101 English I 4

ENG 102 English II 4

ENG 301 English III 4

ECON 201 Economics 4

HIS 101 World Civilizations I 4

HIS 102 World Civilizations II 4

SOC 101 Sociology 4

**RELATED STUDIES**

RS 099 Student Success Seminar 0

RS 100\* Computer Applications 3

RS 202\* Career Development 4

**Total Credit Hours Required for Bachelor of Arts Degree: 188**

*\*Classified as General Education for UNC Board of Governors, Classified as Related Studies for ACICS*

## Game Art & Design Course Descriptions (Bachelor of Arts Degree)

### **GX101**

#### **Intro to Game Development**

(44CH/44LE)

4 quarter credit hours

This course introduces students to the game industries. Specifically, it will focus on entry-level employment opportunities and responsibilities, career paths, industry products, and their characteristics. The course will also expose students to the processes through which games are developed.

(Prerequisite(s): None)

### **GX110**

#### **Drawing and Anatomy**

(44CH/22LE, 22LB)

3 quarter credit hours

Continuing to develop the basic drawings 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(s):GD101 Drawing and Perspective

### **GX150**

#### **Character and Object Design**

(44CH/22LE, 22LB)

3 quarter credit hours

This course focuses on designing and drawing characters or objects for animation using line to accurately delineate the form. Attention is given to appropriate proportion and form for an animated character or object. Characters and objects are created using clay and/or other media.

(Prerequisite(s): GD111 Life Drawing and GD110Drawing and Anatomy)

### **GX201**

#### **Scriptwriting for Games**

(44CH/22LE, 22LB)

3 quarter credit hours

This course will focus on the aspects of interactive and multi-threaded storytelling. Narrative scripting techniques will also be taught. Scripts will be developed with an emphasis on characterization, plotting, target audience, messages and script format.

(Prerequisite(s): ENG101 English 1)

### **GX240**

#### **Texturing for Games**

(44CH/22LE, 22LB)

3 quarter credit hours

In this class students will be introduced to the process of creating and working with textures for the game genre.

Advanced image manipulation techniques will be learned and applied here. Introduction to the materials editor in a 3D Software package will be explored.

Prerequisite(s): GD121 Image Manipulation

### **GX250**

#### **Game Design and Game Play**

(44CH/22LE, 22LB)

3 quarter credit hours

A well-designed game is an integration of artistic and technological components that must have a clearly defined goal, set of game criteria and rules for game play. Students learn the fundamentals of what makes a game enjoyable, playable, challenging, and marketable by creating a game document.

Prerequisites: GX201 Scriptwriting for Games

**GX260**

**Intro to 3D Game Modeling**

(44CH/22LE, 22LB)

3 quarter credit hours

Through critical analysis, the student will apply basic design principles to the solution of visual problems using elements of 3D design. The student will conceptualize 3D coordinate systems, construct 3D models, and perform efficient optimization techniques as they apply to geometric construction.

Prerequisite(s): GX240 Texturing for Games

**GX290**

**Intro to 2D Animation (Flash 1)**

(44CH/22LE, 22LB)

3 quarter credit hours

Students will study timing and weight through a series of projects designed to demonstrate the principles of animation.

Issues such as key framing, in-battening and cycling will be addressed.

Prerequisites: GX150 Character and Object Design

**GX300**

**Character Modeling**

(44CH/22LE, 22LB)

3 quarter credit hours

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. Real time 3D animation requires a thorough understanding and ability to create characters in such a way as to minimize the time it takes for a computer to redraw the character as it moves in a game.

Prerequisites: GX260 Intro to 3D Game Modeling

**GX310**

**Texture/ Lighting for Games**

(44CH/22LE, 22LB)

3 quarter credit hours

In this class students will be advancing techniques learned in *Texturing for Games*. Students will create and work with complex textures for the game genre. Advanced image manipulation techniques will be learned and applied here.

Introduction to a shading network as it applies in a 3D Software package will be explored. Shading techniques as well as advanced lighting techniques will be emphasized.

Prerequisites: GX250 Game Design and Game Play

**GX320**

**2D Game Prototyping (Flash 2)**

(44CH/22LE, 22LB)

3 quarter credit hours

In this course, using learned concepts concerning playability and game structure from the game design and game play course, students will create a playable game within a 2D animation application. Students will implement a design of their making, approved by the teacher, in a 2D format to create a basic system of play, including strategy, engagement, risk and reward to produce a game experience.

Prerequisites: GX260 Intro to 3D Game Modeling

**GX330**

**3D Character Rigging**

(44CH/22LE, 22LB)

3 quarter credit hours

This course is to introduce the student to fundamentals of character setup. The character setup will be tested by animation assignments. During the course each student will create, set up and test a character model.

Prerequisites: GX300 Character Modeling

**GX340**

**Programming for Artists**

(44CH/22LE, 22LB)

3 quarter credit hours

This course introduces basic scripting to extend the capabilities of the artist working in media applications. Students will be introduced to data structures, constructs, classes, and high level scripting languages. A functional application relating to their field of study will be produced utilizing a scripting language.

Prerequisites: RS100 Computer Applications

**GX350**

**3D Game Animation**

(44CH/22LE, 22LB)

3 quarter credit hours

Students are introduced to basic 3D animation techniques specific to the gaming environment. Topics to be covered include hierarchical linking, key framing, function curves, animated modifiers, basic morphing, animated cameras, and an introduction to character animation.

