

# THE ART INSTITUTE OF CALIFORNIA – SAN FRANCISCO

## ADDENDUM TO THE 2011-2012 CATALOG Summer 2011

See [AiPrograms.info](http://AiPrograms.info) for program duration, tuition, fees, other costs, median debt, federal salary data, alumni success, and other important info.

## TABLE OF CONTENTS

<b>Administration</b>	<b>3</b>
<b>Faculty Profile</b>	<b>4</b>
<b>Revised Program Information</b>	<b>9</b>
<b>Baking &amp; Pastry, Diploma</b>	<b>9</b>
<b>Culinary Management, BS</b>	<b>9</b>
<b>Fashion Design, AS</b>	<b>10</b>
<b>Fashion Design, BFA</b>	<b>11</b>
<b>Fashion Marketing, AS</b>	<b>12</b>
<b>Fashion Marketing &amp; Management, BS</b>	<b>12</b>
<b>New Program Information</b>	<b>13</b>
<b>Advertising, BS</b>	<b>13</b>
<b>Fashion Retailing, Diploma</b>	<b>15</b>
<b>Web Design &amp; Interactive Communications, Diploma</b>	<b>16</b>
<b>Course Descriptions</b>	<b>17</b>
<b>Academic Calendar &amp; Campus Holidays</b>	<b>21</b>
<b>Tuition and Fees</b>	<b>22</b>
<b>Policies &amp; Procedures</b>	<b>24</b>

## **ADMINISTRATION**

**Byron Chung** President  
**Caren Meghreblian, Ph.D.** Dean of Academic Affairs  
**Louie Garcia** Senior Director of Admissions  
**Donna Dessart** Director of Career Services  
**John McCullough** Director of Human Resources  
**Henry Pegueros** Director of Administrative & Financial Services  
**Clark Dawood** Dean of Student Affairs  
**Celeste Scott** Academic Department Director: Web Design & Interactive Media and Foundations  
**Bo Breda** Academic Department Director: Fashion Design  
**Angella Hoffman** Academic Department Director: Fashion Marketing & Management  
**Linda Carucci** Academic Department Director: Culinary Arts and Culinary Management  
**Todd Robinson** Academic Department Director: Game Art & Design, Visual & Game Programming  
**John Stover III** Academic Department Director: General Education  
**John Nettleton** Academic Department Director: Advertising, Graphic Design  
**Lexi Leban** Academic Department Director: Digital Filmmaking & Video Production  
**Nathan Breitling, D.M.A.** Academic Department Director: Audio Production  
**Jeff Nokkeo** Academic Department Director: Interior Design  
**Angela Jones, Ph.D.** Associate Dean of Academic Affairs  
**Cindy Shelton** Registrar  
**Annie Fisher** Director of Faculty Development  
**Michelle Skoor** Director of Academic Advising  
**Kathleen Jones** Director of Library Services  
**Geoff Mahalak** Director of Admissions  
**Erin Musel** Director of Student Financial Services  
**Anna Wong** Director of Student Accounts  
**David Lee** Director of Housing  
**Hyde Revilla** Academic Achievement Coordinator  
**Vacant** Director of Institutional Effectiveness

## **FACULTY PROFILE**

Faculty members' names designated with "**(FT)**" are full time instructors at The Art Institute.

### **DEAN OF ACADEMIC AFFAIRS**

#### **CAREN MEGHREBLIAN, PH.D. (FT)**

##### **EDUCATION**

- University of California – Los Angeles, Doctor of Philosophy in History
- University of California – Los Angeles, Master of Arts in Latin American Studies
- University of California – Los Angeles, Master of Library Science in Library and Information Sciences
- University of California – Santa Barbara, Bachelor of Arts in Art History

### **ASSOCIATE DEAN**

#### **ANGELA JONES, PH.D. (FT)**

##### **EDUCATION**

- University of Rochester, Doctor of Philosophy in English Literature
- University of Rochester, Master of Arts in Gender Studies
- University of North Carolina at Chapel Hill, Bachelor of Arts with Highest Honors in English Literature

## **ACADEMIC DEPARTMENT DIRECTORS**

### **CELESTE SCOTT (FT)**

#### **ACADEMIC DEPARTMENT DIRECTOR FOR WEB DESIGN & INTERACTIVE MEDIA, FOUNDATIONS STUDIES**

##### **EDUCATION**

- Argosy University, Master of Arts Education in Educational Leadership
- The Art Institute of Phoenix, Bachelor of Arts in Multimedia & Web Design
- The Art Institute of Phoenix, Associates in Web Site Administration

### **BO BREDA (FT)**

#### **ACADEMIC DEPARTMENT DIRECTOR FOR FASHION DESIGN**

##### **EDUCATION**

- Southern Illinois University, Master of Fine Arts in Art
- Queens College, Bachelor of Arts in Linguistics

### **ANGELLA HOFFMAN (FT)**

#### **ACADEMIC DEPARTMENT DIRECTOR FOR FASHION MARKETING & MANAGEMENT**

##### **EDUCATION**

- California State University, Dominguez Hills, Bachelor of Arts in Art History
- California Design College, Certificate of Graduation in Computer-Aided Design

### **MARK DAVIS (FT)**

#### **ACADEMIC DEPARTMENT DIRECTOR FOR CULINARY**

##### **EDUCATION**

- American Culinary Federation Certified Executive Chef Certification Colorado State University, Masters in Education
- Bachelor of Science in Business Administration from Colorado Technical University

### **JOHN STOVER III (FT)**

#### **ACADEMIC DEPARTMENT DIRECTOR FOR GENERAL EDUCATION**

##### **EDUCATION**

- Loyola University, Master of Arts in Sociology
- Xavier University, Bachelor of Arts in Sociology

**JOHN NETTLETON (FT)**

**ACADEMIC DEPARTMENT DIRECTOR FOR GRAPHIC DESIGN**

EDUCATION

- Virginia Commonwealth University, Master of Fine Arts in Visual Communications
- Boise State University, Bachelor of Fine Arts in Advertising Design

**JEFF NOKKEO (FT)**

**ACADEMIC DEPARTMENT DIRECTOR FOR INTERIOR DESIGN**

EDUCATION

- Virginia Tech University, Bachelor of Architecture

**LEXI LEBAN (FT)**

**ACADEMIC DEPARTMENT DIRECTOR FOR DIGITAL FILMMAKING & VIDEO PRODUCTION**

EDUCATION

- San Francisco State University, Master of Fine Arts in Cinema
- Barnard College, Bachelor of Arts in Political Science

**NATHAN BREITLING, D.M.A. (FT)**

**ACADEMIC DEPARTMENT DIRECTOR FOR AUDIO PRODUCTION**

EDUCATION

- Stanford University, Doctor of Musical Arts & Master of Arts in Music Arts
- University of Southern California, Bachelor of Arts in Music

**TODD ROBINSON (FT)**

**ACADEMIC DEPARTMENT DIRECTOR FOR GAME ART & DESIGN, VISUAL & GAME PROGRAMMING**

EDUCATION

- Cogswell Polytechnic, Bachelor of Arts in Computer and Video Imaging

**TEREZA FLAXMAN (FT)**

**ACADEMIC DEPARTMENT DIRECTOR FOR MEDIA ARTS & ANIMATION, COMPUTER ANIMATION**

EDUCATION

- School of Visual Arts – NYC, Master of Fine Arts in Computer Art
- University of Oregon – Eugene, Bachelor of Fine Arts in Art

**FACULTY MEMBERS**

**Advertising**

---

**GARY ACORD (FT)**

- Argosy University, Master of Arts in Educational Leadership
- Art Center College of Design, Bachelor of Fine Arts in Advertising Design

**Game Art &  
Design**

---

**SEAN SPITZER (FT)**

- San Jose State University, Bachelor of Arts in Art

## **Digital Filmmaking & Video Production**

---

### **KEVIN MARTIN (FT)**

- Middle Tennessee State, Master of Arts in Music Composition Theory
- The University of Alabama, Graduate Coursework in Music
- Mississippi University for Women, Bachelor of Arts in Commercial Music
- Montana State University, Bachelor of Arts in Music

## **Fashion Design**

---

### **ABRA BERMAN (FT)**

- University of California – Los Angeles, Master of Fine Arts in Theater
- Art Institute of California – San Francisco, Bachelor of Fine Arts in Fashion Design & Merchandising

### **HSING-HUEY (CINDY) CHOW (FT)**

- Tamkang University, Bachelor of Business Administration (equivalent)
- The Art Institute of California – San Francisco, Diploma in Pattern Drafting

