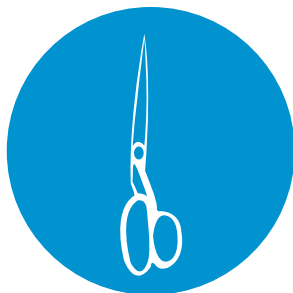


Why San Francisco?



Why San Francisco?

San Francisco has so much to offer: diverse neighborhoods, world-class landmarks, unparalleled cuisine and a cutting edge arts community. Add quality educational programs to the mix and you'll find another reason to come to The Art Institute of California – San Francisco.

The Art Institute of California – San Francisco is dedicated to career oriented education in the fields of fashion, media arts, design and culinary arts. Our programs focus on skills used in today's workplace that will prepare students for a future in a design-related profession. Our instructors are experienced professionals – many of whom are still working in their fields - and are passionate about their industry. They help guide students' sense of design and help students understand a body of theoretical and practical knowledge appropriate to his or her degree objective.

Attending school here means that you will have the benefits of a world-class city right in your backyard. Our campus is located in the heart of San Francisco, in the vibrant Civic Center, just steps from all forms of public transportation. In addition, Civic Center plaza is home to a weekly farmer's market and an art and craft market. It's just minutes from shopping, dining, museums, galleries, and all the sights and sounds that makes San Francisco one of the top destinations in the country.

We hope this book will introduce you to what is so special about our campus – and our city. Welcome to The Art Institute of California – San Francisco – a place where creativity never goes out of style.



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Advertising

There's no better place to study Advertising than in San Francisco. Our South of Market (SOMA) district is home to numerous highly acclaimed Advertising firms – from the boutique shop to the corporate giant – providing our students with the opportunity to interact with leading industry professionals in many ways. We offer a solid art foundation combined with hands-on advertising curricula, designed to prepare students for entry-level positions with advertising agencies, art studios, marketing and public relations companies, and multi-media production companies.

Degree Offered:

Bachelor of Science, Advertising

About the Lead Faculty Member:

Gary Acord received his BFA from Art Center College of Design in Pasadena and his MAEd from Argosy University, San Francisco Bay Area. He has over 30 years of professional experience as an art director creating ads for national brands like Chevron, Sprint, Xerox, Sun Maid, Del Monte, Continental Airlines and Honda Motors. Gary is also a partner at Creative Partners/SF, a local ad agency he founded twelve years ago.

“Our students train in the shadows of some of the top ad agencies and talent in the country, and the epicenter of online and social media.”

–Gary Acord

Industry Employers Who Make the Bay Area Great:

Baker Street Partners
TMP Worldwide Advertising
DDB Anderson
Goodby Silverstein & Partners
Geary Interactive
Alt.
Publicis & Hal Riney, Inc.
Butler Shine & Stern and Partners
Barc Communications
Gumas
McCann Erickson
Foote, Cone & Belding
Grey Worldwide



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Graphic Design

Graphic designers thrive in San Francisco. That's because their skills are transferrable across a variety of industries and many different types of businesses call San Francisco home. Graphic designers create a vast range of visual communications, including corporate identity, consumer package designs, annual reports, exhibit materials, direct mail, brochures and multimedia presentations. Students in this program have the opportunity to develop basic skills in design, illustration and typography. They are also trained in creative problem solving and the ability to offer solutions that are successful in the business of commercial graphics. Emphasis is placed on learning the skills and techniques of both computer graphics and traditional design and production tools, such as the drawing board and drawing instruments. Advanced training includes the execution of assignments encountered by professionals in the field. Students graduate with the training and portfolio required to pursue an entry-level position in visual communications.

Degree Offered:

Bachelor of Science, Graphic Design
Associate of Science, Graphic Design

About the program director:

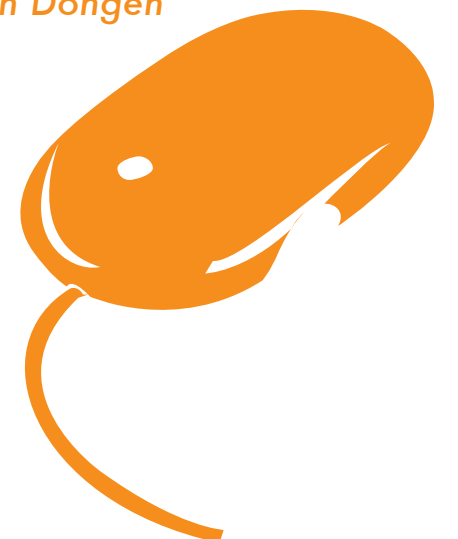
Nico van Dongen is a 15-year veteran of photography, graphic design and art education. van Dongen has been with The Art Institute of California – San Francisco as Academic Director of Graphic Design and Advertising for over six years. In addition to teaching, van Dongen has pursued a design career with clients including Looksmart, Windowbox, Alza Corp., Zoomedia, Venus Parts and E-Greetings. van Dongen holds a bachelor's degree in Photography from the Royal Academy of Fine Arts in the Hague, The Netherlands.