Prerequisites: GX330 3D Character Rigging

**GX355**

**Advanced 3D Game Animation**

(44CH/22LE, 22LB)

3 quarter credit hours

This course students will be advancing techniques learned in *3D Game Animation*. Students will create work based on current game industry requirements including idles cycles, animation blending techniques, walk, jog and run cycles, and other animations which require specific starting and ending positions.

Prerequisites: GX350 3D Game Animation

**GX360**

**Level Designs**

(44CH/22LE, 22LB)

3 quarter credit hours

Using learned concepts concerning environments and functionality from the game design and game play course, students analyze and extract level design needs. Students begin the process of determining the basic design elements and assets necessary to create a level.

Prerequisites: GX250 Game Design and Play

**GX365**

**Advanced Level Design**

(44CH/22LE, 22LB)

3 quarter credit hours

Students create playable levels using an industry standard level editor and tools. Emphasis is on implementation of the design and assets. Building on abilities gained in the Level Design course, students will create more intricate design elements.

Prerequisites: GX360 Level Design

**GX370**

**3D Game Scripting**

(44CH/22LE, 22LB)

3 quarter credit hours

This course applies scripting skills to a 3d engine in order to extend the capabilities of the artist in creating a prototype game or demonstration. Students will implement scripts to incorporate interface elements, alter in-game assets, and manipulate the in-game camera.

Prerequisites: GX340 Programming for Artist

**GX375****Advanced 3D Game Scripting**

(44CH/22LE, 22LB)

3 quarter credit hours

This course applies advanced scripting techniques to a 3d engine and will introduce the student to game scripting in the Runtime Game Engine. The student will become familiar with class controllers and actors. The student will be creating new scripts to create a HUD, a score system, health sphere, a game type and a pawn controller.

Prerequisites: GX370 3D Game Scripting

**GX380****Interface Design**

(44CH/22LE, 22LB)

3 quarter credit hours

This course focuses on the nature and principles of interface design. Students will learn the functions of flowcharting, linking, branching and the basic principles of interactivities between action and response. Students will develop a concept, produce a flowchart, and complete the design of an interface using principles of design aesthetics and usability.

Prerequisites: GX375 Advanced 3D Game Scripting

**GX390****Interior Spaces and Worlds**

(44CH/22LE, 22LB)

3 quarter credit hours

Most levels of popular games are designed as building interiors and contain characteristics common to interior design layouts. This course provides the opportunity for students to create architectural interiors representing houses, buildings, and entire worlds in which to place animation and game characters.

Prerequisites: GX365 Advanced Level Design and GX370 3D Game Scripting

**GX400****3D Game Prototyping**

(44CH/22LE, 22LB)

3 quarter credit hours

In this course, students will perform as members of a pre-determined team to create a game level within an existing engine. Students will implement a pre-existing design determined by the teacher to create the game environment and playability factors.

Prerequisites: GX390 Interior Spaces and Worlds

**GX410****Advanced 3D Game Prototyping**

(44CH/22LE, 22LB)

3 quarter credit hours

In this course, students will perform as members of a pre-determined team to create a game level within an existing engine. Students will continue to develop a project that began in the Game Prototyping class by a different team of students. Final will be complete delivery of project through a presentation and use of marketing materials.

Prerequisites: GX400 3D Game Prototyping

**GX420****Hard Surface and Organic Modeling**

(44CH/22LE, 22LB)

3 quarter credit hours

This course covers advanced modeling techniques used for building organic and hard surface objects and environments specific to the gaming environment. The student will show proficiency in efficient modeling techniques,

comprehension and use of level of detail for lead, secondary and background elements and show a comprehension of file size management.

Prerequisites: GX390 Designing for Interior Spaces

### **GX430**

#### **Sound Design for Games**

(44CH/22LE, 22LB)

3 quarter credit hours

In this course the student studies sound characteristics of digital games and explores the various methods for creating and adapting audio effects. Basic principles of acoustics, voice recording, music selection and editing and digital audio processes will be covered. Various sound design techniques within a gaming context and principles of audio fidelity, format conversion, and compression will be introduced. The student will create and assemble audio assets for a targeted project.

Prerequisites: GX410 Advanced Game Prototyping

### **GX440**

#### **Normal Map Modeling**

(44CH/22LE, 22LB)

3 quarter credit hours

This course focus on specific modeling techniques used in the gaming industry to create high poly models and their low poly equivalents and the linking techniques used in order to create the simulation of dense environments, photo-real characters and gaming assets. Student will create and incorporate these assets into current levels and prototypes from other classes.

Prerequisites: GX355 Advanced 3D Game Animation

### **GX445**

#### **Advanced Materials and Lighting**

(44CH/22LE, 22LB)

3 quarter credit hours

In this class students will further explores materials, textures and lighting strategies to add detail and realism to objects. Students will simulate real world surfaces containing reflection grandiosity and other effects.

Prerequisites: GX355 Normal Map Modeling

### **GX455 Project Management**

(44CH/44LE)

4 quarter credit hours

A specialized project management course for Game Art & Design. Students learn to organize personnel, equipment, and a variety of other media assets for production purposes. Emphasis is placed upon skills and techniques for goal-setting, strategic planning, organization, communication, risk management, efficiency, and cost effectiveness. Legal aspects of the game production business are also covered.

