



**The Art Institute  
of California<sup>SM</sup> - Sunnyvale**

**CATALOG ADDENDUM**

Winter 2009

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## MISSION, VALUES, VISION, OBJECTIVES

### Mission:

- Our mission is to provide learning centered creative education in a positive and stimulating environment, while building our students' skills in preparation for gainful employment in their chosen fields.

### Values:

- We believe in quality and excellence in creative, learner-centered education.
- We believe that serving our students is our priority.
- We believe that education is a partnership between the school, the faculty, and the student that requires open communication, personal responsibility, integrity, and active participation.
- We support the creative diversity of our students and share in the development of their artistic and academic potential.
- We believe in industry-relevant curricula that prepare students to contribute positively to the business community.
- We believe in a culture of learning is built on leadership, teamwork, accountability, and cooperation.
- We believe in training, growth, and advancement opportunities for our employees and recognizing individual responsibility, ownership, and accomplishment.

### Vision:

The Art Institutes strive to be the leaders in career-focused, creative education in California.

## ADMINISTRATION

**Daniel Cardenas** President

**Patty Lev** Dean of Academic Affairs

**Liane Soohoo** Senior Director of Admissions

**Ildifonso Carrillo** Registrar

**Eric Frauwirth** Academic Department Director: Culinary Arts and Management

**Greg Stout** Academic Department Director: Graphic Design, Web Design & Interactive Media, Game Art & Design, Media Arts & Animation

## TUITION AND FEES

Tuition is currently charged at \$483 per credit. Tuition and fees effective January, 2009. Currently tuition and fees applicable to Art Institute of CA-Sunnyvale are as follows:

### Bachelor's Degree Programs

	<b>Culinary Management (B.S.)</b>	<b>Fashion Marketing &amp; Management (B.S.)</b>	<b>Graphic Design (B.S.)</b>	<b>Web Design &amp; Interactive Media (B.S.)</b>	<b>Interior Design (B.S.)</b>	<b>Digital Film &amp; Video Production (B.S.)</b>
Tuition per Quarter (16 credits)	\$7,728	\$7,228	\$7,728	\$7,728	\$7,728	\$7,728
Annual Tuition <sup>1</sup>	\$23,184	\$23,184	\$23,184	\$23,184	\$23,184	\$23,184

Total Tuition/Fee	\$89,907	\$87,702	\$92,736	\$92,736	\$87,702	\$89,002

### Associate of Science Degree Programs

	Culinary Arts (A.S.)	Graphic Design (A.S.)	Web Design & Interactive Media (A.S.)	Game Art & Design (B.S.)
Tuition per Quarter (16 credits)	\$7,228	\$7,228	\$7,228	\$7,728
Annual Tuition <sup>1</sup>	\$23,184	\$23,184	\$23,184	\$23,184
Total Tuition/Fees for Program <sup>2</sup>	\$53,427	\$51,222	\$51,222	\$92,736

<sup>1</sup>Annual tuition costs are based on an academic year of three quarters and an average of 16 quarter credits for Bachelor's and Associate of Science degree programs.

<sup>2</sup>NOT including Starting Kit or Transitional Studies charges. Total tuition costs based on 192 credits for Bachelor's degree programs and 112 credits for Associate of Science degree programs. Includes \$50 application fee and \$100 enrollment fee. Total tuition is based on the current credit hour rate. Total cost will increase with each per credit hour tuition increase.

*The student is responsible for tuition and fees pertaining to the program's required course of study. The tuition and fees contained in the Enrollment Agreement are subject to change. The per credit hour rate is subject to an increase at least once per calendar year which will increase the total amount for the program. The adjustment to the per credit hour rate may occur before the student begins classes and the student's program will be calculated using the new rate. Any changes to tuition and fees will be published to the students.*