“Some people want to make the world a better place. Designers make the world a better-looking place.”

–Nico van Dongen

Industry Employers Who Make the Bay Area Great:

Adobe
Chronicle Books
Ideo
Pentagram
Frog Design
Ten Speed Press
CMP Media
Formula Design
Alterpop
Yeo Design



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Audio Production

The need for broadcast and sound engineer professionals is expected to grow 17% by 2016*. To be poised for this industry, students need professional training that can only come from The Art Institute of California – San Francisco. With a brand-new audio studio, we're engineered to offer students the tools they need to become professional audio recordists and mixers and to keep them abreast of current developments in equipment technology and production methods. We teach students the principles of sound physics and acoustics as well as skills in equipment operation, aesthetic, and design. The Audio Production program meets the needs of the industry by offering a curriculum that provides students with a solid background in technology, theory, and industry practices. Practical hands-on experience with recording and postproduction equipment is essential to being prepared for the contemporary market place.

Degree Offered:
Bachelor of Science, Audio Production

About the program director:
Nathan Breitling holds a Doctor of Musical Arts and a Master of Arts from Stanford University and a Bachelor of Music in Composition from the Thornton School of Music at the University of Southern California. While at Stanford, he served as a teaching assistant for two years and received the Centennial Teaching Award. Prior to this, he spent three years at the Orinda Academy where he taught and served as their Technology Coordinator, Music Director, Head of Humanities and Arts Division and Assistant Academic Dean.

“Because your favorite game would suck without sound.”
–Nathan Breitling

Industry Employers Who Make the Bay Area Great:
Activision
Apple
Cycling '74
Cryptic Studios
Digidesign
Dolby Labs
Electronic Arts
Meyer Sound
Skywalker Sound
Outpost Studios
Television & Radio Stations



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* Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2008-09 Edition, Broadcast and Sound Engineering Technicians and Radio Operators, on the Internet at <http://www.bls.gov/oco/ocos109.htm> (visited August 18, 2009).

Digital Filmmaking & Video Production

In San Francisco, there is a film festival almost every week. San Francisco is home to many innovators in cinema, as well as many of the innovators of the avant-garde. San Francisco is also home to many independent Academy-Award nominated documentary film production companies, which is why studying film at The Art Institute of California – San Francisco makes perfect sense.

Our Digital Filmmaking & Video Production program is designed to prepare students for the next generation of digital production and delivery. The curriculum for this program focuses upon three main categories of the production cycle. In preproduction courses, students have the opportunity to learn the elements of storytelling and scriptwriting, color theory, history of digital filmmaking and video production. Production courses include audio and video production; photography and cinematography; animation; color theory; directing and producing. The post production skills can be attained through coursework in editing, compositing, motion graphics and studio courses that simulate a production cycle.

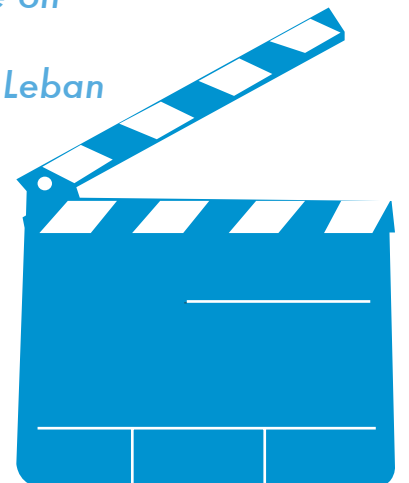
Degree Offered:
Bachelor of Science, Digital Filmmaking & Video Production

About the program director:
Lexi Leban is an award-winning independent filmmaker and educator. She produced and directed six short films that have screened on the festival circuit. Her most recent feature documentary, *Girl Trouble*, received a national PBS broadcast on the series *Independent Lens* and was the recipient of a Golden Gate Award at the San Francisco International Film Festival. She is a co-member/owner of *New Day Films*, an educational film distribution company. Lexi has an MFA in film production from San Francisco State University, and a BA degree in Political Science and Women's Studies from Barnard College of Columbia University.

“It is not expensive tools that make a movie good, it is the filmmaker. You can make a terrible movie on 35mm film, and a great one on a cell phone.”

–Lexi Leban

Industry Employers Who Make the Bay Area Great:
American Zoetrope
Lucasfilm Ltd.
Flower Films
Lavender Lounge Studios
Saky Productions
Current TV
KQED
ITVS
Hotbed Media
KGO Channel 7
KTVU Channel 2
CBS 5



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Culinary Arts

San Francisco has over 800 restaurants in seven square miles, making it one of the most dense and food-centric cities in the country. In addition, San Francisco offers an abundant array of farmers markets, a close proximity to Wine Country and many annual food festivals. There's no better place to get your culinary education.