### **SHARI SCHOPP (FT)**

- Southern Illinois University, Bachelor of Science in Clothing & Textiles

## **Fashion Marketing & Management**

---

### **HARVEY BAILEY (FT)**

- University of Michigan Ann Arbor, Bachelor of Arts in Journalism

### **MUNG LAR LAM (FT)**

- California College of the Arts, Master of Fine Arts in Textiles
- San Francisco State University, Bachelor of Arts in Art
- Fashion Institute of Technology, Associate of Applied Science in Fashion Design

### **JILL SIEFERT (FT)**

- Fashion Institute of Technology, Bachelor of Science in Fashion Merchandising Management

## **Foundation Studies**

---

### **RUTH BLOCK (FT)**

- John F. Kennedy University, Master of Fine Arts in Studio Art
- Michigan State University, Master of Arts in Guidance & Personnel Services
- Michigan State University, Bachelor of Arts in Art Education

### **JOHN HOGAN (FT)**

- Argosy University, Master of Arts in Educational Leadership
- San Francisco State University, Bachelor of Arts in Interdisciplinary Studies in Creative Arts

### **CYNTHIA IMHOFF (FT)**

- University of California – Berkeley, Master of Fine Arts in Art
- San Francisco Art Institute, Bachelor of Fine Arts in Painting

**DAVID OVERSTREET (FT)**

- University of Idaho, Master of Fine Arts in Art
- Eastern Washington University, Bachelor of Fine Arts in Studio Art
- Spokane Falls Community College, Associate of Applied Science in Graphic Design

**BARRY EBNER (FT)**

- California College of the Arts, Master of Fine Arts in Printmaking
- University of Texas – Austin, Bachelor of Arts in Studio Art

**General  
Education**

---

**ANDREW BROSNAN (FT)**

- Virginia Commonwealth University, Master of Arts in English
- University of California – Davis, Bachelor of Arts in Comparative Literature

**ORNELLA BONAMASSA**

- New York University, Master of Fine Arts in Theatre Design
- University of Connecticut, Bachelor of Science in Design & Resource Management

**ALICE TEMPLETON**

- University of Tennessee, Doctor of Philosophy in English
- University of California – Davis, Bachelor of Arts in Comparative Literature
- Lambuth College, Bachelor of Arts in English

**JORDAN YELINEK**

- Mphil Cell Biology, Yale University
- Bachelors of Science in Biology, Chemistry and Drama

**Graphic  
Design**

---

**MARTIN (MARTY) CHAPPELL (FT)**

- Argosy University, Master of Arts in Education
- Humboldt State University, Bachelor of Arts in Art

**JON CHESTER (FT)**

- San Francisco Art Institute, Master of Fine Arts in Painting
- California State University – Long Beach, Bachelor of Fine Arts in Drawing & Painting
- Ventura Community College, Associates Degree in Art

**JACKSON RIKER (FT)**

- California State University, Los Angeles, Master of Arts in Art
- California State University, Los Angeles, Bachelor of Arts in Art

**Interior  
Design**

---

**SARA JAFFE (FT)**

- University of California – Berkeley, Master of Architecture
- University of California – Berkeley, Bachelor of Arts in Politics & Environment

## **Media Arts & Animation**

---

### **WILLIAM (BILLY) BURGER (FT)**

- Argosy University, Master of Arts in Education
- Ohio State University, Bachelor of Science in Industrial Design

### **CATHERINE CARLSON (FT)**

- California State University – Chico, Bachelor of Arts in Information & Communication Studies

### **JEFF PAUL (FT)**

- Academy of Art University, Master of Fine Arts in Computer Arts
- University of Dayton, Bachelor of Fine Arts in Commercial Design

### **TREY GALLAHER (FT)**

- Syracuse University, Master of Fine Arts in Illustration
- San Jose State University, Bachelor of Science in Graphic Design

### **ANDREW KLEIN (FT)**

- Carnegie Mellon University, Bachelor of Fine Arts in Fine Arts
- Maya Certification

### **RICHARD WALSH (FT)**

- San Francisco State University, Master of Fine Arts in Cinema
- Virginia Tech, Bachelor of Arts in Communication

## **Computer Animation**

---

### **VALERIE MIH (FT)**

- University of Southern California, Master of Fine Arts in Film Video & Computer Animation
- Stanford University, Bachelor of Arts in American Studies

## **Web Design & Interactive Media**

---

### **MAXINE (MAX) KELLY (FT)**

- San Francisco University, Master of Fine Arts in Art
- School of the Art Institute of Chicago, Bachelor of Fine Arts

### **SHARON KAITNER (FT)**

- San Francisco State University, Master of Arts in Education (Instructional Technology)
- San Francisco State University, Bachelor of Arts in Psychology

## **REVISED PROGRAM INFORMATION**

### **BAKING & PASTRY DIPLOMA**

*(These changes refer to the program description & objectives found on page 22 of the current catalog).*

#### **Program Description**

Baking and Pastry Diploma students obtain a foundational knowledge and skills in the fundamental techniques and theories of the baking and pastry arts and in industry practices. Through applied coursework and hands-on experiences students will build the necessary skills and abilities to confidently meet the challenges of the baking, pastry and food service industry. The curriculum is based on classical principles emphasizing modern techniques and trends in both the classroom and the kitchen. Students are prepared for entry-level employment in the culinary industry such as entry-level pastry cooks, entry level bakers, entry prep cooks, and entry level line cooks.

#### **Program Objectives**

Upon successful completion of the program, graduates should be able to:

- Establish and maintain safety and sanitation procedures
- Prepare standardized recipes using a variety of cooking, baking and pastry techniques as well as appropriate equipment and tools.
- Produce various baked goods and a variety of international and classical pastries and desserts using basic as well as advanced techniques, which meet industry quality standards.
- Design, produce, assemble and decorate display and wedding cakes using various finishing methods which meet industry quality standards.
- Seek employment in retail, commercial and institutional food service settings in entry-level job positions.

### **CULINARY MANAGEMENT**

#### **BACHELOR OF SCIENCE**

*(These changes refer to the program description & objectives found on page 30 of the current catalog).*

#### **Program Description**

The Culinary Management bachelor's degree program blends theoretical and hands-on learning in the areas of culinary arts, management, human resources, finance, food and beverage operations and service. Students will be exposed to a variety of world cuisines and use ingredients and techniques from around the globe. Instruction in kitchen management, purchasing, cost control, menu design, and dining room operation provides students with business acumen. This degree takes an in-depth, comprehensive approach to culinary education; a management externship is an integral part of the curriculum as it provides an opportunity for application to real world situations. The program also includes a senior-level capstone class and senior practicum that require students to apply all of their learned managerial and leadership skills.

#### **Program Objectives**

Upon successful completion of the program, graduates should be able to:

- Obtain an entry-level skill position in the food service industry
- Identify, establish and maintain safety and sanitation procedures which meet industry quality standards.
- Demonstrate and articulate an awareness of the cross-cultural, moral, ethical and environmental issues in hospitality organizations and their relationship with all stakeholders.
- Analyze the food and beverage cost-control cycle and accounting practices, and implement controls to manage, maintain and ensure profitability
- Prepare a variety of international recipes using a variety of cooking techniques which meet industry quality standards.
- Apply standard Human Resource principles in regards to recruiting, retaining, and developing staff.
- Create a business plan for a food service outlet or hospitality company

**FASHION DESIGN**  
**ASSOCIATE OF SCIENCE**

(These changes refer to the program course requirements found on **page 41** of the current catalog).

<b>Courses</b>	<b>Quarter Credits</b>
RS091 Portfolio Foundations-Pass/Fail	0
FD1101 Draping	3
FD1121 Fundamentals of Construction	3
FD1123 History of Fashion I	3
FD1125 Fashion Illustration	3
FD1127 Introduction to the Fashion Industry	3
FD1131 Fundamentals of Patternmaking	3
FD1135 Advanced Fashion Illustration	3
FD2211 Intermediate Patternmaking	3
FD2215 Intermediate Construction	3
FD2217 Manufacturing Concepts	3
FD2221 Pattern Details	3
FD2225 Textiles	3
FD2227 Technical Drawing	3
FD2237 Computerized Patternmaking	3
FD2240 Production Processes	3
FD2277 Computerized Grading & Markers	3
FS101 Fundamentals/Observational Drawing	3
FS102 Fundamentals of Design	3
FS103 Color Theory	3
FS297 Portfolio I	3
Elective *	3
HU110 College English ♦	4
HU111 Effective Speaking ♦	4
HU130 Visual Language & Culture ♦	4
General Education Requirement ♦	4
Mathematics Requirement ♦	4
Social & Behavioral Sciences Requirement ♦	4
<b>TOTAL QUARTER CREDITS</b>	<b>90</b>

♦ **GENERAL EDUCATION:** Courses designated with a diamond are General Education courses.