Prerequisites: GX250 Game Design and Game Play

### **GX460 Team Production Planning**

(44CH/22LE, 22LB)

3 quarter credit hours

During the course, students research a Game Art & Design topic and begin the preproduction process for their team projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation, and qualitative results

Prerequisites: GX400 3D Game Prototyping and GX455 Project Management

### **GX461**

#### **Team Production I**

(44CH/22LE, 22LB)

3 quarter credit hours

This course will build upon the Team Project Plan course. Students will either select or accept a specific role on the production team and, acting in a timely and professional capacity, ensure that the game project is completed. Students will create and refine the game production document, level designs, basic 2D art and 3D models to be combined into a playable Game Demo in Production Team II.  
Prerequisites: GX460 Game Project Planning

#### **GX462**

##### **Team Production II**

(44CH/22LE, 22LB)

3 quarter credit hours

This is a team production course. Under the guidance of an instructor, students will continue to work in teams and complete the game project started in Team Production I.

Prerequisites: GX461 Team Production 1

#### **GX480**

##### **Portfolio Development**

(44CH/22LE, 22LB)

3 quarter credit hours

This course will focus on the refinement of previous work into a comprehensive collection representative of Game Art & Design skills. Emphasis will be on development, design, craftsmanship and presentation. This course begins the process of examining the student's strengths and building upon them to produce a marketable portfolio.

Prerequisites: Completion of 150 Credits hours in program

#### **GX481**

##### **Web Portfolio Development**

(44CH/22LE, 22LB)

3 quarter credit hours

This course incorporates various media elements derived from the student's body of work to date, into a demonstrative work. It incorporates elements of video, audio, animations, user interface design, CD/DVD authoring, and web page authoring to produce an effective final product.

Prerequisites: GX480 Portfolio Development

#### **GX490**

##### **Portfolio Presentation**

(44CH/22LE, 22LB)

3 quarter credit hours

This course focuses on the completion of a student's portfolio and enables the student to begin their career search. Students will present work for the portfolio and will review and determine the quality of the work and make any enhancements necessary. The student will also complete several targeted, professional resumes and an extensive job search.

Prerequisites: GX480 Portfolio Development

#### **GX491**

##### **Web Portfolio Presentation**

(44CH/22LE, 22LB)

3 quarter credit hours

This course refines various media elements derived from the student's body of work to date, into a demonstrative work. It refines the elements from the previous web portfolio class, with the focus on the viewer (employer) to present an effective marketing tool for the student.

Prerequisites: GX490 Portfolio Presentation

## **PHOTOGRAPHY**

Bachelors of Arts

12 quarters

Photography is a major medium of communication. It shapes our perception of the world and impacts our lives in many ways. The digital-only Photography program's mission is to prepare students for entry-level positions leading to entry-level photographic careers in advertising, illustration, public relations, documentary, portraiture, fashion, food, studio, photojournalism, biomedical, industrial, newspaper, editorial, pre-press and digital imaging. The program is meant for those with creativity, imagination, an eye for color, attention to detail, and a degree of selective critical judgment. Graduates of the Photography program will have the opportunity to work with diverse subject matter and many types of people. They must be able to work as a member of a creative team, have excellent communication skills, and have good business skills. Additionally, a graduate of this program must negotiate, sell, coordinate work with others, operate equipment, use tools, follow directions, plan, make decisions, and create spatial visualization.

### **The general objectives for the program are:**

- Professional employment in the photographic industry
- Technical enrichment and learning
- To produce visually compelling photographs
- To visually communicate an idea by way of a photograph

### **GRADUATION REQUIREMENTS FOR PHOTOGRAPHY BACHELOR OF ARTS DEGREE PROGRAM**

*188 credit hours – comprised of all required courses, cumulative 2.0 grade point average, and participation in graduate Portfolio Show.*

<u>Courses</u>	<u>Credit Hours</u>
GD 102 Fundamentals of Design	3
GD 113 Color Theory	3
GD 121 Image Manipulation	3
PH 101 Principles of Photography	3
PH 110 Photojournalism	3
PH 112 Lighting	3
PH 113 Photographic Design	3
PH 220 Printing	3
PH 114 Advanced Lighting	3
PH 115 History of Photography	4
PH 118 Portraiture Photography	3
PH 201 Large Format Photography	3
PH 202 Editorial Photography	3
PH 203 Digital Image Illustration I	3
PH 204 Color Management	3
PH 210 Studio Photography	3
PH 211 Location Photography	3
PH 213 Photo Essay I	3
PH 214 Advertising / Art Direction	3
PH 221 Special Topics I	3
PH 222 Photo Criticism	3
PH 223 Business of Photography	3
PH 301 Architectural Photography	3
PH 302 Web Photographic Portfolio I	3
PH 304 Marketing	3
DFP 102 Fund.of Video Production	3
PH 312 Portfolio Exploration	3
PH 315 Digital Publishing	3
PH 313 Special Topics II	3
PH 320 Creative Concepts	3
PH 321 Photo Essay II	3
PH 401 Corporate/ Industrial Photography	3
PH 402 Portfolio Expansion	3
PH 403 Digital Image Illustration II	3
PH 412 Portfolio Refinement	3
PH414 Web Photographic Portfolio II	3
PH 422 Exhibition Printing	3
PH 423 Business Operations and Management	4
PH 424 Portfolio/Thesis Exhibition	3

**INTERNSHIP**

IN 401 Internship 3

**ELECTIVES**

One Elective 3

**GENERAL EDUCATION**

COM 101 Effective Speaking 4

PSY 101 Psychology 4

MAT 101 Quantitative Literacy 4

MAT 102 Statistics 4

SCI 101 Science, Environment, and  
Society 4

SCI 102 Science, Technology, and  
Society 4

SCI 103 Nutrition 4

ENG 101 English I 4

ENG 102 English II 4

ENG 301 English III 4

ECON 201 Economics 4

HIS 101 World Civilizations I 4

HIS 102 World Civilizations II 4

SOC 101 Sociology 4

**RELATED STUDIES**

RS 099 Student Success Seminar 0

RS 100\* Computer Applications 3

RS 202\* Career Development 4

**Total Credit Hours Required for Bachelor of Arts Degree: 188**

*\*Classified as General Education for UNC Board of Governors, Classified as Related Studies for ACICS*

## PHOTOGRAPHY Course Descriptions (Bachelor of Arts Degree)

### **DFP 102**

#### **FUNDAMENTALS OF VIDEO PRODUCTION**

(44CH/22LE, 22LB)

3 quarter credit hours

Students will study the technical terms of video production and learn to operate basic video production equipment, using typical industry techniques.