Our Culinary Arts Associate of Science program emphasizes hands-on training from basic food preparation skills to advanced food techniques, including garde manger, à la carte preparation, international cuisine, and baking and pastry. The seven-quarter Associate of Science program also includes a solid foundation in sanitation, safety and nutrition studies. In addition to cooking and food preparation, culinary arts students have the opportunity to learn kitchen and dining room operations, catering management and other business skills, such as cost control and supervision of food service personnel. Students will have the opportunity to gain hands-on experience operating the school restaurant, working in the kitchen, and the front-of-the house.

Degree Offered:
Associate of Science, Culinary Arts

“Our school is visionary because we have a full-time Faculty Development Director dedicated to helping industry experts become excellent instructors. It’s a brand new way of delivering culinary arts education in the San Francisco Bay Area”
– Linda Carucci



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Culinary Management

San Francisco is one of the top foodie destinations in the country. Students who want to make it in this industry - and work in San Francisco - need to be at the top of their game. That's why they should come to The International Culinary School at The Art Institute of California - San Francisco.

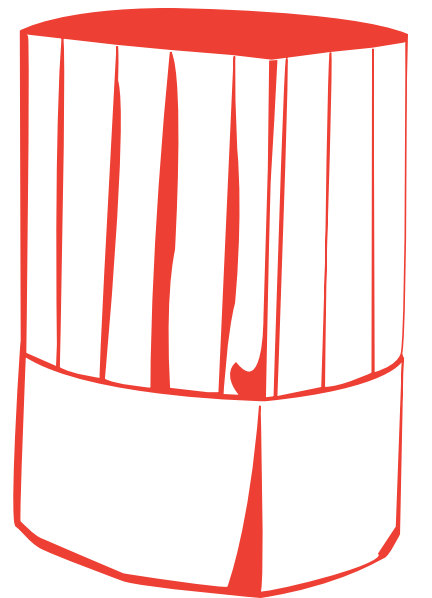
The Culinary Management Bachelor of Science degree program builds upon the Associate's degree program, providing a more expansive and in-depth curriculum in food preparation, customer service, human resources, technology and marketing. The curriculum focuses special attention on the business of culinary management, including interpersonal development that enables successful operations and prepares graduates for entry-level foodservice-related management and supervisory trainee positions. Restaurants, hotels, clubs, resorts, convention centers, retirement homes, hospitals, major corporations and entertainment facilities all offer career opportunities for the culinary professional. Students will not only have the opportunity to learn the skills necessary to enter the culinary profession, but will also have world-renowned restaurants and industry professionals right at their front door.

Degree Offered:
Bachelor of Science, Culinary Management

About the program director:
Linda Carucci is an award-winning culinary instructor and cookbook author based in the San Francisco Bay Area. She is the author of *Cooking School Secrets for Real World Cooks* (Chronicle Books, 2005), which was honored as a finalist for the IACP's Julia Child First Book Award and for a James Beard Cookbook Award. Most recently, Carucci served as the first Julia Child Director of Culinary Programs at COPIA: The American Center for Wine, Food & the Arts, the Napa Valley wine and food discovery center founded by Robert Mondavi.

Industry Employers Who Make the Bay Area Great:

*Bon Appetit Management Company
Taste Catering
Paula LeDuc Catering
Kimpton Hotel Group
Joie De Vivre Hotel Group
Michael Mina Restaurant Group
PlumpJack Hospitality Group
Nice Ventures Restaurant Group
Pat Kuleto Restaurant Group
The Golden Gate Restaurant Association
Plus, over 800 restaurants*



Interior Design

The demand for interior designers is expected to grow 19% from 2006 to 2016*. With constant growth and expansion anticipated in both the residential and commercial market, San Francisco is in continuous need of qualified and skilled Interior Designers. In our Interior Design program, students will develop abilities in all aspects of the design of three-dimensional residential and commercial spaces. Students start with courses in drawing, perspective, proportion, color theory, basic design and other fundamentals. The program also incorporates courses in 2-D and 3-D computer-aided design, history of interior design and cultural contexts, furniture design, materials, textiles, environmental systems, architectural detailing, lighting design, building codes, computer rendering, 3-D modeling, accessory design and other topics related to the field.

In addition to developing aesthetic sensibilities, the program explores how the profession interfaces with others, ethical sensitivities, and how to manage the business side of the profession.