\* **ELECTIVES:** Elective may be chosen from lower division (1000- or 2000-level courses) or from upper division courses (3000- or 4000-level courses). Elective may not be chosen from General Education classes. Prerequisites must be met.



\* **ELECTIVES:** 1st elective may be chosen from lower division (1000- or 2000-level courses) or from upper division courses (3000- or 4000-level courses). 2nd and 3rd electives must be selected from upper division courses (3000- or 4000-level courses). Electives may not be chosen from General Education classes. Prerequisites must be met.

**FASHION MARKETING  
ASSOCIATE OF SCIENCE**

*(These changes refer to the program course requirements found on **page 45** of the current catalog).*

<b>Current Catalog course</b>	<b>San Francisco course</b>
FD1119 Survey of the Fashion Industry	FD1127 Introduction to the Fashion Industry
FD1129 Textile Fundamentals	FD2225 Textiles
FD1139 Early History of Fashion	FD1123H History of Fashion I
FD2229 Modern History of Fashion	FD1133 History of Fashion II

**FASHION MARKETING & MANAGEMENT  
BACHELOR OF SCIENCE**

*(These changes refer to the program course requirements found on **page 47** of the current catalog).*

<b>Current Catalog course</b>	<b>San Francisco course</b>
FD1119 Survey of the Fashion Industry	FD1127 Introduction to the Fashion Industry
FD1129 Textile Fundamentals	FD2225 Textiles
FD1139 Early History of Fashion	FD1123H History of Fashion I
FD2229 Modern History of Fashion	FD1133 History of Fashion II



Education courses required for a Bachelor of Science in Advertising must be chosen from upper division (300-400 level) courses.

\* **ELECTIVES:** 1st elective may be chosen from lower division (1000- or 2000-level courses) or from upper division courses (3000- or 4000-level courses). 2nd, 3rd and 4th electives must be selected from upper division courses (3000- or 4000-level courses). Electives may not be chosen from General Education courses. Prerequisites must be met.

## **FASHION RETAILING** **DIPLOMA**

### **Program Description**

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.

### **Program Objectives**

Upon successful completion of this program, graduates should be able to:

- 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.

### **Graduation Requirements**

To receive a diploma in Fashion Retailing, students must: receive a passing grade or credit for all required coursework; earn a minimum of 55 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

### **Courses**

### **Quarter Credits**

FD1129 Textile Fundamentals	3
FD2229 Modern History of Fashion	3
FM1135 Fundamentals of Marketing	3
FM1140 Retailing	3
FM2201 Consumer Behavior	3
FM2205 Sales Promotion	3
FM2214 Introduction to Manufacturing	3
FM2217 Retail Buying	3
FM2220 3D Visual Merchandising I	3
FM2224 Business Management	3
FM2229 Merchandise Management	3
FM3305 Store Operations	3
FM3315 Brand Marketing	3
FM3327 Advertising Sales & Ratings	3
FM3337 Current Designers	2
FM4420 Public Relations & Promotions	3
<b>TOTAL COURSE CREDITS</b>	<b>47</b>

## **WEB DESIGN & INTERACTIVE COMMUNICATIONS DIPLOMA**

### **Program Description:**

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.

### **Program Objectives:**

Upon successful completion of this program, graduates should be able to:

- 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.

### **Graduation Requirements**

To receive a diploma in Web Design & Interactive Communication, students must: receive a passing grade or credit for all required coursework; earn a minimum of 48 quarter credits; achieve a cumulative GPA of 2.0 or higher; meet portfolio or other requirements as outlined by the program; and satisfy all financial obligations to The Art Institutes.

<b>Courses</b>	<b>Credits</b>
FS297 Portfolio I	3
GD1134 Digital Illustration	3
MA2241 Motion Graphics	3
MA4405 Intermediate Motion Graphics	3
MM1111 Design Layout	3
MM1132 Fundamentals of Authoring	3
MM2201 Interface Design	3
MM2202 Intermediate Authoring	3
MM2204 Digital Audio Editing	3
MM2205 Editing Techniques	3
MM2233 Intermediate Web-Based Programming	3
MM3001 Interface Design II	3
MM3301 Interaction Design for Entertainment	3
MM3304 Database Concepts	3
MM3315 Emerging Technologies	3
MM3323 Advanced Web-Based Programming	3
<b>TOTAL COURSE CREDITS</b>	<b>48</b>

## COURSE DESCRIPTIONS

### **ADVERTISING**

#### **AD1101**

##### **History & Dynamics of Media & Mass Communication**

##### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

The purpose of this course is to provide a critical understanding of advertising's role in society in the areas of print, television, radio, film, and the Web. Topics will include the relation of advertising to consumption; the history of the advertising industry; the meaning of material goods in capitalist society; the advertising industry's influence on institutions such as the media and politics; and approaches to decoding the messages of advertising will also be discussed. The basic orientation of the course is to study advertising as a form of communication unique to modern society. *Prerequisite: None*

#### **AD2210**

##### **Copy & News Writing**

##### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course is an introduction to copywriting. Students will learn the basic principles of copywriting, the process of generating ideas, writing with various strategies and various styles. Copywriting for print, television, radio, and the Internet will also be covered. Students will work individually and with teams to solve real world assignments.

*Prerequisite: Computer Applications Competence\**

#### **AD2237**

##### **Direct Response**

##### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course will give students an understanding of direct marketing concepts, terminology and practices. This course will examine a target market, segment that market, and examine all of the various methods currently available that are currently used to sell directly to that market. Other topics include: customer relationship, direct mail, databases, in-store and non-store retailing, the Internet, response and testing strategies as well as business and legal considerations. Students will create a direct response campaign using print, broadcast, and the Web.

*Prerequisite: Computer Applications Competence\**

#### **AD3330**

##### **Sales**

##### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Students are introduced to the fundamentals of sales and sales techniques. Understanding the sales cycle, the return on profit for sales expenses, the customer to sales person relationship and the art of selling is covered. *Prerequisite: AD2220 Fundamentals of Marketing*

#### **AD3337**

##### **Copy & Scriptwriting**

##### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

From ad copy and slogans to the writing of headlines and body copy, this course covers the process of copy and scriptwriting. We will explore the role of the writer as a member of the creative department, or ad agency. Key terms and concepts will be covered including: character development, dialog, humor, storytelling, concept development, preparing a treatment, script mechanics, and writing and editing the final script. Writing for news, print, radio and television will also be covered. *Prerequisite: AD2210 Copy & News Writing*

#### **AD4450**

##### **Persuasive Techniques**

##### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

The art of persuasion and the history and current understanding of critical theory will be covered in this course.

*Prerequisites: AD2245 Fundamentals of Business; AD3325 Art Direction*

## **FASHION DESIGN**

### **FD1101**

#### **Draping**

#### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Students are introduced to the proper method of 3D patternmaking, allowing for the free accurate expression of the design concept. Proportion, line, grain, and fit are analyzed in this laboratory class. Prerequisite: FD1131 Fundamentals of Patternmaking

### **FD1123**

#### **History of Fashion I**

#### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

The study of the development of clothing from ancient times to the 17th century. A project based on historical fashion research will be completed for a final project. Prerequisite: None

### **FD1127**

#### **Introduction to the Fashion Industry**

#### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course is an introduction to the apparel industry. Students will learn how the industry operates with regard to the creation, production, and marketing of apparel. Prerequisite: None

### **FD1133**

#### **History of Fashion II**

#### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

The study of the development of clothing from the 17<sup>th</sup> century to the present. Research project of costume will be done for a production. Prerequisite: None

### **FD2217**

#### **Manufacturing Concepts**

#### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

The purpose of this course is to introduce and communicate manufacturing processes. Students will develop a working knowledge of terms and methods. Prerequisite: FD1127 Introduction to the Fashion Industry

### **FD2221**

#### **Pattern Details**

#### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, flat pattern techniques are taught in accordance with the approved garment trade practices. Students will be drafting complex garment components and muslin samples. Prerequisite: FD2211 Intermediate Patternmaking

### **FD2225**

#### **Textiles**

#### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course will enable students to identify the major categories of textiles including knits and wovens. There is special emphasis on textile terminology, fiber identification, and appropriate textile selection for a variety of end uses including apparel and home furnishings. Students will be introduced to the regulations and laws that apply to the textile and apparel industries. They will research and source textile manufacturers and mills relevant to product development. Prerequisite: None

### **FD2231**

#### **Applied Construction**

#### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students will demonstrate a working knowledge of basic and advanced construction techniques as they apply the methods to complex garments. Prerequisite: FD2215 Intermediate Construction