*Each school quarter is typically 11 weeks.*

### ADDITIONAL FEES FOR ALL PROGRAMS

- **Student Activities Fee:** A one-time fee of \$50.00 for Bachelor's students and \$35.00 for Associate's students will be charged in the first quarter.
- **Auditing a Class:** Bachelor's and Associate of Science degree program courses may be audited at a cost of \$876.00 for a 2-credit course, \$1,314.00 for a 3-credit course, or \$1,752.00 for a 4-credit course per quarter.
- **Repeated Courses:** Students will pay full cost of tuition for any repeated course.
- **Interest on Outstanding Balances:** The student understands and agrees that he/she will be liable for interest charges that will be assessed on his/her account balance until the balance is paid in full. Interest will be charged at 12% per annum on the student's adjusted outstanding balance at the end of each month. The adjusted outstanding balance is defined as all charges incurred by the student for attendance at the school at the end of the prior month, including but not limited to tuition, fees, housing charges, late registration fees, fines, damages, etc., less the total amount paid to the student's account at the end of the current month, including financial aid that the student has been awarded but has not been paid for the quarter provided that the student and/or the student's parent(s) have completed all of the requirements for the award. The student understands and agrees that his/her adjusted outstanding balance is different from his/her

student payment plan, and that the student's financial aid award may be reduced or eliminated if the student does not complete all of the requirements for financial aid.

- **Returned Check Fee:** If a student makes any payment by check to the school (including for purchases at the student store) which is subsequently returned for any reason, the student's ledger card will be charged a \$15 returned payment fee.
- **Other Fees.** If a student has any outstanding fees to due to the library, the student's ledger card may be charged directly. Such fees may include but are not limited to late fees, unreturned school property, and damaged, lost or stolen property. A list of fees is available in the library.

## REQUEST FOR TRANSCRIPTS

Requests for official or unofficial student transcripts will only be processed if the student is in good financial standing with the school. Transcripts requests will not be processed for students with past due accounts.

## STUDENT FINANCIAL SERVICES

### FEDERAL FINANCIAL AID PROGRAMS

Art Institute of CA-Sunnyvale is eligible for financial aid and participates in the following programs:

- **Federal Pell Grant**  
Federal Pell Grants are based on financial need, as defined by the U.S. Department of Education. To be eligible for a Federal Pell Grant, students must make application; prove U.S. citizenship or permanent resident status; be able to show graduation from high school or its equivalency; not owe a refund on a federal grant nor be in default on a federal loan; and maintain satisfactory academic progress in school.
- **Federal Supplemental Educational Opportunity Grants**  
Federal Supplemental Educational Opportunity Grants (FSEOG) are for students who demonstrate exceptional financial need (with priority given to Pell Grant recipients). This is gift aid; it does not have to be repaid.
- **Academic Competitiveness Grant (ACG)**  
Available to students who have graduated from high school (GED students not eligible) and are in the 1st or 2nd year of their program. The applicant will self-identify his or her eligibility for an ACG by identifying the rigorous secondary school program they completed from choices of approved programs provided by the Department of Education and available through the Financial Aid Office. Students must also be Pell Grant eligible. Please see a Financial Aid representative for more details.
- **Federal Subsidized Stafford Loan**  
The Federal Subsidized Stafford Loan is a variable interest loan available to students through eligible lenders. The loan is obtained directly from private banks, savings and loan associations, and credit unions. To be eligible, the student must be a citizen or permanent resident alien of the United States and meet other eligibility requirements. Repayment of the loan begins six months after the student's last day of attendance.
- **Federal Unsubsidized Stafford Loan**  
The Federal Unsubsidized Stafford Loan is a variable interest loan available to students through eligible lenders. Independent students may borrow the Unsubsidized Stafford Loan without credit requirements. The Stafford Loans repayment begins six months after the student's last day in school. Dependent students who do not meet the need requirements for a subsidized Stafford Loan, or whose parents are denied a PLUS Loan, may also apply for this loan.
- **Parent Loan for Undergraduate Students (PLUS)**

The Parent Loan for Undergraduate Students is a variable interest loan available to parents through eligible lenders. The PLUS loan is a credit-worthy loan available to parents of dependent students. The PLUS loan repayment begins 60 days after the loan is disbursed.

- **Federal Work-Study**

Through the Federal Work-Study program, students have the opportunity to meet part of their expenses by working part-time on or off campus. A limited number of assignments are available, with priority given to students with the greatest need. The Student Financial Services Department has more details. The maximum students can earn through this program is the amount of their unmet need (the difference between expenses and all their resources). For a more complete description of federal aid programs, please ask for Art Institute of CA-Sunnyvale Complete Guide to Financial Aid.

- **California State Grant (Cal Grant)**

Art Institute of CA-Sunnyvale is approved by the California Student Aid Commission for students to receive Cal Grant funds under Cal Grant A, B, and C programs. Cal Grant programs require academic qualifications as derived from the Student Aid Commission Grade Point Average (GPA) Verification Form. Both the Free Application for Federal Student Aid (FAFSA) form and the GPA Verification (Cal Grant application) must be completed and postmarked by March 2 each year.