Degree Offered:

Bachelor of Science, Interior Design

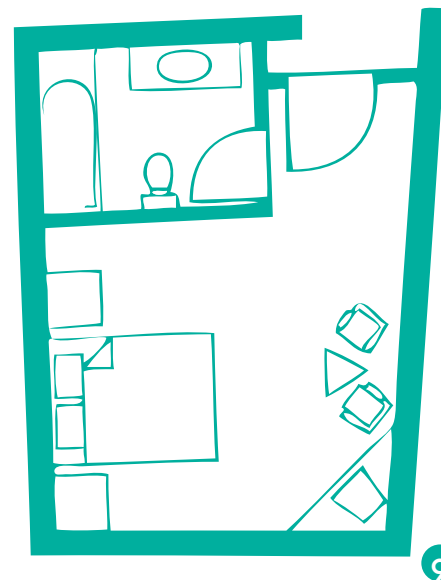
About the program director:

Jeff Nokkeo has more than 10 years of professional Architecture and Interior Design experience. Jeff has his Bachelor's degree in Architecture from Virginia Tech and a Master's degree in Architecture from the Washington-Alexandria Architecture Consortium in the Washington D.C. area. After attending graduate school, Jeff moved to California where he continued to extend his work in hospitality architectural projects by designing and building wineries, including Fetzer Vineyard's Central Coast Winery, Bianchi Winery, Eagle Castle Winery and Robert Hall Winery.

"There's more to Interior Design than just picking out curtains."
-Jeff Nokkeo

Industry Employers Who Make the Bay Area Great:

Gensler Architects
Huntsman Architects
RMW Architecture and Interiors
SF Design Center
HOK
Puccini Group
Backen Gillam Architects



* Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2008-09 Edition, Interior designers, on the Internet at <http://www.bls.gov/oco/ocos293.htm> (visited August 18, 2009).

Fashion Design

Individuality and design thrive in San Francisco and the fashion styles and trends roll in and out of the city as quickly as the fog. This San Francisco sensibility gives our students a unique vantage point in which to study fashion design and a playground full of inspiration and opportunity.

Our Fashion Design program offers creative opportunities to transform design ideas into garments and accessories. Students are introduced to basic skills of construction in sewing, tailoring, flat pattern drafting, and draping to provide a solid foundation in the fundamentals of apparel engineering. Design courses emphasize the principles and aspects of good design, and the drawing and illustration techniques essential for design communication. Further training increases students' conceptual experiences, enabling them to take an idea from the planning stage through the construction process to the finished garment. Students study computer-aided design and hone their creative problem-solving skills through a variety of design challenges.

Degrees Offered:

Bachelor of Fine Arts, Fashion Design
Associate of Science, Fashion Design

About the program director:

Bo Breda holds a BA in Linguistics from Queens College and an MFA in Fiber Art from Southern Illinois University – Carbondale. She spent 20 years in the New York City garment industry as a designer of textiles, clothing and accessories. Breda has been teaching for 14 years at community colleges, universities, colleges and online in fashion, textiles, art, design, graphic arts and humanities. Breda has been a winning exhibiting artist showing fiber art, beadwork, art-to-wear, sculpture and 2D for 16 years.

"Make fashion, don't follow it."
-Bo Breda

Industry Employers Who Make the Bay Area Great:

Levi Strauss
Gap, Inc.
Old Navy
Banana Republic
Bebe
Byer, California
Fox Racing
Gymboree, Inc.
Jansport
Jessica McClintock
WestonWear
Nordstrom
Macy's



Fashion Marketing & Management

Fashion Marketing can be seen in the window displays in the swanky shops that flank Union Square and the bustling boutiques in the trendiest districts of San Francisco. This diversity, coupled with the unique and continuously evolving fashion industry, makes San Francisco the perfect place to study Fashion Marketing.

Our Fashion Marketing program teaches students how to use textiles, color and design to create visual merchandising campaigns. Business courses teach students how to develop, analyze, and implement effective sales strategies. They can learn how to use computers for cost analysis, inventory control and other store operations, and are instructed in the basics of merchandise economics, leadership skills, manufacturing and store planning. Many students combine what they learn in the classroom with hands-on experience through part-time jobs and internships. In addition, students have the opportunity to learn marketing promotion, buying techniques, and retail management.

Degree Offered:
Associate of Science, Fashion Marketing

Industry Employers Who Make the Bay Area Great:

Levi Strauss
Gap, Inc.
Old Navy
Winston Retail Group
Bebe
Goodwill Industries
Fox Racing
Gymboree, Inc.
VFC Inc.
24seven Inc.
Emerging Blue
7x7 Magazine
San Francisco Magazine