### **FD2233**

#### **Basic Bodice**

#### **3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

The development of basic block patterns for industry standards as well as individuals. Prerequisites: FD2211 Intermediate Patternmaking; FD2215 Intermediate Construction

**FD2235**

Computer Design

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course the use of computer design software as used in garment and textile production is emphasized. Students develop their own textiles and draping solutions as related to the design industry. Prerequisites: Computer Applications Competence\*; FD2227 Technical Drawing

**FD2237****Computerized Patternmaking****3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students further develop patternmaking skills using industry-specific Computer-Aided Design programs. Computer patternmaking tools, and input and output devices are used in a laboratory setting. Prerequisite: FD2221 Pattern Detail

**FD2240****Production Processes****3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Students further explore manufacturing systems with the application of industry-specific CAD software. The interrelationship between budget and production are examined with the production of markers for various garment lines. Prerequisites: FD2231 Applied Construction; FD2221 Pattern Details

**FD2277**

Computerized Grading & Markers

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students use industry-specific computer design software in creating grade rule tables to grade various patterns. They then use these patterns in a computerized marker program following specific parameters. Prerequisites: FD2237 Computerized Patternmaking; FD2240 Production Processes

**FD2287****Fashion Show Production****3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, the students will work as a team to produce a fashion show. They will cover all aspects of the production and management of the show. Prerequisite: FD1127 Introduction to the Fashion Industry

**FD3313****Concept & Line Development****3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students explore specialty design areas through research, analysis, and forecasting. Advanced design skills are applied through hand rendering skills. Includes the production of portfolio-quality concept boards. Prerequisites: FD2227 Technical Drawing

**FD3327**

Applied Computer Design

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course concentrates on industry professional visual presentations. Students will use advanced computer design skills and a range of industry standard software. Comping, concept storyboards, image development for wholesale and retail, in print, email attachments, CD-Roms, and Web are developed. Prerequisite: FD2235 Computer Design/11<sup>th</sup> Qtr

**FD3331**

Advanced Draping

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Advanced study of direct fabric manipulation on the form. More complex 3-D patternmaking will be studied. Students will be working with a variety of fabric. Prerequisites: FD1101 Draping; FD2215 Intermediate Construction

**FD3335**

Surface Design — Knits

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

In this course, students study the computer design of textiles for knitwear. Techniques of knitwear and production are stressed. Prerequisites: FD3315 Surface Design; FD2235 Computer Design

**FD3337**

Current Designers

**2 Quarter Credits (11 hrs Lecture/22 hrs Lab)**

The study of the design characteristics, contemporary markets and lifestyles of leading designers. Prerequisite: FD1127 Introduction to the Fashion Industry

**FD4413**

Design Specialties — Couture

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

The focus of this course is to develop an awareness of the couture market. Students will learn to work with specialized clients and specialty designs. The focus will be on the areas of active and formal wear. Prerequisite: FD3331 Advanced Draping

**FD4415**

Surface Design — Wovens

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Use of computer design software to develop textiles for manufacturers. Complete boards, catalogs, and searching are developed. Prerequisites: FD2235 Computer Design; FD3315 Surface Design

**FD4421**

Costume Specialties

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course concentrates on costume design and production costuming. The student will be challenged to develop creative forms while maintaining the ability to move, dance, and perform. This course will include masks and headdresses as well as full body costumes. An examination of various theatrical costume construction materials will be covered such as fiberglass, foam, leatherwork, thermoplastics, basic millinery techniques, wire frame, felt hats, and finishing techniques. Prerequisite: FD1133 History of Fashion II; FD2231 Applied Construction

**FD4427**

Production Systems

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course presents an in-depth study of apparel production processes from design concept to finished product. Students will develop costing and industry specification and standards for a given product. Prerequisite: FD2237 Computerized Patternmaking

**FD4431**

Costume Design & Production

**3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

This course focuses on total project management. Students will work in a team environment to produce an assigned performance production. The directorial and collaborative problems of arriving at a production concept, up to and including fully realized design documentation and costumes, is emphasized through this project. Prerequisite: FD1135 Advanced Fashion Illustration

**FD4435**

Product Development

**Required for Fashion Design****3 Quarter Credits (22 hrs Lecture/22 hrs Lab)**

Students implement design concepts to product completion. Specific target markets, industry standards, and manufacturing sources are analyzed. Prerequisite: FD2237 Computerized Patternmaking

## ACADEMIC CALENDAR

### Quarter Calendar

<u>Session</u>	<u>Start Date</u>	<u>Last Date to Add/Drop</u>	<u>Last Date to Withdraw</u>	<u>Last Day of Classes</u>
SU 11	July 11, 2011	July 18, 2011	September 9, 2011	September 24, 2011
FA 11	October 3, 2011	October 10, 2011	November 2, 2011	December 17, 2011
WI 12	January 9, 2012	January 17, 2012	March 9, 2012	March 24, 2012
SP 12	April 2, 2012	April 9, 2012	June 1, 2012	June 16, 2012

### Mid-Quarter Calendar

<u>Session</u>	<u>Start Date</u>	<u>Last Date to Add/Drop</u>	<u>Last Date to Withdraw</u>	<u>Last Day of Classes</u>
SU 11	August 18, 2011	August 22, 2011	September 9, 2011	September 24, 2011
FA 11	November 10, 2011	November 14, 2011	November 2, 2011	December 17, 2011
WI 12	February 16, 2012	February 20, 2012	March 9, 2012	March 24, 2012
SP 12	May 10, 2012	May 14, 2012	June 1, 2012	June 16, 2012

### Campus Holidays\*

<b>Independence Day</b>	Monday, July 4, 2011
<b>Day Before Labor</b>	Friday, September 2, 2011
<b>Labor Day</b>	Monday, September 5, 2011
<b>Thanksgiving</b>	Thursday, November 24, 2011
<b>Day After Thanksgiving</b>	Friday, November 25, 2011
<b>December Holiday</b>	Friday, December 23, 2011
<b>Christmas Holiday</b>	Monday, December 26, 2011
<b>New Year's Holiday</b>	Friday, December 30, 2011
<b>Martin Luther King, Jr. Day</b>	Monday, January 16, 2012
<b>Presidents' Day</b>	Friday, February 24, 2012
<b>Good Friday</b>	Friday, April 6, 2012
<b>Memorial Day</b>	Monday, May 28, 2012
<b>Independence Day</b>	Wednesday, July 4, 2012

\* All of The Art Institute of California – San Francisco calendar dates are subject to change.

## TUITION AND FEES<sup>1</sup>

Tuition is currently charged at **\$518 per credit** for Diploma, Associate and Bachelor degree programs, **\$593 per credit** for the Master degree program. Tuition and fees effective **October 1, 2010**. Currently tuition and fees applicable to The Art Institute of California- San Francisco (“The Art Institute”) programs are as follows:

### Diploma Programs

	Baking & Pastry	Fashion Retailing	Web Design & Interactive Communications
Tuition per Quarter	\$6,216	\$6,216	\$6,216
Non-Refundable Application Fee <sup>2</sup>	50	50	50
Administrative Fee <sup>2</sup>	100	100	100
Non-refundable STRF Fee <sup>3</sup>	75	75	75
Lab Fee per Quarter <sup>4</sup>	315	---	---
Digital Resource Fee <sup>5</sup>	600	800	800
Annual Tuition <sup>6</sup>	18,648	18,648	18,648
Total Tuition & Fees <sup>7</sup>	\$30,450	\$25,246	\$25,764
Starting Kit (pre-tax)	\$715	---	---

### Degree Programs

	Advertising (B.S.)	Audio Production (B.S.)	Baking & Pastry (A.S.)	Computer Animation (M.F.A.)	Culinary Arts (A.S.)	Culinary Management (B.S.)	Digital Filmmaking & Video Production (B.S.)	Fashion Design (A.S.)	Fashion Design (B.F.A.)
Tuition per Quarter <sup>1</sup>	\$8,288	\$8,288	\$8,288	\$9,776	\$8,288	\$8,288	\$8,288	\$8,288	\$8,288
Non-Refundable Application Fee <sup>2</sup>	50	50	50	50	50	50	50	\$50	50
Administrative Fee <sup>2</sup>	100	100	100	100	100	100	100	\$100	100
Non-refundable STRF Fee <sup>3</sup>	240	240	125	140	125	245	240	120	240
Lab Fee per Quarter <sup>4</sup>	--	0	315	--	315	315	--	--	--
Digital Resource Fee <sup>5</sup>	2,800	2,800	1,050	1,200	1,100	2,450	2,800	1,400	2,800
Annual Tuition <sup>6</sup>	24,864	24,864	24,864	29,328	24,864	24,864	24,864	24,864	24,864
Total Tuition & Fees <sup>7</sup>	\$96,140	\$96,140	\$49,660	\$56,140	\$49,710	\$97,680	\$96,140	\$48,120	\$96,140
Starting Kit (pre-tax)	\$602.22	\$977.76	\$715	--	\$715	\$715	\$642.64	\$841.81	\$841.81