### **PH 101**

#### **PRINCIPLES OF PHOTOGRAPHY**

(44CH/22LE, 22LB)

3 quarter credit hours

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

(Prerequisite(s): None)

### **PH 110**

#### **PHOTOJOURNALISM**

(44CH/22LE, 22LB)

3 quarter credit hours

In this course, students will obtain an accurate picture 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 study, magazine covers, and page layouts for all types of print media.

(Prerequisite(s): PH101 Principles of Photography)

### **PH 112**

#### **LIGHTING**

(44CH/22LE, 22LB)

3 quarter credit hours

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, quantity, and direction and its effect on the photographic image.

(Prerequisite(s): PH 101 Principles of Photography)

### **PH 113**

#### **PHOTOGRAPHIC DESIGN**

(44CH/22LE, 22LB)

3 quarter credit hours

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

(Prerequisite(s): PH 101 Principles of Photography)

**PH 114****ADVANCED LIGHTING**

(44CH/22LE, 22LB)

3 quarter credit hours

This course expands on the 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(s): PH 112 Lighting)

**PH 115****HISTORY OF PHOTOGRAPHY**

(44CH/44LE)

4 quarter credit hours

This class increases the student's understanding of the history of photography through the discussion of recognized photographer's and their influences on society. This course provides a framework for critically considering photographs through describing, interpreting, evaluating and theorizing. Students are expected to write papers and review exhibitions.

(Prerequisite(s): None)

**PH 118****PORTRAITURE PHOTOGRAPHY**

(44CH/22LE, 22LB)

3 quarter credit hours

Workshops and critiques enable the student to learn basic portrait techniques applicable to general portraiture and consumer, corporate, advertising, and editorial photography. Course emphasis is on classical portraiture with attention given to the use of lighting, posing, and facial view to create a flattering portraiture.

(Prerequisite(s): PH 112 Lighting)

**PH 201****LARGE FORMAT PHOTOGRAPHY**

(44CH/22LE, 22LB)

3 quarter credit hours

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(s): PH 118 Portraiture Photography)

**PH 202****EDITORIAL PHOTOGRAPHY**

(44CH/22LE, 22LB)

3 quarter credit hours

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(s): PH 110 Photojournalism)

**PH 203****DIGITAL IMAGE ILLUSTRATION I**

(44CH/22LE, 22LB)

3 quarter credit hours

In this course the student will apply the digital image manipulation process to their work, demonstrating strong research, concept, and execution through the use of advanced raster-image software.

(Prerequisite(s): GD 121 Image Manipulation)

**PH 204****COLOR MANAGEMENT**

(44CH/22LE, 22LB)

3 quarter credit hours

Students learn and apply the techniques of digital color management to photographic production. Students build and apply color profiles for input and output devices.

(Prerequisite(s): GD 113 Color Theory)

**PH 210****STUDIO PHOTOGRAPHY**

(44CH/22LE, 22LB)

3 quarter credit hours

The challenges of studio photography are studied via a variety of assignments that require students to photographically render various subjects with the appropriate clarity and artistry dictated by the assignment criteria.

(Prerequisite(s): PH 201 Large Format Photography)

**PH 211****LOCATION PHOTOGRAPHY**

(44CH/22LE, 22LB)

3 quarter credit hours

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(s): PH 202 Editorial Photography)

**PH 213****PHOTO ESSAY**

(44CH/22LE, 22LB)

3 quarter credit hours

In this course, the student will develop extended photographic narratives. This course will carry the student through the process of producing sets of imagery that conveys a story or ideas that have little written narrative support. Photographs will be analyzed not only for their stand-alone creative content, but for their ability to introduce transition and conclude a picture story with maximum visual effect. The success of the essay will be through historical and cultural context, in-depth research and methods of project development.

(Prerequisite(s): PH 202 Editorial Photography)

**PH 214****ADVERTISING / ART DIRECTION**

(44CH/22LE, 22LB)

3 quarter credit hours

This course brings together Graphics and Photography students in collaborative exercises that give each exposure to some of the dynamics and complexities each will experience when involved on real-world creative teams in which the art director is responsible for the final outcome of the assigned imagery. Students will also become familiar with the basic terminology associated with the other discipline.