Fashion Marketing

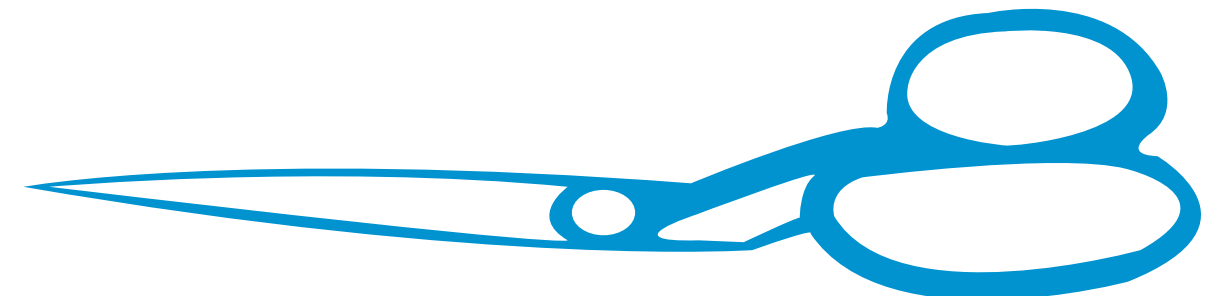
It's all about thinking ahead of the curve - and getting into the head of the style-conscious consumer. All it takes is a passion for fashion, a strategic mind, and an education from The Art Institute of California – San Francisco. Our Fashion Marketing & Management bachelor's degree program is rich in theory and practice. The focus on theory at the beginning of the program articulates the guiding principles which provide the foundation for the hands-on application of design concepts. Students will have the opportunity to develop abilities in the foundation aspects of the fashion design process. They will quickly move to the founding principles of marketing, advertising, merchandising, and management. They will have the opportunity to learn how the profession interfaces with others and how to manage the business. They can develop aesthetic and ethical sensitivities over the course of the program.

Degree Offered:
Bachelor of Science, Fashion Marketing & Management

About the program director:
Angella Hoffman holds a B.S. in Retailing and an M.S. in Apparel Design and Merchandising. She started her career at Bloomingdales as a member of the Executive Training Program for retail buyers. Over the course of her career she has worked as a buyer, visual director and store manager for Fortune 500 retailers. She was the recipient of the student nominated Outstanding Faculty award for fashion marketing and design at American InterContinental University in the fall of 2004, and again in June of 2006. She was nominated for Educator of the Year in 2006 for Career Education Corporation.

We're seeing the fall of fast and disposable fashion and the fall of excess and bling (bling is no longer cool, modesty is). The move is now toward the use of eco sustainable products in packaging, store design and advertising."

– Angella Hoffman



Game Art & Design

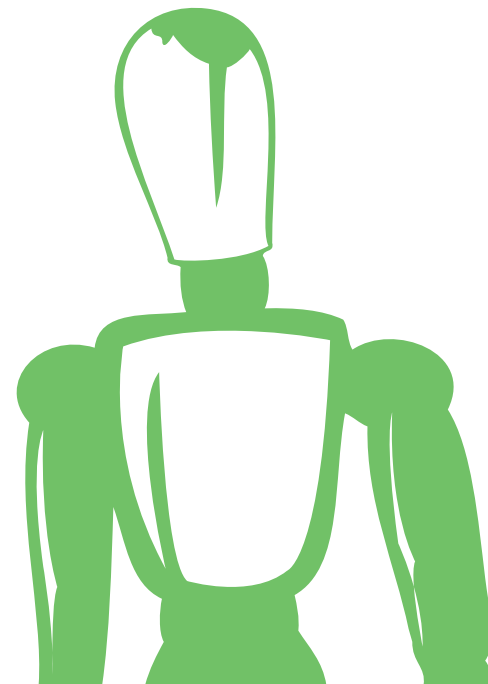
San Francisco is a perfect place to get a degree in Game Art & Design. In addition to being one of the most interesting and exciting places on the west coast, there are over 50 game development studios within a short distance of our campus.

Our Game Art & Design program offers students a broad range of work-ready design and technology competencies focused on career paths in the specialty of game art. Students will have the opportunity to acquire a combination of skills in drawing, perspective, 2-D design and animation. They will study lighting and scene setup, color theory, anatomy and gesture, as well as explore motion maps, characters, level design and prototyping. Students also will have the opportunity to develop skills in scriptwriting, storyboarding, character animation, programming, networking and web-based game content production. In this program, students are taught the importance of creating portfolios and reels that reflect their knowledge of the game industry.

Degree Offered:
Bachelor of Science, Game Art & Design

“68% of American households play video games*. Do you need another reason to study with us?”

–Todd Robinson



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*Entertainment Software Association, June 2, 2009 Press Release, Sixty-Eight Percent of U.S. Households Play Computer or Video Games, on the Internet http://www.theesa.com/newsroom/release_detail.asp?releaseID=65 (visited August 18, 2009).

Visual & Game Programming

San Francisco is the hub for gamers. Our city is home to three Activision owned studios, Nintendo, Ubisoft, and the headquarters for Electronic Arts. In addition to the larger companies, there are countless small and medium sized studios working on console titles, cell phone games and web-based entertainment.