- **Other Agencies**

Some students are eligible for aid administered outside of the school such as the Workforce Investment Act (WIA), Rehabilitation Programs, Department of Veterans Affairs Benefits, community organization scholarships, and company reimbursement plans. The Student Financial Services Department can assist students applying for external sources of financial aid.

### **Institutional Grant**

Students who apply and are accepted for admission are eligible to receive an institutional grant which is awarded to students who demonstrate financial need. To apply for an institutional grant students must submit an application which is available in the Student Financial Services office.

### **POLICIES AND PROCEDURES FOR VERIFICATION**

Art Institute of CA-Sunnyvale has developed the following policies and procedures in accordance with federal financial aid regulations:

1. Only students who have been selected will have their application information verified and will be required to submit supporting documentation. In most cases, the required documentation consists of a completed verification worksheet and a signed United States income tax return from the prior year.
2. Art Institute of CA-Sunnyvale will inform students of the required documentation that is missing. The school will use as its reference the most recent verification guide supplied by the United States Department of Education. At that time, the student will be informed of the time parameters and the consequences of not completing the verification cycle. The school will notify the student of the result of verification and any other documentation needed. The school will assist the student in correcting any information that is inaccurate and will notify any student whose award changes via Award Letter.
3. If the student supplies inaccurate information on any application and refuses to correct it after being counseled by the school, the school will refer this case to the United States Department of Education for resolution. Unless required by the United States Department of Education, no Financial Aid will be disbursed to the student.
4. The Financial Aid file must be documented with the date t
5. that verification is completed. Loan checks are not to be released prior to this date.
6. No Pell Grant or FSEOG funds will be disbursed prior to the completion of verification.
7. Federal Stafford Student Loan applications may be certified by the school prior to the completion of verification. However, the funds may not be received until verification is complete.

8. Students eligible to receive a Federal Pell Grant will have until 60 days after his/her last day of attendance or end of the academic year, whichever is earlier, to complete verification. However, in the interim, the student must have made arrangements with the school for payment of all tuition and fees due or risk termination from school. After the passage of the aforementioned period, all Financial Aid that might have been due is forfeited.

### **SECONDARY CONFIRMATION PROCEDURES**

In accordance with current federal regulations, Art Institute of CA-Sunnyvale has established the following procedures relative to the secondary citizenship confirmation process for Title IV financial aid applicants who have indicated that they are eligible non-citizens or permanent residents of the United States. If the primary confirmation process does not confirm eligible Title IV applicant status, the student must submit reasonable evidence of eligible status. All students who report eligible status, but whose eligible status is not confirmed by the Central Processing System output document, will follow the procedures listed below:

1. Students have 30 days from the date that the school receives the output document to submit documentation of eligible non-citizen status.
2. Students must submit documentation of their legal permanent status to the Student Financial Services Office. This documentation must be current, official, and legible.
3. The school will initiate secondary confirmation within 10 business days of receiving both output documents and student's immigration status documents.
4. The school will not make the decision regarding "eligible non-citizen" status without the student having the opportunity to submit documentation supporting a claim for eligibility during the 30-day period.
5. Failure to submit the documentation by the deadline prevents the school from disbursing any Title IV funds or certifying the student as eligible for any Title IV funds.

### **POLICIES FOR STUDENTS WHO BEGIN AT MID-QUARTER**

- **Length of Term**  
The first academic quarter is approximately 5 weeks in duration.
- **Kit Return Policy**  
Students who leave school during the first three weeks of the mid-quarter session may return the starting kit and/or individual components of the kit within ten days of his/her last date of attendance.
- **Schedule Adjustment Period**  
The schedule adjustment period begins on the first day of the mid-quarter session start (fourth day of Week 6) and concludes at the end of the day on the following Saturday (last day of Week 6). If you drop or add one or more classes, your financial aid eligibility may change. Please see a financial aid officer before adding or dropping a class.
- **Return of Title IV Funds**  
The Return of Title IV Calculation as described in the Enrollment Agreement for the mid-quarter session will apply using the mid-quarter start and end dates.