**Degree Programs (continued)**

	Fashion Marketing (A.S.)	Fashion Marketing & Management (B.S.)	Game Art & Design (B.S.)	Graphic Design (A.S.)	Graphic Design (B.S.)	Interior Design (B.S.)	Media Arts & Animation (B.S.)	Visual & Game Programming (B.S.)	Web Design & Interactive Media (A.S.)	Web Design & Interactive Media (B.S.)
Tuition per Quarter <sup>1</sup>	\$8,288	\$8,288	\$8,288	\$8,288	\$8,288	\$8,288	\$8,288	\$8,288	\$8,288	\$8,288
Non-Refundable Application Fee <sup>2</sup>	\$50	50	50	50	50	50	50	50	50	50
Administrative Fee <sup>2</sup>	\$100	100	100	100	100	100	100	100	100	100
Non-refundable STRF Fee <sup>3</sup>	\$120	240	240	120	240	240	240	240	120	240
Lab Fee per Quarter <sup>4</sup>	--	--	--	--	--	--	--	--	--	--
Digital Resource Fee <sup>5</sup>	1,400	2,800	2,800	1,400	2,800	2,800	2,800	2,800	\$1,400	2,800
Annual Tuition <sup>6</sup>	24,864	24,864	24,864	24,864	24,864	24,864	24,864	24,864	24,864	24,864
Total Tuition & Fees <sup>7</sup>	\$48,120	\$96,140	\$96,140	\$48,120	\$96,140	\$96,140	\$96,140	\$96,140	\$48,120	\$96,140
Starting Kit (pre-tax)	\$518.96	\$518.96	\$602.22	\$602.22	\$602.22	\$893.62	\$602.22	\$602.22	\$602.22	\$602.22

1. Tuition per quarter based on 16 credits for Associate and Bachelor programs and 12 credits for Diploma programs.
2. Application and Administrative Fee\* Fees are paid by new and transfer students only. The \$50 application fee is non-refundable
3. STRF Assessment based on \$2.50 per \$1,000 of tuition charged. Refer to the school catalog under heading "Student Tuition Recovery Fund"
4. Monthly supplies included with the \$315 per quarter lab fee. Culinary lab courses and specific Bachelor level courses are charged a lab fee of \$105 for a 3 credit course or \$210 for a 6 credit course. The Culinary lab fee will be treated as part of the tuition for refund purposes.
5. The digital resource fee includes the cost of the digital textbook as well as other digital resources which are integrated into the course and vary by program. The fee includes all applicable taxes. This estimated fee assumes all courses require a digital resource; however currently not all courses use digital resources. Courses that include digital resources will be noted in the registration material and the fee will be charged automatically in addition to tuition. If a course dot use digital resources, the student remains responsible for purchasing the required text and materials. The digital resource fee is \$50 per course.
6. Annual tuition costs are based on an academic year of three quarters and an average of 12 credits per quarter for Diploma programs and 16 credits for Associate and Bachelor programs.
7. Not including starting kit. Total tuition cost based on 90 credit units for Associate degree program and 180 credit units for Bachelor degree programs. Diploma programs based on 47/48/55 credit units/12 credits per quarter. A separate financial plan exists, which complies with the Truth in Lending Regulation Z, and is part of the Student's Enrollment Agreement.

*Each school quarter is typically 11 weeks.*

**Estimated Monthly Supplies (Per Month):**

Supplies \$100/month

Texts \$75/month

## **POLICIES & PROCEDURES**

June, 2011

### **THE ART INSTITUTE OF CALIFORNIA – SAN FRANCISCO NON-DISCRIMINATION POLICY**

The Art Institute of California – San Francisco does not discriminate or harass on the basis of race, color, national origin, sex, gender, sexual orientation, disability, age, religion, genetic marker, or any other characteristic protected by state, local or federal law, in our programs and activities.

When a complaint is reported under the Student Grievance Procedure for Internal Complaints of Discrimination and Harassment that discrimination or harassment is believed to have occurred, The Art Institute of California – San Francisco will promptly and equitably investigate the claim or complaint.

The following person has been designated to handle inquiries and coordinate the school's compliance efforts regarding the Non-Discrimination Policy: Director of Human Resources, The Art Institute of California – San Francisco, 1170 Market Street, San Francisco, CA 94102, 415-865-0198.

June, 2011

### **THE ART INSTITUTE OF CALIFORNIA – SAN FRANCISCO NO HARASSMENT POLICY**

The Art Institute of California – San Francisco is committed to providing workplaces and learning environments that are free from harassment on the basis of any protected classification including, but not limited to race, sex, gender, color, religion, sexual orientation, age, national origin, disability, medical condition, marital status, veteran status, genetic marker or on any other basis protected by law. Such conduct is unprofessional, unproductive, illegal, and generally considered bad for business. Consequently, all conduct of this nature is expressly prohibited, regardless of whether it violates any law.

#### **Definition of Sexual Harassment**

Sexual harassment consists of unwelcome sexual advances, requests for sexual favors, sexual violence or other verbal or physical conduct of a sexual nature where:

- a. Submission to such conduct is an explicit or implicit term or condition of a person's status in a course, program or activity or in admission, or in an academic decision;
- b. Submission to or rejection of such conduct is used as a basis for an academic decision; or
- c. Such conduct has the purpose or effect of unreasonably interfering with an individual's work or academic performance or creating an intimidating, hostile, or offensive work or educational environment.

Sexual violence is considered to be a form of sexual harassment and is defined as physical sexual acts perpetrated against a person's will or where a person is incapable of giving consent due to the victim's use of drugs or alcohol.

Other examples of sexual harassment include, but are not limited to: unwanted sexual advances; demands for sexual favors in exchange for favorable treatment; verbal abuse of a sexual nature; graphic commentary about an individual's body, sexual prowess, or sexual deficiencies; leering; whistling; touching; pinching; assault; coerced sexual acts; suggestive, insulting or obscene comments or gestures; stalking; and displaying sexually suggestible objects or pictures. The Art Institute of California – San Francisco prohibits all conduct of this nature whether or not such conduct violates any applicable laws.

### **Other Forms of Harassment**

Verbal abuse, insulting comments and gestures, and other harassing conduct are also forbidden under this policy when directed at an individual because of his or her race, color, sex, sexual orientation, familial status, age, religion, ethnic origin, genetic marker or disability. It is the responsibility of each employee and each student to conduct himself or herself in a professional manner at all times and to refrain from such harassment.

### **Complaint Procedure**

Students who feel they have been harassed should follow the Student Grievance Procedure for Internal Complaints of Harassment and Discrimination (the "Student Grievance Procedure"). Students who have been subjected to sexual violence should also review the **Policy Concerning Sexual Violence** (and **Programs and Procedures Regarding Sexual Assault**, available in the Student Affairs Office). Regardless if a complaint is filed under the Student Grievance Procedure, promptly after learning of such alleged conduct, The Art Institute of California – San Francisco will conduct an investigation for the purpose of determining whether prohibited harassment has occurred. Efforts will be made to ensure confidentiality to the extent consistent with the goal of conducting an appropriate investigation. Students who initiate or participate in such investigations in good faith will be protected against subsequent harassment and school-related retaliation. If an investigation confirms the allegations, The Art Institute of California – San Francisco will take prompt corrective action, which may include discipline, up to and including immediate dismissal.

June, 2011

## **THE ART INSTITUTE OF CALIFORNIA – SAN FRANCISCO POLICY CONCERNING SEXUAL VIOLENCE**

Sexual violence refers to physical sexual acts perpetrated against a person's will or where a person is incapable of giving consent due to the victim's use of drugs or alcohol. Sexual violence includes rape, sexual assault, sexual battery and sexual coercion. Sexual violence is considered a form of sexual harassment, and is therefore a form of sex discrimination. Acts involving sexual violence, sexual harassment or sex discrimination are not tolerated by The Art Institute of California – San Francisco. Complaints of sexual violence should be made to the Director of Human Resources, The Art Institute of California – San Francisco, 1170 Market Street, San Francisco, CA 94102, 415-865-0198.