Our intensely hands-on program combines traditional animation skills with technical skills, and focuses on a student's ability to write, extend and modify programs and scripts for 3-D animation. This program combines artistic training with technical training deeply embedded in the concepts of animation. Students will be introduced to the principles of programming, which enables them to enter into the world of shading development, motion capture management, and pipeline streamlining. They will have the opportunity to learn programming and scripting tools such as Perl, C++, C-shell, MEL scripting, MAXScript, DirectX and OpenGL, and become very familiar with different operating systems.

Degree Offered:
Bachelor of Science, Visual & Game Program

About the program director:

Todd Robinson is the Academic Director for both Visual & Game Programming and Game Art & Design at The Art Institute of California – San Francisco. Todd's ten years of experience in the gaming industry includes successful positions as a level designer, environment artist and game designer. Todd has five published games for well-known companies including Rockstar Games, Acclaim and Activision. Two of these went on to become platinum best sellers for the Xbox and Playstation consoles. He has a Bachelor's Degree in Computer & Video Imaging from Cogswell Polytechnical College and is currently pursuing his Master's of Business Administration from Argosy University. In his spare time, Todd makes board and card games.

Industry Employers Who Make the Bay Area Great:

Electronic Arts
Lucas Arts
Sony Entertainment
Sega
Shaba games
Underground Development
2K Sports
Imagemovers Digital
Leapfrog
Electronic Arts
PDI/Dreamworks
Imagemovers Digital
Lucas Arts



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Media Arts & Animation

Demand for Multimedia & Animation professionals is projected to jump 26% by 2016.* This growth requires highly capable and technical professionals, which is why an education at The Art Institute of California – San Francisco is essential.

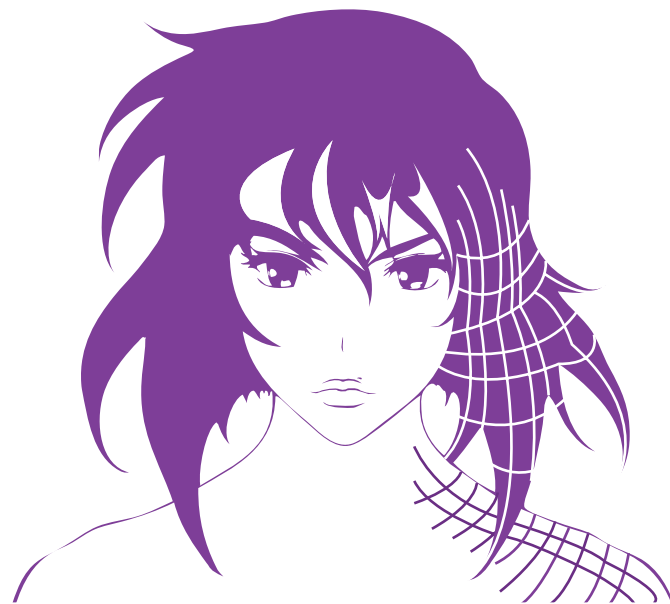
A computer animator is a highly skilled and specialized visual communicator who combines artistic talent with technological expertise to create impressions in a moving-image format. Students begin with a substantial foundation in drawing, color, design, video production and computer applications. From this foundation, students have the opportunity to develop advanced skills in various aspects of computer graphics and animation. Television stations, major corporations, commercial post-production facilities and film production companies are among the businesses that hire people with skills in these areas.

Degree Offered:

Bachelor of Science, Media Arts & Animation

“San Francisco is a creative city filled with inspiration. It is a Mecca for innovation in the arts. What a great city for artists and students to create in.”

–Jill Taffet



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* Bureau of Labor Statistics, U.S. Department of Labor, Occupational Outlook Handbook, 2008-09 Edition, Artists and Related Workers, on the Internet at <http://www.bls.gov/oco/ocos092.htm> (visited August 18, 2009).

Computer Animation

The Art Institute of California – San Francisco is one of only two Art Institutes schools that offers an MFA in Computer Animation. This intensive program offers students the option of continuing on to the graduate level with a six-quarter, terminal degree program designed to prepare students with the skills needed to function as animators and as professors in the field. It offers a forum for advanced study and rigorous discourse, integrating art history, criticism, and advanced studio exploration and experimentation.

The graduate program is focused on the creative process, with advanced study that combines studio work, research, and each student's interests, abilities, and chosen concentration. Students in the Computer Animation program have the opportunity to develop skills as traditional studio artists, storytellers, art historians, and critical thinkers, as well as develop their technical animation skills with hardware and software. The curriculum is designed to help dedicated, hardworking graduates pursue their goals in the computer animation and media fields.