### **PLACEMENT IN TRANSITIONAL STUDIES**

Art Institute of CA-Sunnyvale is committed to student success. Recognizing that students come to the school with different strengths and skill sets, Art Institute of CA-Sunnyvale administers the ACCUPLACER

assessment to help determine student academic preparation in math and English. To ensure placement in the appropriate math and English courses, new students are required to take ACCUPLACER. Based on the results, students may be required to take one or more Transitional Studies courses which must be completed in order for students to progress in their program of study.

Credits earned in Transitional Studies do not count toward the total number of credits required for graduation, nor do they count in the calculation of Cumulative Grade Point Average (CGPA). However, such credits do count in determining maximum time frame and Incremental Completion Rate (ICR). Transitional Studies courses may be individually attempted no more than three times. Failure to pass this course within three attempts will result in academic termination.

Students who have applied and accepted for admission are encouraged to take the ACCUPLACER assessment at Art Institute of CA-Sunnyvale before classes begin. Students who do not take the ACCUPLACER assessment before the start of their first quarter at Art Institute of CA-Sunnyvale and who are not granted exceptions per the following criteria, will be automatically enrolled in Transitional Studies courses.

Exceptions will be granted to students with:

1. Transferable college credits in 100-level (or higher) math and/or English courses with grades of "C" or higher.
2. Scores of 450 or higher on the verbal portion of the SAT and/or 400 or above on the math portion.
3. Advanced Placement (AP) scores of 3 or higher in math and/or English.
4. A score of 50 on the CLEP exam in math and/or English.

### **Attendance Policy**

A student is expected to attend all classes as scheduled, on time, and to remain in the classes for the full duration. Outside employment is not to be scheduled during class hours. The Art Institute reserves the right to schedule or reschedule students and/or classes at any time necessary to accommodate classroom and facility usage needs. There are no excused absences. However, it is recognized that a student may be absent from class due to serious illness or family emergency. Documented absences of this nature will be considered prior to attendance suspension or termination. The previous "720" policy no longer holds, however students missing 14 consecutive calendar days will be withdrawn from school.

### **Satisfactory Academic Progress Policy**

Applicable to every student enrolled in diploma and undergraduate degree programs, the Satisfactory Academic Progress Policy ensures that students make satisfactory 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 in a consistent manner. This ability is measured in two ways: cumulative grade-point-average (CGPA); and incremental completion rate (ICR). Failure to complete courses successfully for any reason may negatively affect academic progress. Failing courses or withdrawing from courses could result in the loss of financial aid. In order for a student to graduate, the minimum requirements are a CGPA of 2.0, and completion of the program in no more than 150% of total program credits.

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

#### **Academic Standards for Degree Programs:**

1. At the end of second quarter (or the fifth session for mid-session starts), students must achieve a CGPA of 1.0 and an ICR of 33.33%. Anything below these milestones will result in **probation**.
2. At the end of third quarter, students must attain a CGPA of 1.0 and an ICR of 33.33%. Anything below these milestones will result in **dismissal**.
3. At the end of third quarter, students with a CGPA under 1.5, but at least 1.0 and/or an ICR below 50%, but at least 33.33% will be placed on **probation**.

4. At the end of sixth quarter, students must accomplish a CGPA of 2.0 and an ICR of 66.67%. Anything below these milestones will result in **dismissal**.
5. While we are bound by Department of Education requirements that a student be dismissed after his or her sixth quarter if the CGPA is below 2.0 and/or the ICR is below 66.67%, we are allowed to place a student on probation in subsequent quarters if the CGPA falls below 2.0, but is at least 1.8, and/or the ICR falls below 66.67%, but is at least 60%. If the student is put on probation, the student will have to attain both a CGPA of 2.0 and an ICR of 66.67% at the end of the next evaluation point or be **dismissed** (note: evaluation points occur every other quarter after sixth quarter). This can only happen once after sixth quarter.
6. At any evaluation point after sixth quarter, a student with a CGPA below 1.8 and/or an ICR below 60% will 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. Failure to complete courses successfully, for any reason may negatively affect academic progress. Failing courses or withdrawing from courses could result in the loss of financial aid.
9. **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; however, they do count in determining the maximum time frame and the incremental completion rate. 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.**
10. 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 can then request an additional appeal for reinstatement, but would have to demonstrate accomplishments or changes that show a degree of college readiness that reliably predict success. Should the student have his or her appeal denied a second time, the student will be **permanently dismissed** from the Institute. If the student's appeal is granted, he or she will be placed on **probation** at the start of the term, and would be required to attain CGPA and ICR milestones by the next evaluation point. Failure to do so will result in a **permanent dismissal**. The student would do this through the reentry process.