(Prerequisite(s): PH 113 Photographic Design)

**PH 220****PRINTING**

(44CH/22LE, 22LB)

3 quarter credit hours

This course will prepare students to execute a variety of output methods commensurate with industry needs. Students will refine printing skills and theory to create a benchmark for quality digital outputting. These refinements will be carried over into digital printing with ink-jet and other digital out-put systems. Students will develop proficiencies in file preparation, resolution selection, print-profiling, paper selection and soft-proofing techniques. (Prerequisite(s): PH204 Color Management)

**PH 221****SPECIAL TOPICS I**

(44CH/22LE, 22LB)

3 quarter credit hours

In this course students working with the teacher will design and produce a “special project.” This project will represent expertise in the student’s specialized area of endeavor. This project should work in conjunction with, and complement, the student’s graduating portfolio. (Prerequisite(s): None)

**PH 222****PHOTO CRITICISM**

(44CH/22LE, 22LB)

3 quarter credit hours

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(s): PH 115 History of Photography I)

**PH 223****BUSINESS OF PHOTOGRAPHY**

(44CH/22LE, 22LB)

3 quarter credit hours

In The Business of Photography, students learn the basic concepts and principles of running a photographic-related business. Emphasis is placed on the legal and pricing aspects that are specific to the photographic industry. (Prerequisite(s): None)

**PH 301****ARCHITECTURAL PHOTOGRAPHY**

(44CH/22LE, 22LB)

3 quarter credit hours

In this course students examine architectural photography, including the planning, lighting and photographing of interiors and exteriors. Students use cameras and software to control perspective and mixed lighting conditions. (Prerequisite(s): PH 211 Location Photography)

**PH 302****WEB PHOTOGRAPHIC PORTFOLIO I**

(44CH/22LE, 22LB)

3 quarter credit hours

Students will learn the basic tools for placing their photographs on the Internet and for archiving their portfolio on CD. Students will acquire the skills needed to develop, design, and produce basic web pages. (Prerequisite(s): PH 204 Color Management)

**PH304****MARKETING**

(44CH/22LE, 22LB)

3 quarter credit hours

This course explores professional development tools, including resumes, cover letters, networking and interviewing. Students develop individual plans for marketing their talents and finding work after graduation, with emphasis on targeting markets to suit their personal goals.

(Prerequisite: PH223 Business of Photography)

**PH 312****PORTFOLIO EXPLORATION**

(44CH/22LE, 22LB)

3 quarter credit hours

Students begin the portfolio process by exploring creative and professional possibilities to determine a direction for their work that forms the foundation for their graduate portfolio. Students investigate industry standards and current trends in portfolio presentation.

(Prerequisite(s): PH 220 Printing)

**PH 313****SPECIAL TOPICS II**

(44CH/22LE, 22LB)

3 quarter credit hours

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 the 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(s): PH 221 Special Topics I)

**PH 315 Digital Publishing**

(44CH/22LE, 22LB)

3 quarter credit hours

An introduction to typography, layout and digital publishing. This course will examine the fundamentals of typography and layout for publication and web design. Students will explore practical application and use of fundamental typography, layout and digital publishing skills through the use of current software packages.

(Prerequisites: PH203 Digital Illustration I)

**PH 320****CREATIVE CONCEPTS**

(44CH/22LE, 22LB)

3 quarter credit hours

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(s): PH 312 Portfolio Exploration)

**PH 321****PHOTO ESSAY II**

(44CH/22LE, 22LB)

3 quarter credit hours

In this course, the student will be involved in advanced visual production. The class will explore and communicate current opinions, trends and newsworthy events. Single and multiple narratives, editorial portraiture and illustration will be developed for the purpose of producing a prototype publication.

(Prerequisite(s): PH 213 Photo Essay)

**PH 401**

**CORPORATE / INDUSTRIAL PHOTOGRAPHY**

(44CH/22LE, 22LB)

3 quarter credit hours

Students explore the special needs and challenges of the corporate and industrial photographer through a wide variety of assignments that these photographers are called on to execute. Students will shoot and produce assignments related to annual reports that will include executive portraiture, corporate-events, architectural and product photography.

(Prerequisite(s): PH 301 Architectural Photography)

**PH 402**

**PORTFOLIO EXPANSION**

(44CH/22LE, 22LB)

3 quarter credit hours

This course is a continuation of the portfolio process. Students develop their work on the way to meeting their professional and creative goals. Students expand these ideas and concepts.

(Prerequisite(s): PH 312 Portfolio Exploration)

**PH 403**

**DIGITAL IMAGE ILLUSTRATION II**

(44CH/22LE, 22LB)

3 quarter credit hours

In this course the student demonstrates advanced research, conceptual development, and execution through the use of industry standard raster-image software. The student applies conceptual and photographic skills to create innovative and compelling visual composites, which portray the visual message of the concept.

(Prerequisite(s): PH 203 Digital Image Illustration I)

**PH 412**

**PORTFOLIO REFINEMENT**

(44CH/22LE, 22LB)

3 quarter credit hours

In this class students continue to refine and edit their work in a continuation of the portfolio process. Students more clearly articulate visually and verbally the underlying themes in their work.

**PH 414**

**WEB PHOTOGRAPHIC PORTFOLIO II**

(44CH/22LE, 22LB)

3 quarter credit hours

Students will acquire the skills to develop and design dynamic web pages and interactive portfolios. Students will utilize motion software.

(Prerequisite(s): PH 302 Web Photographic Portfolio I)

**PH 422**

**EXHIBITION PRINTING**

(44CH/22LE, 22LB)

3 quarter credit hours

In this class, students complete the portfolio process. Students assemble portfolios, web sites, resumes, marketing and self-promotion materials into a comprehensive presentation.

(Prerequisite(s): PH412 Portfolio Refinement)

**Updated and additional information which supplements General Education Requirements on pages 15, 19, 23, 29:**

The following changes to General Education Requirements for the Associate of Applied Science (AAS) Degree programs will be implemented starting with the Summer term, July 12, 2010.