Degree Offered:

Master of Fine Arts, Computer Animation

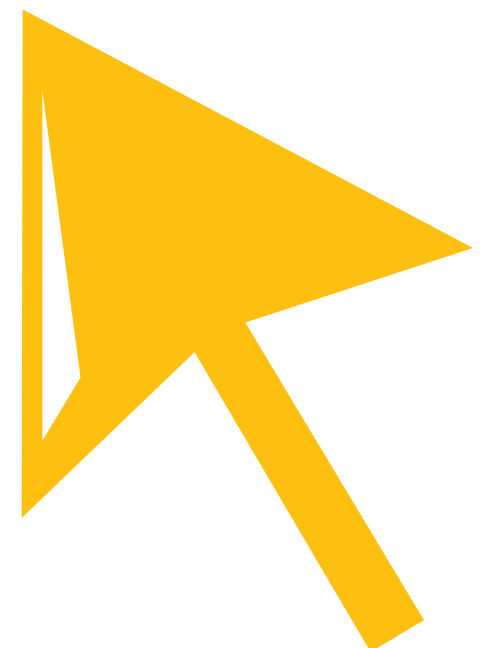
About the program director:

Jill Taffet is the Academic Director of Media Arts & Animation and MFA Computer Animation. Previously, Taffet was chair of Broadcast Design & Motion Graphics at The Savannah College of Art & Design where she pioneered and chaired the INSPIRE media art and animation symposium. Before that she was Professor of Digital Media at Otis College of Art and Design in Los Angeles. She graduated with her Bachelor's Degree from Cooper Union in New York, and is in progress with her MFA degree from the San Francisco Art Institute.

Industry Employers Who Make the Bay Area Great:

Industrial Light & Magic
Tippett Studios
Pixar Animation
Viz Media
Facebook
Yahoo
Apple
Leapfrog
Linden Lab

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Web Design & Interactive Media

Web Design & Interactive Media (WDIM) is the new frontier; the foundation of emerging technologies. Our integrated program – audio, video, text, graphics, animation, programming & networking competencies, teaches students the skills they need in this constantly evolving industry. And there's no better place to study WDIM than in San Francisco, surrounded by innovators, trendsetters and leaders who are on the forefront of these emerging technologies.

Our students have the opportunity to learn how to master programming languages, design software and create motion graphics, new design styles, digital type, iPhone software development kits, API's, and much more. They will have the opportunity to learn how to create new user experiences for mobile devices that cross the web in milliseconds, and are redefining the culture we live in. Industries in this area include mobile, online publishing, web-based games, digital media, web design, interactive design, streaming media, marketing and communications, and information delivery over the web. Students will have the opportunity to develop a foundation in drawing, mathematics, science, design, image manipulation, interactive architecture, multimedia scriptwriting, digital sound, streaming video and animation.

Degrees Offered:

Bachelor of Science, Web Design & Interactive Media
Associate of Science, Web Design & Interactive Media

About the program director:

Micheal Swank was the Academic Director for Graphic Design, Foundation Studies, and Web Design & Interactive Media at The Art Institute of California – Inland Empire. Prior to that, Micheal taught multimedia courses at Mt. Sierra College and Platt College. He holds a BFA in Printmaking and Drawing from The School of the Art Institute of Chicago, a M.Ed. from Pepperdine University and is in progress at Argosy University in the Ed.D. Program in Organizational Leadership.

*“Web 2.0 is so yesterday. Ask me about web 3.0 and beyond”
– Micheal Swank*

Industry Employers Who Make the Bay Area Great:

Yelp
Wikipedia
Digg
CBS Interactive
Walmart.com
Twitter
Facebook
Nokia
Apple
CNet
CMP Media
FryDesign



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Liberal Studies

In San Francisco, students have an abundance of museums, art galleries, libraries, book stores, theaters and music events at their doorstep. Our city is alive with culture and a thriving arts scene – and so is The Art Institute of California – San Francisco.

Liberal Studies offers students the opportunity to meet and interact with accomplished writers, poets, filmmakers, designers and more. In addition, we offer special quarterly drawing workshops in which we bring live cats (leopards, cheetahs, and tigers) onto campus so that students can experience drawing a real-life animal. Our curriculum provides students with the tools necessary to succeed in their chosen program. We offer classes in the following disciplines: Humanities, Math, Science and Social and Behavioral Science, plus a variety of upper division special topic and seminar classes. The strength of our offerings is centered on a well-rounded and diverse faculty and course topics for students of all academic programs.

About the program director:

Before becoming the Academic Director of Liberal Studies, John Stover served as a part-time faculty member in addition to running his own consulting and research firm in San Francisco, jt3 consulting. John is extensively trained in the field of Sociology, having earned his Bachelor's and Master's degrees, and is now on his way to achieving his Ph.D. (expected 2010). John's original Master's level research earned Loyola University Chicago's very first award for excellence in graduate student research, and his work has been published in a special edition of the peer-reviewed journal Nova Religio (2008).