Upon learning of possible sexual violence involving a student, The Art Institute of California – San Francisco will take immediate action to investigate or otherwise determine what happened. Such action may include, but is not limited to, speaking with the alleged victim, the alleged perpetrator and other potential witness as appropriate and reviewing other evidence such as calendars, videos, phone records, etc.

If The Art Institute of California – San Francisco determines that sexual violence may have occurred, The Art Institute of California – San Francisco will take steps proactively designed to promptly and effectively end the sexual violence or the threat of sexual violence, prevent its recurrence, and address its effects regardless of whether the alleged actions are subject to criminal investigation.

The Art Institute of California – San Francisco will use good faith efforts to protect the alleged victim from any hostile environment at the school and any subsequent harassment or retaliation. Such efforts may occur prior to the outcome of the investigation and may include:

1. Reporting any subsequent harassment or retaliation to the Director of Human Resources, The Art Institute of California – San Francisco, 1170 Market Street, San Francisco, CA 94102, 415-865-0198.
2. Providing an escort to ensure the alleged victim can move safely between classes and activities.
3. Ensuring that the alleged victim and the alleged perpetrator do not attend the same classes.
4. Providing referral to counseling services or providers.
5. Providing academic support services, such as tutoring.
6. Arranging for the victim to re-take a course or withdraw from a class without penalty.

### **Disciplinary Actions and Sanctions**

On-campus disciplinary procedures against students will be in accordance with The Art Institute of California – San Francisco’s published Student Code of Conduct and the Student Grievance Procedure for Internal Complaints of Discrimination and Harassment. Both the accuser and the accused are entitled to have others present during a disciplinary proceeding. Both will be informed of the outcome of any campus disciplinary proceeding. For this purpose, the outcome of a disciplinary proceeding means only The Art Institute of California – San Francisco’s final determination with respect to the alleged sexual offense and any sanction that is imposed against the accused. Sanctions, which may be imposed following a final determination of a disciplinary proceeding regarding rape, acquaintance rape, or other forcible or non-forcible sex offenses, may include warning, probation, suspension or dismissal.

Students who have been subjected to sexual violence are encouraged to review the **No Harassment Policy**, the **Non-Discrimination Policy**, the **Student Grievance Procedure for Internal Complaints of Discrimination and Harassment** and the **Programs and Procedures Regarding Sexual Assault** (available in the Student Affairs Office).

June, 2011

**THE ART INSTITUTE OF CALIFORNIA – SAN FRANCISCO  
STUDENT GRIEVANCE PROCEDURE FOR  
INTERNAL COMPLAINTS OF DISCRIMINATION AND HARASSMENT**

Students who believe they have been subjected to discrimination or harassment in violation of the Non-Discrimination Policy should follow the procedure outlined below. Sexual violence is considered to be a form of sexual harassment, and therefore is also considered a form of sex discrimination. This complaint procedure is intended to provide a fair, prompt, impartial and reliable determination about whether The Art Institute of California – San Francisco Non-Discrimination Policy has been violated. This complaint procedure is intended to provide a fair, prompt, impartial and reliable determination about whether discrimination or harassment has occurred.

1. Complainants are encouraged to file a complaint as soon as possible after an alleged incident of discrimination or harassment has occurred. Any student who chooses to file a discrimination complaint should do so for non-academic matters with the Director of Human Resources, The Art Institute of California – San Francisco, 1170 Market Street, San Francisco, CA 94102, 415-865-0198 or for academic matters with the Dean of Academic Affairs, The Art Institute of California – San Francisco, 1170 Market Street, San Francisco, CA 94102, 415-865-0198. The complaint should be presented in writing and it should describe the alleged incident(s) and any corrective action sought. The complaint should be signed by the complainant.
2. The Director of Human Resources or the Dean of Academic Affairs will investigate the allegations. Both the complainant and the accused will have an opportunity to meet and discuss the allegations with the investigator and may offer any witnesses and other evidence in support of their position to the investigator during the course of the investigation. A student may be accompanied during investigation meetings and discussions by one person (family member, friend, etc.) who can act as an observer, provide emotional support, and/or assist the student in understanding and cooperating in the investigation. The observer may not be an attorney, unless otherwise required by local law. When evaluating complaints of sexual harassment, the Director of Human Resources or the Dean of Academic Affairs will apply the preponderance of the evidence standard (for example, it is more likely than not that sexual harassment or violence has occurred) to determine the outcome. The investigator may prohibit from attending or remove any person who disrupts the investigation in the investigator’s sole discretion.
3. The student who made the complaint and the accused shall be informed promptly in writing when the investigation is completed, no later than 45 calendar days from the date the complaint was filed. The student who made the complaint shall be informed if there were findings made that the policy was or was not violated and of

actions taken to resolve the complaint, if any, that are directly related to him/her, such as an order that the accused not contact the student who made the complaint. In accordance with school policies protecting individuals' privacy, the student who made the complaint may generally be notified that the matter has been referred for disciplinary action, but shall not be informed of the details of the recommended disciplinary action without the consent of the accused.

4. The decision of the Director of Human Resources or the Dean of Academic Affairs may be appealed by either the complainant or the accused by petitioning the President's Office of The Art Institute of California – San Francisco . The written appeal must be made within 20 calendar days of receipt of the determination letter from the Director of Human Resources or the Dean of Academic Affairs. The President, or his/her designee, will render a written decision on the appeal within 30 calendar days from receipt of the appeal. The President's decision shall be final.

5. Matters involving general student complaints will be addressed according to the Student Complaint Procedures, a copy of which can be found in the Student Handbook or The Art Institute of California – San Francisco Academic Catalog.

For more information about your rights under the federal laws prohibiting discrimination, please contact the Office for Civil Rights at the U.S. Department of Education or visit the website at <http://www.ed.gov/ocr>.

**Book Process – The following Book Process should be added to the catalog:**

**Book Process**

Students in need of purchasing books for their classes will need to sign an authorization form either approving or not approving the use of excess Title IV funds, if applicable, to cover the cost of books and supplies. If the purchase of books and supplies should exceed the amount of the student's credit balance after all aid pays in, the remaining amount due will be posted to the student's account and the student will be responsible for making alternative payment arrangements.

Students who do not authorize and who have excess Title IV funding due to receiving funds from a Pell Grant will receive the lesser amount of either the amount of their Pell Grant excess or their full credit balance amount, for the term in question, within seven days of the start of the term. Students who do not authorize and who are receiving excess Title IV funds but do not have a Pell Grant will receive a stipend within the later of the term begin date or 14 days of the date of their credit balance on their ledger card.

**Quarter Credit Hour – The following definition of a Quarter Credit Hour replaces all previous references to Quarter Credit Hour Definition or Quarter Credit Hour Requirements.**

Quarter Credit Hour Definition

A quarter credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally established equivalency that reasonably approximates not less than:

- (1) One hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work each week for 10-12 weeks, or the equivalent amount of work over a different amount of time; or
- (2) At least an equivalent amount of work as required in paragraph (1) of this definition for other academic activities as established by the institution including laboratory work, internships, studio work, and other academic work leading to the award of credit hours.

SAP Policy – The SAP policy found on page 134 is replaced with the following:

**Undergraduate Satisfactory Academic Progress (SAP) Policy**  
**Effective SU11**

The Satisfactory Academic Progress Policy ensures that all students are maintaining satisfactory academic progress towards successful completion of their academic programs. The evaluation points and milestones contained in the policy are meant to identify problems for which actions of early intervention and/or remediation can be taken. Most critical to this policy is a student’s ability to enroll in and complete courses on a consistent and successful manner. This ability is measured in three ways: cumulative grade-point-average (CGPA); and incremental completion rate (ICR) within a maximum time frame (MTF). **Failure to complete courses successfully for any reason may negatively affect satisfactory academic progress. Failing courses or withdrawing from courses could result in the loss of Financial aid and Academic termination.** In order for a student to graduate, the minimum requirements are a CGPA of 2.0, 66.67% ICR, and completion of the program in no more than 150% of total program credits.

Periods of attendance when a student does not receive Title IV aid are included in determining Satisfactory Academic Progress. Periods of Non-Attendance are not included in determining SAP. While the term Academic Warning/Financial Aid Warning and Academic Probation/Financial Aid Probation are used, the status applies to all students whether receiving aid or not.

**Criteria for Honors Designation**

To promote academic excellence and to recognize exemplary academic achievement, the following Honors Designations will be issued on a term basis and upon graduation.

Term Honors Designation (at the completion of a quarter) – Students who enroll for and complete 12 credits or more (of courses which are not transitional studies) and meet the following criteria may receive the corresponding designation:

<u>Term GPA</u>	<u>Honors Designation</u>
4.0	President’s Honor Roll
3.7-3.9	Dean’s Honor Roll
3.5-3.6	Honor Roll

Honor Designation at Graduation – Students who achieve a CGPA of 3.5 or better are designated as Honor Graduates.