- Introduction to Humanities (4 quarter credits) will be added to the general education requirements for the AAS degree program.
- Science, Environment and Society (4 quarter credits) will be removed from the list of general education requirements for the AAS degree program.

**Updated and additional information which supplements information on page 45:**

***Academic Grading System***

The grading system incorporates letter grades, equivalent numeric values and letter codes as follows:

<b><i>Letter Grade</i></b>	<b><i>Numeric Values</i></b>	<b><i>Quality Points</i></b>
A	97 – 100	4.0
A-	93 – 96	3.7
B+	91 – 92	3.4
B	88 – 90	3.0
B-	85 – 87	2.7
C+	83 – 84	2.4
C	80 – 82	2.0
C-	77 – 79	1.7
D+	73 – 76	1.4
D	70 – 72	1.0
F	69 and Below	0.0

**Updated prerequisites to the Graphic Design program from page 35-37 of the catalog:**

**IN401 Internship  
(99CH/99IN)**

Through a field internship experience, students will be able to apply their 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 related to their fields of study. Students will gain the experience they need to enter the field upon graduation. Students may secure their own positions, with approval of the Academic Director, or they may work through the Internship Coordinator. The Academic Director evaluates the student performance.

(Prerequisites: Academic Director Permission – It is expected that the internship candidate is in their final quarters of study and in good academic standing).

**GD 204 3-Dimensional Design**

(44CH/22LE, 22LB)

3 quarter credit hours

In this course, design principles are applied to the development of three-dimensional product graphics. This course explores materials, processes and industry guidelines for surface treatments including products, packages, and environmental graphics.

(Prerequisites: GD 102 Fundamentals of Design, GD 121 Image Manipulation, GD 123 Design Layout)

**GD 217 Corporate Identity**

(44CH/22LE, 22LB)

3 quarter credit hours

This is an advanced design course that teaches the development of corporate identity programs as applied to corporate communications. Applications may include stationery, business cards, signage, packaging, and vehicles.

(Prerequisites: GD 102 Fundamentals of Design, GD 112 Typography; GD 121 Image Manipulation)

**GD 226 Art Direction**

(44CH/22LE, 22LB)

3 quarter credit hours

This course includes an introduction to the principles of concept and problem solving for print,

photography, and broadcast media as they relate to the function of the art director. Students examine the interaction of the creative team, marketing, and production functions in the promotion of ideas.

(Prerequisites: GD 113 Color Theory, GD 217 Corporate Identity)

**Updated information to the Interior Design program from page 38 of the catalog:**

ID235 Portfolio Design was inadvertently listed in the catalog in the course description section. This course is not offered at the college nor is it listed in the course requirements for graduation.

**Updated prerequisites to the Interior Design program from page 37-39 of the catalog:****ID 213 Space Planning**

(44CH/22LE, 22LB)

3 quarter credit hours

This course stresses the analytical, conceptual and applied aspects of programming and space-planning through research and development of the design process.

(Prerequisites: ID 105 Basic Drafting and ID115 Perspectives for Interior Design)

**ID 221 Residential Design**

(44CH/22LE, 22LB)

3 quarter credit hours

Students examine the elements unique to residential spaces based on client need and trace the design process from programming to working drawings and presentation. This course presents the students with the opportunity to produce projects for their professional portfolio.

(Prerequisites: ID 118 Residential Working Drawings, ID 213 Space Planning, ID 127 Product Knowledge)

**ID 225 Commercial Design**

(44CH/22LE, 22LB)

3 quarter credit hours

This course emphasizes research, analysis and problem solving in the commercial design of office spaces such as corporate headquarters, banks, law offices or insurance firms.

(Prerequisites: ID 213 Space Planning, ID 221 Residential Design)

**ID 319 Retail Design**

(44CH/22LE, 22LB)

3 quarter credit hours

In this course students research and develop a plan for a small retail business. Included in this course of study, the company image and type of sales are matched to demographics in an assigned location. The marketing concepts of the retail business are reflected in the design. Codes for the type of establishment are implemented.

(Prerequisites: ID 225 Commercial Design, Id 256 Codes and Standards)

**ID 322 Healthcare Design**

(44CH/22LE, 22LB)

3 quarter credit hours

This is an upper-level studio course involving the total process of healthcare design from conceptual through design development. It includes researching codes, writing specifications, special interior detailing, and estimating quantities and cost. Course content centers on the interrelationships of the elements of three-dimensional space such as proportion and volume, as well as space planning, materials and finishes, and visual presentation boards.

(Prerequisites: ID 247 Professional Practices, ID 225 Commercial Design, ID 256 Codes and Standards)

**ID 324 Hospitality Design**

(44CH/22LE, 22LB)

3 quarter credit hours

This course is an exploration of the design challenges involved in hotel, restaurant, and convention facilities with emphasis on professional project development and presentation.

(Prerequisites: ID 247 Professional Practices, ID 256 Codes and Standards)

**ID 328 Accessory Design**

(44CH/22LE, 22LB)

3 quarter credit hours

The curriculum offers the opportunity to examine accessory design sources and techniques through design applications, demonstrations, and field trips. Emphasis is placed on non-residential projects that require accessories to be purchased in large quantities. Students also are taught how to work with a certified appraiser to determine the value of antique accessories.

(Prerequisites: ID 216 Architectural Detailing, ID 247 Professional Practices)

**ID 410 Graduation Project Research**

(44CH/22LE, 22LB)

3 quarter credit hours

Students select an area from interior design, then research and program their graduate project. The emphasis is on quantitative and qualitative research, project scheduling, presentation methods, and qualitative results.