*“Because no one will care about your debut film if your opening credits have typos.”
–John Stover*



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Other Campus Services

Academic Advising:

The Academic Advising team provides academic advice and counsel to students within their degree program. They connect students to learning resources and help them develop academic success strategies, such as time management, problem solving, setting and achieving goals.

Learning Support Services:

Learning Support Services help students find the assistance they need so that they can achieve academically. The Learning Support Center offers drop-in hours from 12PM – 1PM, Monday through Friday, and connects students to tutors who can assist them in English, Math, or Computer Applications. We also offer workshops and open studios, one-on-one tutoring and in-class tutoring. Tutoring is offered to students at no additional cost.

Library Services:

The library offers an extensive book collection, as well as many other resources, including console games, sound effects, stock footage on CD, and over a thousand DVDs. Our DVD collection includes feature films, animation, documentaries, and software tutorials. We subscribe to nearly 150 magazines relating to all programs, and also provide access to full-text magazine articles online, expanding our magazine offerings to thousands of titles. We also subscribe to several fashion forecasting services. The library also serves as one of the most popular common spaces on campus.

Student Affairs:

The Student Affairs department offers helpful, high quality services that allow you to experience and enjoy a positive learning environment. Disabilities Services and Student Support Services are available to help foster a campus environment that aids students in achieving their personal, academic and career goals. Through Student Development and Leadership, students will find many opportunities to get involved in student life every quarter– from Orientation and Welcome Week to socials, open mic nights, leadership trainings, and free or low cost excursions around the city. A variety of clubs focus either on professional or personal interests and host events and activities throughout the academic year – a great way to interact and learn from other students, faculty, staff and industry professionals in the field.

School Sponsored Housing:

The housing environment students live in while attending The Art Institute of California – San Francisco can make a big difference in their overall educational experience. Living in School Sponsored Housing makes it easy to connect with peers; social opportunities and a variety of services are offered to help support students in their educational endeavors.

We believe that students are most successful when they are comfortable with their living environment, and we are committed to facilitating a positive housing experience. With two housing centers, one in the heart of San Francisco and the other in Daly City, immediately south of the San Francisco city border, students are certain to find the residence that's right for them.

The Art Institutes Study Abroad Consortium:

Studying abroad prepares students to live and work in our increasingly multi-cultural world. It helps students learn to function in a different culture, strengthens their independence and enhances future job prospects. We offer two types of study abroad opportunities: short-term, faculty-led trips that typically take place during the break between quarters, and long-term faculty-led programs that last an entire quarter. Past trips have taken students to Australia, New Zealand, China, Turkey, Costa Rica, Austria, England, Wales, Ireland, Finland, France, Germany, Greece, Italy, Spain, Russia, Sweden, Switzerland and Canada. As opposed to traditional college and university study abroad programs, ours are program-specific and involve a full schedule of academic, program-related activities.

Student Financial Services:

The Student Financial Services Department is committed to providing guidance and service to prospective and existing students regarding their financial aid options. Each student is assigned a Financial Aid Officer to guide them through the forms and different types of financial aid to help them and their families choose a financial aid package that suits their needs based on their qualifications.

Career Services

Home to many leading creative and innovative industries, the San Francisco Bay Area is an exciting place to be. But becoming an animator, designer, chef or web developer does not happen overnight; it is a process that starts from the first day our student's step on campus. Understanding who they are and where they fit into the range of occupations is one of the main goals of The Art Institute of California – San Francisco and the mission of our Career Services department.

We teach students the importance of creating a personal network of professional contacts by attending industry events, conventions, mixers, workshops and internships. We also teach them how to develop solid marketing materials, including a creative resume, a well thought-out cover letter, an outstanding portfolio and excellent presentation and interviewing skills.

The Career Services professionals are on campus to provide students with support and assistance in career planning, job search strategies, interview techniques, and resume development. These services are provided through individual and group advising, workshops, a Career Development Class, and opportunities to network with industry professionals through The Art Institute of California — San Francisco Speaker Series, field trips to companies, and career fairs. Also, as part of graduation, our quarterly Portfolio Review shows give students the opportunity to present their work to potential industry employers who attend. In addition to assisting students in finding full-time professional work opportunities in their field of study after graduation, the Career Services Team also helps students identify part-time job and internship opportunities while they are still in school.

All of these things make the Career Services Department another reason why students choose to study at The Art Institute of California – San Francisco.

“We believe in developing strong, collaborative relationships with industries and the community. By fostering the love of life-long learning and professionalism, individuals will prosper in their chosen careers.”

–Donna Dessart, Director of Career Services



1170 Market St.
San Francisco, CA 94102-4928
www.artinstitutes.edu/sanfrancisco
1.415.865.0198 • 1.888.493.3261