Transitional studies classes are not considered when evaluating Honors Designations.

**Milestones and Evaluation Points for Satisfactory Academic Progress**

*Compliance with SAP is reviewed every quarter for Certificate, Diploma, and Degree Programs. A student who starts or re-enters at a MID session will have that session count as an entire quarter for SAP purposes.*

Certificate/Diploma	Evaluation Point	Milestones(CGPA and ICR)	Required Action
	End of First Quarter	< 1.0 and/or 33.33%	Warning
	End of Second Quarter	< 1.5 and/or 50.00%	Warning (if 1 <sup>st</sup> time)/ Dismissal (if on Warning)
	End of Third Quarter And every quarter thereafter	< 2.0 and 66.67%	Warning (if 1 <sup>st</sup> time)/ Dismissal (if on Warning)
	Anything in excess of 150% MTF		Dismissal
<b>Degree</b>	End of First Quarter	< 1.0 and/or 33.33%	Warning
	End of Second Quarter	< 1.0 and/or 33.33%	Warning (if 1 <sup>st</sup> time)/ Dismissal (if on Warning)
	End of Third Quarter	< 1.25 and 50%	Warning (if 1 <sup>st</sup> time)/ Dismissal (if on Warning)
	End of the Fourth and Fifth Quarter	< 1.50 and 50%	Warning (if 1 <sup>st</sup> time)/ Dismissal (if on Warning)
	End of Sixth Quarter* And every quarter thereafter	< 2.0 and 66.67%	Warning (if 1 <sup>st</sup> time)/ Dismissal (if on Warning)
	Anything in excess of 150% MTF		Dismissal

**Certificate and Diploma Programs:**

1. At the end of the first quarter, students must achieve a minimum CGPA of 1.0 and an ICR of 33.33%. Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter.
2. At the end of the second quarter, students must attain a minimum CGPA of 1.5 and an ICR of 50%. Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter unless the student was on Academic Warning/Financial Aid Warning in the previous term. If the student was on Academic Warning/Financial Aid Warning in the previous term, the student will be **dismissed**.
3. At the end of the third quarter, and every quarter thereafter, students must attain a minimum CGPA of 2.0 and an ICR of 66.67%. Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter unless the student was on Academic Warning/Financial Aid Warning in the previous term. If the student was on Academic Warning / Financial Aid Warning in the previous term they would be **dismissed**.
4. Students may not attempt more than 150% of the credits in their programs; anything in excess of 150% of the credits will result in **dismissal**.
5. Students should note that if they are on Academic Warning/Financial Aid Warning, it will be very difficult to meet the minimum requirements of the next evaluation point. Students should consult with their academic advisor concerning the exact requirements.

6. Students attending certificate or diploma programs may take transitional study courses.

Please note that **dismissals** can be appealed. Please see the Appeal Process below.

**Degree Programs:**

1. At the end of the first quarter, students must achieve a minimum CGPA of 1.0 and an ICR of 33.33% (transitional study courses do not impact GPA or ICR so they are exempt from the calculation). Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter. If a student has only attempted transitional studies the student is considered to be making SAP unless the student attempts and does not successfully complete the same transitional study course three times.
2. At the end of the second quarter, students must achieve a minimum CGPA of 1.0 and an ICR of 33.33% for all courses that are not transitional studies. Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter if the student had not been on Academic Warning/Financial Aid Warning in the previous term. However, if the student was on Academic Warning/Financial Aid Warning in the previous term, the student will be **dismissed**. If a student has only attempted transitional studies the student is considered to be making SAP unless the student attempts and does not successfully complete the same transitional study course three times.
3. At the end of the third quarter, students must attain a minimum CGPA of 1.25 and an ICR of 50%. Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter unless the student was on Academic Warning/Financial Aid Warning in the previous term. If the student was on Academic Warning / Financial Aid Warning in the previous term they would be **dismissed**. If a student has only attempted transitional studies the student is considered to be making SAP unless the student attempts and does not successfully complete the same transitional study course three times.
4. At the end of the fourth and at the end of the fifth quarter, students must have a CGPA of at least 1.5, and an ICR above 50%. Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter unless the student was on Academic Warning/Financial Aid Warning in the previous term. If the student was on Academic Warning / Financial Aid Warning in the previous term they would be **dismissed**.
5. Students should note that if they are on Academic Warning/Financial Aid Warning, it could be very difficult to meet the minimum requirements of the next measuring point. Students should consult with their academic advisor concerning the exact requirements.
6. At the end of the sixth quarter and thereafter, students must accomplish a minimum CGPA of 2.0 and an ICR of 66.67%. Anything below these milestones will result in Academic Warning/Financial Aid Warning for one quarter unless the student was on Academic Warning/Financial Aid Warning in the previous term. If the student was on Academic Warning / Financial Aid Warning in the previous term they would be **dismissed**.
7. Students may not attempt more than 150% of the credits in their programs; anything in excess of 150% of the credits will result in **dismissal**.
8. Transitional Studies Courses are based on the results of the academic placement test. Like any course, students must successfully complete such courses in order to progress in the program. Transitional Studies Course credits do not count towards the total number of credits for graduation nor do they count in the CGPA or ICR; however, they do count in determining the maximum time frame in terms of credits attempted and credits earned. Transitional Studies/Remedial courses do have credit hours assigned to them for enrollment and tuition charging purposes. Transitional Studies Courses may be individually

attempted no more than three times. Failing or withdrawing from a transitional studies course three times will result in **dismissal**.

Students on Academic Warning/Financial Aid Warning are considered to be making progress towards meeting SAP and if otherwise eligible, can be eligible for Financial aid.

The grades, gpa and cumulative data for all courses a student attempted at the institution as well as courses successfully transferred in from prior postsecondary education are available on the student portal for their review. There is also an indication if a student is on Academic Warning/Financial Aid Warning or Academic Probation/Financial Aid Probation or is terminated.

### **Appeal Process for Academic Probation/Financial Aid Probation**

The process to appeal allows the student to request the opportunity to appeal a dismissal in writing; the reason for the appeal must be the result of mitigating circumstances; and documentation supporting a claim of mitigating circumstances must be provided and retained. The result of the appeal (appeal granted or appeal denied) must be provided to the student and catalogued in the Student Information System as well as the student's academic file. As part of the appeal the student must document in writing why he or she did not meet SAP and what in the student's situation has changed that will allow he or she to meet SAP according to a written academic plan.

If the student's appeal (see appeal policy below) is granted, he or she will be placed on Academic Probation/Financial Aid Probation for **one or two** quarters. For students in a certificate/diploma program they will **only** have **one** quarter of Academic/Financial Probation due to the shorter length of the program. For associates degree or higher programs, if the student and the institution agrees to a **two-term** Academic/Financial Aid Probation the student must agree with and **sign a written academic plan** developed and approved by the institution which documents that he or she will be required to attain CGPA and ICR milestones by the next evaluation point (term) but they must be meeting SAP at the end of the second term. A student not meeting the conditions of their plan at the end of the first quarter **will be dismissed**. If the student is meeting their academic plan at the end of the first term, they will stay on Academic/Financial Aid Probation. Student is eligible to receive Title IV aid while on Academic Probation/Financial Aid Probation if he or she is otherwise eligible. Failure to meet the minimum CGPA and ICR milestones following the Academic Probation/Financial Aid Probation period(s) will result in a **permanent dismissal**.

If a student appeals and is denied the appeal, he or she must remain out of school until one year after the quarter in which the appeal was denied. The student may then request an additional appeal for reinstatement, but would have to demonstrate academic accomplishments or changes that show a degree of college readiness that reliably predict success. After being out of school, the applicant will have to meet the appeal requirements as stated in the first paragraph including describing why the student failed to meet satisfactory academic progress before and what has changed to ensure that he or she will be able to meet satisfactory academic progress if re-admitted. Should the student have his or her appeal denied a second time, the student will be **permanently dismissed** from the Institute.

Following is a comprehensive list of events that indicate there may be a Mitigating Circumstance which has negatively impacted academic progress:

- Death of an immediate family member
- Student illness requiring hospitalization (this includes mental health issues)
- Illness of an immediate family member where the student is a primary caretaker
- Illness of an immediate family member where the family member is the primary financial support
- Abusive relationships
- Divorce proceedings
- Previously undocumented disability
- Work-related transfer during the term

- Change in work schedule during the term
- Natural disaster
- Family emergency
- Financial hardship such as foreclosure or eviction
- Loss of transportation where there are no alternative means of transportation
- Documentation from the School Counselor and/or a Professional Counselor

Deans of Academic Affairs are responsible for determining the appropriateness of the mitigating circumstance in regards to severity, timeliness, and the student’s ability to avoid the circumstance. Student life issues and making the transition to college are not considered mitigating circumstances under this policy.