**Other Standards of Academic Progress:**

11. Following is a comprehensive list of events that indicate there may be a Mitigating Circumstance which has negatively impacted academic progress:
  - a. Death of an immediate family member
  - b. Student illness requiring hospitalization (this includes mental health issues)
  - c. Illness of an immediate family member where the student is a primary caretaker
  - d. Illness of an immediate family member where the family member is the primary financial support
  - e. Abusive relationships
  - f. Divorce proceedings
  - g. Previously undocumented disability
  - h. Work-related transfer during the term
  - i. Change in work schedule during the term
  - j. Natural disaster
  - k. Family emergency
  - l. Financial hardship such as foreclosure or eviction
  - m. Loss of transportation where there are no alternative means of transportation
  - n. Documentation from the School Counselor and/or a Professional Counselor

The Dean of Academic Affairs is 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 since students have at least three quarters in a degree program to adjust to college life.

Documentation from a school or professional counselor should not breach the student/counselor relationship. A memorandum or letter on school or organizational letterhead indicating a counselor's opinion that student issues are contrary to satisfactory academic progress will suffice as proof of mitigating circumstances.

**12. Grades achieved in repeated classes will replace grades of 'F', 'W', or 'WF'. Grades of 'F', 'W', or 'WF' are included in the maximum allowable time frame and incremental completion rate requirements. The grade 'I' indicates Incomplete and is calculated as if it is an 'F' until it is changed to another grade. Students may also retake classes in which they received a passing grade in order to improve their CGPA. However, a student cannot receive financial aid for repeating courses in which a passing grade has already been earned.**

13. Transfer credits from other post-secondary institutions are not calculated in the maximum allowable credits or incremental completion rate requirements; however, transfer credits do reduce the total number of credits that must be attempted within the program. Therefore, the maximum number of attempted credits for a student with transfer credit is one and one-half times the number of credits required to complete for graduation. Example: if a student transfers 36 credits to a program consisting of 180 credits, the calculation would be  $180 - 36 = 144 \times 1.5 = 216$  credits.

Grades for credits transferred 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. Any student dismissed for academic progress cannot transfer to another Art Institute until he or she has been reinstated at the sending school and is deemed to be making satisfactory academic progress.

14. Students will be allowed only one change of program. On rare occasions and with good reason, the Dean of Academic Affairs may allow a student an additional change of program. Changing from day to evening in the same program is not considered a change of program. Changing from a diploma level to a degree level or an associate's level to a bachelor's level in the same program is not considered changes of program.

Courses taken in one program applicable to the second program shall be transferred with the grade. If students have taken a course more than once, all grades pertinent to that course shall apply to the second program. Grades earned in the original program shall count towards the cumulative grade point average.

However, in cases in which a student has graduated from the 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.

For ICR purposes only, those courses transferred will apply to the new program. The maximum allowable timeframe shall be calculated as the total number of credits in the program minus the number of credits applied to the new program  $\times 1.5$ . Example: if a student transfers 36 credits to a program consisting of 180 credits, the calculation would be  $180 - 36 = 144 \times 1.5 = 216$  credits. Second example, if a student earned 36 credits in the original program that are applicable to the new program, but transfers 48 credits due to repeating failed classes then the maximum allowable timeframe is reduced to 198 credits.

15. In order for students to graduate, the minimum requirements are a CGPA of 2.0, and completion of the program in no more than 150% of total program credits.

### Milestones and Evaluation Points

<u>Evaluation Point</u>	<u>Milestones (CGPA and ICR)</u>	<u>Required Action</u>
End of Second Quarter	< 1.0 and/or 33.33%	Probation
End of Third Quarter	< 1.0 and/or 33.33%	Dismissal
End of Third Quarter	< 1.5 and/or 50% > 1.0 and 33.33%	Probation
End of Sixth Quarter* (and every other quarter thereafter)	< 2.0 and 66.67%	Dismissal

\* If a student's CGPA falls below 2.0, but is at least 1.8 and/or the ICR is below 66.67% but at least 60%, the student may be placed on probation one time after he or she has moved beyond his or her sixth quarter. The student would then need to achieve the 2.0 and 66.67% milestones at the next evaluation point or be dismissed.