(Prerequisites: ID 319 Retail Design, ID 322 Healthcare Design, ID 324 Hospitality Design, ID 247 Professional Practices)

Updated information to the faculty and staff roster from page 62-63 of the catalog:

**PERSONNEL**

***Executive Committee***

Michael DePrisco

*President*

Monty Clark

*Dean of Academic Affairs*

Heather Armstrong

*Senior Director of Admissions*

John Pearce

*Director of Administrative & Financial Services*

***Administration***

Jacqueline Blake

*Registrar*

Ashley Bullard

*Financial Aid Officer*

Colin Clark

*Financial Aid Officer*

Jacquelyn Demianczyk

*Human Resource Generalist*

Jared Elliott

*Senior Desktop Analyst*

Aimee Flynn

*Assistant Director of Career Services*

Alecia Glover

*Executive Assistant to the President*

Jeffrey Harelson

*Store Room Clerk*

Christy Lamm

*Academic Advisor*

Nick Lamm  
*Desktop Analyst*

Rebecca Lentz  
*Residence Life/Student Affairs Coordinator*

Sharon Lightfoot  
*Financial Aid Officer*

Elaine Murrin  
*Assistant to the Dean of Academic Affairs*

Tara Pape  
*Campus Bookstore Manager*

Rhonda Redding  
*Associate Director of Student Financial Services*

Sheria Rowe  
*Student Accounting*

***Admissions***

Jemonte Battle  
*Assistant Director of Admissions*

Justin Bivens  
*Assistant Director of Admissions*

Andrew Burns  
*Assistant Director of Admissions*

Kristen Clark  
*Assistant Director of Admissions*

Aunika Conyers  
*Admissions Coordinator*



Alisha Couch  
*Assistant Director of Admissions*

Carlton Gaaney  
*Assistant Director of Admissions*

Jeanine Heath  
*Assistant Director of Admissions*

Yvette Herrera  
*Enrollment Processor*

Mika Heyl  
*Associate Director of Admissions*

Simone Houslin  
*Assistant Director of Admissions*

Ashley Kaplan  
*Assistant Director of Admissions*

Deena Kaplan  
*Receptionist*

Kristina Oriolo  
*Assistant Director of Admissions*

Erica Otey  
*Admissions Coordinator*

Kathryn Page  
*Assistant Director of Admissions*

Elizabeth Polovick  
*Assistant Director of Admissions*

Rose Roberson  
*Receptionist*

Crystal Winston  
*Assistant Director of Admissions*

Kimberleigh Ward  
*Assistant Director of Admissions*

**Faculty**

Dilip Barman  
*MS, Brown University*  
*MS, Marist College*  
*BA, Johns Hopkins University*  
*Web Design & Interactive Media Instructor*

Jenny Beene  
*MA, University of Georgia*  
*BA, University of Georgia*  
*General Education Instructor*

Jennifer Betton  
*MFA, Syracuse University*  
*BFA, University of Central Florida*  
*BA, Grove City College*  
*Graphic Design Instructor*

Yvette Bonaparte  
*MBA, Duke University*  
*BA, Brandeis University*  
*General Education Instructor*

Sarah Bond  
*MA, University of North Carolina*  
*BA, University of Virginia*  
*General Education Instructor*

Chef Edwin Brantley  
*BS, Johnson & Wales University*  
*AS, Johnson & Wales University*  
*Culinary Arts Instructor*

Griffin Carrick  
*MA, Savannah College of Art & Design*  
*BA, University of Wisconsin*  
*Interior Design Instructor*

Chef Catherine Coleman  
*BA, College of Charleston*  
*AAS, The Culinary Institute of America*  
*Culinary Arts Instructor*

Mary Louise Creed  
*MPD, North Carolina State University*  
*BA, Cedar Crest College*  
*Graphic Design Instructor*

Megan Daniels  
*MS, North Carolina State University*  
*BFA, Rochester Institute of Technology*  
*Photography Instructor*

Kerri Eckes  
*MFA, East Carolina University*  
*BFA, Mount Olive College*  
*Graphic Design Instructor*

Keith Kiki Farish  
*MFA, East Carolina University*  
*BS, Meredith College*  
*Graphic Design Instructor*

Patrizia Ferreira  
*MS, Philadelphia University*  
*BS, Montevideo, Uruguay*  
*Fashion Marketing Instructor*

Chef Teresa Fox  
*BA, Michigan State University*  
*Diploma, French Culinary Institute*  
*Culinary Arts Instructor*

Andrea Gebbia  
*MFA, Savannah College of Art & Design*  
*BS, University of Florida*  
*Graphic Design Instructor*