Documentation from the SAP program or professional counselor should not breach the student/counselor relationship and should remain confidential. A memorandum or letter on school or organizational letterhead indicating a counselor’s opinion that student issues may be accommodated to ensure that the student will be able to meet satisfactory academic progress will suffice as proof of mitigating circumstances as well as a student’s ability to meet satisfactory academic progress with accommodations from the institution.

**Students are NOT allowed to appeal dismissals for violating the 150% completion rate.**

A student who attempts but does not pass the same remedial course three times is **dismissed and there is not a right to appeal the termination**. Students dismissed for failing the transitional courses three times may reapply for reinstatement once these courses and the college level equivalents are completed and are submitted on an official accredited institutions transcript as part of the reinstatement appeal.

### The Metrics of SAP

#### Academic Grading System

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

<u>Letter Grade</u>	<u>Quality Points</u>
A	4.0
A-	3.7
B+	3.4
B	3.0
B-	2.7
C+	2.4
C	2.0
C-	1.7
D+	1.4
D	1.0
F	0.0 *

\*F does compute in GPA and CGPA and does count as credit attempted.

Other Grade Codes worth Zero Quality Points:

<b>CR = Credit through examination</b>	Credits Earned/TR grade does not affect ICR/CGPA.
<b>I = Incomplete</b>	Affects ICR/MTF/CGPA( Computes as an F)
<b>S = Suspension</b>	Affects ICR/MTF/CGPA( Computes as an F)
<b>NP = Not passing/Fail</b>	Does not affect ICR/CGPA This grade designation is utilized to indicate that a student did not acceptably complete a non credited course
<b>P = Proficiency Credit by Exam or Portfolio</b>	Does not Affect ICR/MTF/CGPA
<b>PA = Pass</b>	This grade designation is utilized to indicate that a student acceptably completed a non credited course. Does not affect ICR/MTF/CGPA.
<b>SP or SA = Satisfactory/Pass</b>	This grade designation is utilized to indicate that a student acceptably completed a non credited course. Does not affect ICR/MTF/CGPA.
<b>T = Termination from course</b>	Affects ICR/MTF/CGPA (Computes as an F)
<b>TR = External Transfer Credit</b>	Grade designation utilize for transfer credits. This does not affect CGPA. They do impact ICR and MTF.
<b>U = Unsatisfactory</b>	Indicates that a student unsuccessfully completed a non-credited course. Does not affect ICR/MTF/CGPA.
<b>WV = Waiver</b>	Commonly used when waiving a remedial courses and does not affect ICR/MTF/CGPA
<b>WX = Course was registered for but never attended</b>	Self-explanatory and does not affect ICR/MTF/CGPA

Students receive grades at the end of each quarter including midquarter The grade report contains both the grade point average for the quarter (GPA) and cumulative grade point average (CGPA) for the program. When a course is repeated after failure, the grade earned upon repeating the class replaces the original grade in determining the grade point average, though the failing grade will still appear on the transcript.

**Repeating Courses**

Grades earned in repeated courses will replace grades of 'F', 'W', or 'WF'. Course credits with grades of 'F', 'W', or 'WF' are included in the maximum time frame (MTF) and incremental completion rate (ICR) requirements as credits attempted but not earned. Students with incomplete grades will receive an 'F' if a grade change is not submitted by

the end of the second week of the following term. The grade 'I' indicates Incomplete and is calculated as if it is an 'F' until it is changed to another grade and the course will be included as course credits attempted, but not earned. Students may also retake classes in which they received a passing grade in order to improve their CGPA but can retake a course passed only one additional time. Credits from all repeated courses are included as credits attempted.

### Changed Grade

When a final course grade has been established and recorded in the student record, the grade may not be changed without approval by both the Academic Department Director and the Dean of Academic Affairs. Only the final grade (not the original grade/code) will be computed in the grade point average. The final grade is the one that counts in the calculation.

### Calculations

The Art Institute measures and records academic performance by computing the Grade Point Average (GPA) and Cumulative Grade Point Average (CGPA) for each student, using the letter grades, four-point scale and credit-hour values. GPA is the average of grade points a student earns during one quarter. CGPA is the cumulative average of all grade points a student has earned over all quarters at The Art Institute.

Here is an example of how GPA and CGPA are computed: Imagine that a student is taking a total of two courses during one quarter. One course has a four credit hours value and the student earns an A. The second course has a three credit hour value and the student earns a B. Remember, each letter grade carries a grade point value. Grade point values are multiplied by credit hours.

In this example:

A = 4 grade points x 4 credit hours = 16 grade points earned

B = 3 grade points x 3 credit hours = 9 grade points earned

To compute the GPA, divide the total number of grade points earned for the quarter by the total number of credit hours earned for the quarter.

In this example:

16 grade points + 9 grade points = 25 total grade points

25 grade points earned divided by 7 total hours earned = student's GPA for the quarter, 3.57, which is rounded to 3.6.

A student's CGPA is computed in the same way by dividing the student's total grade points earned from all quarters/semester at The Art Institute by the student's total credit hours earned from all quarters at The Art Institute. (The CGPA is calculated by rounding up to the nearest tenth if the last digit is 5 or greater. It is rounded down to the nearest tenth of the last digit if the last digit is less than 5. Example: 1.95 = 2.0, 1.94 = 1.90)

**Incremental completion rate** is determined as follows (remedial credits do not count in this calculation):

**(EARNED CREDITS at the institution + TRANSFER CREDIT Accepted )**

---

**(ATTEMPTED CREDITS at the institution + Transfer Credits Accepted)**

The 150% MTF is determined as follows:

$$\frac{\text{TOTAL CREDITS NEEDED TO GRADUATE FROM THE PROGRAM} \times 1.5}{\text{TOTAL NUMBER OF CREDITS ALLOWED TO ATTEMPT.}}$$

## STUDENT STATUS CHANGES AND SAP

### Transfer Students

Transfer credits from other post-secondary institutions are calculated in the maximum time frame allowable credits and incremental completion rate requirements. Therefore, the maximum number of attempted credits for a student with transfer credit is still one and one-half times the number of credits required to complete a program for graduation.

Example: if a student transfers in 36 credits to a program consisting of 180 credits, the calculation would be  $180 \times 1.5 = 270$  credits. Therefore, the 36 transfer credits would be considered attempted and earned so only 234 more credits could be attempted.

Grades for credits transferred in from any post-secondary institution (including an Art Institute) will be recorded as "TR" in the Student Information System and will not affect the student's CGPA.

Students wishing to transfer from one Art Institute to another may do so only if they are in good standing at the sending school. If the student is transferring to a different institution (as defined by the Department of Education), then he or she is treated as a student transferring in from an unaffiliated institution. Any student dismissed for violation satisfactory academic progress cannot transfer or be considered a New student (if they had a break in enrollment) at another Art Institute until he or she has been granted an appeal at the original school and is deemed to be making satisfactory academic progress.

### Changes in Program

Students are allowed only one change of program and must be making satisfactory academic progress at the time a request is made to change programs.

Courses taken in one program that is applicable to the second program will be transferred with the applicable grade. If the student has taken a course more than once, only the grades transferred to that new program will apply to the second program. All grades earned in the original program that apply to the new program will count towards the CGPA. For ICR and 150% purposes only, those courses transferred will apply to the second program will be considered.

In the formulas below, the "CHANGE OF MAJOR" adjustment factor would be those credits from the previous major that we will NOT count in the student's current major.

**Incremental completion rate** is determined as follows (remedial credits do not count in this calculation):

**(EARNED CREDITS in the New Program + TRANSFER CREDIT ACCEPTED) minus CHANGE OF MAJOR ADJUSTMENT FACTOR FOR EARNED CREDITS**

---

**(ATTEMPTED CREDITS in the New Program + Transfer Hours Accepted) minus CHANGE OF MAJOR ADJUSTMENT FACTOR FOR EARNED CREDITS**

**The 150% MTF** is determined as follows:

**TOTAL CREDITS NEEDED in the PROGRAM TO GRADUATE times 1.5 = MTF.**

### **Second Degree**

When a student has graduated from The Art Institute in one program, then subsequently begins work in a different program, grades used in the CGPA of the previous program will not be applied to the student's new program CGPA calculation. The grades will be recorded as TR.