### SPECIAL SATISFACTORY ACADEMIC PROGRESS POLICY PROVISIONS FOR CALIFORNIA VA STUDENTS (EFFECTIVE June 28, 2008)

The Satisfactory Academic Progress policy published in the Catalog is applicable to every student enrolled in diploma and undergraduate degree programs. It ensures that students make satisfactory 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 manner. This ability is measured in two ways: cumulative grade-point-average (CGPA); and incremental completion rate (ICR). Failure to complete courses successfully for any reason may negatively affect academic progress. Failing courses or withdrawing from courses could result in the loss of financial aid. In order for a student to graduate, the minimum requirements are a CGPA of 2.0, and completion of the program in no more than 150% of total program credits.

In addition to the provisions of the policy, students in degree programs receiving VA benefits in California have two additional evaluation points. These are not for purposes of determining academic standing, but, rather, are for purposes of determining continued eligibility to receive VA benefits.

#### Academic Standards for Degree Programs:

16. At the end of second quarter (or the fifth session for mid-session starts), students must achieve a CGPA of 1.0 and an ICR of 33.33%. Anything below these milestones will result in **probation**.
17. At the end of third quarter, students must attain a CGPA of 1.0 and an ICR of 33.33%. Anything below these milestones will result in **dismissal**.
18. At the end of third quarter, students with a CGPA under 1.5, but at least 1.0 and/or an ICR below 50%, but at least 33.33% will be placed on **probation**.
19. At the end of the third quarter, students who are placed on probation and who were on probation after second quarter will have their **certification of eligibility to receive VA benefits withdrawn**.
20. At the end of the fourth quarter, students receiving VA benefits who were on academic probation at the end of their second and third quarters will be evaluated to ensure that they have earned a CGPA of at least 1.5 and an ICR of at least 33.33%. Failure to meet these benchmarks will result in the **withdrawal of certification of eligibility** to receive VA benefits.

21. At the end of the fifth quarter, students receiving VA benefits who were on academic probation at the end of their third and fourth quarters will be evaluated to ensure that they have earned a CGPA of at least 1.8 and an ICR of at least 60%. Failure to meet these benchmarks will result in the **withdrawal of certification of eligibility** to receive VA benefits.
22. At the end of sixth quarter, students must accomplish a CGPA of 2.0 and an ICR of 66.67%. Anything below these milestones will result in **dismissal**.
23. While we are bound by Department of Education requirements that a student be dismissed after his or her sixth quarter if the CGPA is below 2.0 and/or the ICR is below 66.67%, we are allowed to place a student on probation in subsequent quarters if the CGPA falls below 2.0, but is at least 1.8, and/or the ICR falls below 66.67%, but is at least 60%. If the student is put on probation, the student will have to attain both a CGPA of 2.0 and an ICR of 66.67% at the end of the next evaluation point or be **dismissed** (note: evaluation points occur every other quarter after sixth quarter). This can only happen once after sixth quarter.
24. At any evaluation point after sixth quarter, a student with a CGPA below 1.8 and/or an ICR below 60% will be **dismissed**.

### Milestones and Evaluation Points

<u>Evaluation Point</u>	<u>Milestones (CGPA and ICR)</u>	<u>Required Action</u>
End of Second Quarter	< 1.0 and/or 33.33%	Probation
End of Third Quarter	< 1.0 and/or 33.33%	Dismissal
End of Third Quarter	< 1.5 and/or 50%	Probation
	> 1.0 and 33.33%	
End of Third Quarter	< 1.5 and/or 50%	Probation and Loss of VA Benefits
	> 1.0 and 33.33% (and on probation after 2 <sup>nd</sup> Quarter)	
End of Fourth Quarter	< 1.5 and/or 33% (and on probation after 2 <sup>nd</sup> and 3 <sup>rd</sup> Quarters)	Loss of VA benefits
End of Fifth Quarter	< 1.7 and/or 60% (and on probation after 3 <sup>rd</sup> Quarter)	Loss of VA benefits
End of Sixth Quarter* And every other quarter thereafter	< 2.0 and 66.67%	Dismissal

### EVALUATION OF CREDIT FOR PREVIOUS EDUCATION AND TRAINING OF VETERANS AND ELIGIBLE PERSONS

Art Institute of CA-Sunnyvale will evaluate all previous education and training, grant credit where appropriate, reduce the length of the program proportionally, and notify the student accordingly. Veterans will receive automatic evaluation of credit during the time of enrollment.