Suzzette Goldman

*MS, University of Tennessee-Martin*

*BS, University of Tennessee-Martin*

*Culinary Arts Instructor*

Megan Grayce

*J.D. Law, Massachusetts School of Law*

*MBA, Southern N.H. University*

*BS, Southern N.H. University*

*General Education Instructor*

Joel Herrera

*MFA, University of Wisconsin-Madison*

*BA, Baylor University*

*Graphic Design Instructor*

*Web Design & Interactive Media Instructor*

Robert Janni

*M.Arch., Harvard University*

*BS, University of Texas*

*Interior Design Instructor*

Sophia Khan

*M.Arch, Syracuse University*

*B.Arch, New York Institute of Technology*

*Interior Design Instructor*

Tara Konya

*MA, Monmouth University*

*BS, University of North Carolina, Greensboro*

*Fashion Marketing Instructor*

Stephen Mangano

*MBA, University of North Carolina*

*BS, Florida International University*

*Culinary Arts Instructor*

Jason McGee

*M.Arch, Pratt Institute*

*BS, Ohio State University*

*Interior Design Instructor*

# **The Art Institute of Raleigh–Durham<sup>SM</sup>**

Ralph Miller

*MFA, Academy of Art University*

*BFA, Frostburg State University*

*Graphic Design and Web Design & Interactive Media Instructor*

Susan Mitzner

*MS, Dowling College*

*MS, Bank Street School of Education*

*BA, Dowling College*

*General Education Instructor*

Kelly Morrison

*MS, Eastern Michigan University*

*BA, University of North Carolina*

*General Education Instructor*

Yvette Navarro

*MS, Nova Southeastern University*

*BFA, University of Miami*

*Graphic Design Instructor*

Cristina Oliver

*MS, University of Liverpool, UK*

*BA, Northeastern Illinois University*

*Web Design & Interactive Media Instructor*

Chef Marci Oliver

*BS, University of Oregon*

*AAS, Wake Technical Community College*

*Culinary Arts Instructor*

Jessica Palmer

*MFA, Savannah School of Art & Design*

*BFA, East Carolina University*

*Fashion Marketing Instructor*

Curtis W. Pittman

*MA, North Carolina State University*

*BA, North Carolina Wesleyan College*

*General Education Instructor*

# **The Art Institute of Raleigh–Durham<sup>SM</sup>**

Jennifer Salzburg

*MFA, Savannah College of Art & Design*

*BFA, Rochester Institute of Technology*

*Academic Director, Graphic Design/Web Design & Interactive Media*

Paul Sherblom

*PhD., University of Massachusetts*

*BS, Northland College*

*General Education Instructor*

Chef John Singletary

*AOS, Culinary Institute of America*

*Culinary Arts Instructor*

Chef Ashlyn Smith

*BS, Johnson & Wales University*

*AS, Johnson & Wales University*

*Culinary Arts Instructor*

Kelly Smith-Campbell

*MA, Columbia College Chicago*

*BA, Ohio Dominican University*

*General Education Instructor*

*Related Studies Instructor*

Yao Song

*MS, University of North Carolina, Chapel Hill*

*MA, Northwestern University*

*BA, University of North Carolina, Chapel Hill*

*General Education Instructor*

Ken Special

*MS, Virginia Polytechnic Institute & State University*

*BS, University of Connecticut*

*Interim Academic Director of Interior Design*

Margie Stewart

*MFA, University of North Carolina-Greensboro*

*MPD, North Carolina State University*

*MEd, University of North Carolina-Chapel Hill*

*BS, Western Carolina University*

*Graphic Design Instructor*

Chef Daniel Taylor

*MA, University of Phoenix*

*BS, University of Phoenix*

*Diploma, Culinary Arts, Western Culinary Institute*

*Academic Department Director, Culinary Arts*

Chef Alvaro Thimann

*BS, Johnson and Wales University*

*AS, Johnson and Wales University*

*Culinary Arts Instructor*

John Wells

*MFA, West Virginia University*

*BA, Denison University*

*General Education Instructor*

Emily Wilmoth

*MFA, University of North Carolina, Chapel Hill*

*BA, Meredith College*

*Graphic Design Instructor*

Rebecca Wilson

*Psy.D, California Southern University*

*MS Ed., Longwood College*

*BS, Radford University*

*General Education Instructor*

### **Library**

Sonia Wrather

*MLIS, McGill University, Montreal*

*MSc, University of San Diego*

*BS, McGill University, Montreal*

*Director of Library Services*


**The Art Institute of Raleigh–Durham<sup>SM</sup>**

Updated academic calendar which supplements the information on the back inside cover of the catalog.

<b>Fall Quarter October 4, 2010-December 18, 2010</b>	<b>2010</b>
Orientation	Thursday, September 30
Classes Start	Monday, October 4
Drop/Add Period	Monday, October 4 – Monday, October 11 at 5:00PM
Mid-Term Orientation	Wednesday, November 10
Mid-Term Start	Thursday, November 11
School Holiday	Thursday, November 25 – Friday, November 26
All Classes End	Saturday, December 18
<b>Winter Quarter January 10, 2011-March 26, 2011</b>	<b>2011</b>
Orientation	Thursday, January 6
Classes Start	Monday, January 10
Drop/Add Period	Monday, January 10-Tuesday, January 18 at 5:00PM
School Holiday	Monday, January 17, 2011
Mid-Term Orientation	Wednesday, February 16
Mid-Term Start	Thursday, February 17
School Holiday	Friday, February 25
All Classes End	Saturday, March 26
<b>Spring Quarter April 4, 2011 – June 18, 2011</b>	<b>2011</b>
Orientation	Thursday, March 31
Classes Start	Monday, April 4
Drop/Add Period	Monday, April 4 – Monday, April 11 at 5:00 p.m.
School Holiday	Friday, April 22
Mid-Term Orientation	Wednesday, May 11
Mid-Term Start	Thursday, May 12
School Holiday	Monday, May 30
All Classes End	Saturday, June 18
<b>Summer Quarter July 11, 2011-September 24, 2011</b>	<b>2011</b>
Orientation	Thursday, July 7
Classes Start	Monday, July 11
Drop/Add Period	Monday, July 11- Monday, July 18 at 5PM.
Mid-Term Orientation	Wednesday, August 17
Mid-Term Start	Thursday, August 18
School Holiday	Monday, September 5
All Classes End	Saturday, September 24