### HONORS AND AWARDS

#### CRITERIA FOR HONOR DESIGNATION

To promote academic excellence and to recognize exemplary academic achievement, students are recognized on a quarterly basis and upon graduation. Any student who enrolls for and completes 12 credits or more and meets the following criteria, may receive the corresponding designation:

#### QUARTER GPA HONOR DESIGNATION

- 4.0 President's Honor Roll
- 3.7–3.9 Dean's Honor Roll
- 3.5–3.69 Honor Roll

#### HONOR DESIGNATION AT GRADUATION

Any student who achieves a CGPA of 3.5 or better is designated as an Honor Graduate. (Transitional studies classes are not considered when evaluating honor designations.)

#### GRADUATION AWARDS

Students from each major may be eligible to win awards recognizing outstanding portfolios or culinary skills or outstanding achievements.

#### Terms of Academic Probation

Once placed on academic probation, a student must meet the CGPA and ICR milestones at the next evaluation point. (Refer to the “Satisfactory Academic Progress Policy Milestones and Evaluation Points” table on page 90 of the catalog.) If the student meets the CGPA and ICR milestones at the next evaluation point, the student will be removed from academic probation. However, if the student fails to meet the CGPA and ICR milestones at the next evaluation point, the student will be terminated for academic reasons.

When a student is placed on academic probation, the school will send a letter to the student informing them of their status. The letter will contain a summary of Satisfactory Academic Progress Policy Milestones and Evaluation Points which explains the milestones that the students will need to achieve and in what timeframe.

#### Seeking Additional Degrees

When a student earns an associate’s degree and then elects to continue in a bachelor’s program for the same or different major, the school’s transfer of credit policy applies. Eligible courses taken in the associates program shall be transferred with the grade. If a student has taken a course more than once, all grades relevant to that course shall apply in the bachelor’s program. Grades earned in the associates program and major shall count toward the CGPA. For ICR purposes, only those courses transferred will apply to the new bachelor’s program and major. The maximum allowable time frame shall be calculated as the total number of credits in the new bachelor’s program and major minus the number of credits applied to the new bachelor’s program and major times 150%. Example: if a student transfers 112 credits to a new bachelor’s program consisting of 192 credits, the calculation would be  $192 - 112 = 80 \times 150\% = 120$  credits. Second example: if a student earned 112 credits in the original associates program that are applicable to the new bachelor’s program, but transfers 124 credits due to repeating failed classes, then the maximum allowable time frame is reduced to 102 credits.

### NEW PROGRAMS

## Media Arts & Animation

### Bachelor of Science

#### Program Description

Television, both network and cable, major corporations, commercial postproduction facilities, and film production companies are among the industries that make use of skills developed by graduates of The Art Institutes. Exciting opportunities such as animation artist, special effects artist, broadcast graphics designer, and video postproduction artist are at the forefront of an industry that repackages information in creative new ways. The 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, and computer applications. From this foundation, students develop advanced skills in various aspects of computer graphics and animation. Students learn to use the tools of the computer animation profession, ranging from computer operating systems to three-dimensional modeling. These tools enhance students’ flexibility and creativity, and enable them to produce an individualized digital portfolio that demonstrates their practical and technical abilities to potential employers.

Graduates of this twelve-quarter bachelor’s degree program will be prepared with fully focused, entry-level skills to enter this fast-paced, high-tech, and rewarding field.

#### Program Objectives

1. Graduates will demonstrate application of learned concepts from traditional art courses. These would include: drawing, color, form, design, composition and digital art skills showing a solid foundation according to industry standards.
2. Graduates will demonstrate an applied technical knowledge of standard industry animation and digital design software.

3. Graduates will demonstrate a practical understanding and application in the principles of animation, acting and movement and cinematic storytelling as it relates to 2-D and 3-D animation.
4. Graduates will demonstrate an understanding of professionalism, presentation skills and core curriculum competencies through effective self-marketing.
5. Graduates are prepared to seek entry-level positions such as animation or digital artist, special effects artist, storyboard artist, background artist, broadcast graphics designer, or lighting designer at a commercial postproduction facility or game design company.

### **Graduation Requirements**

To receive a Bachelor of Science degree in Media Arts & Animation, students must: receive a passing grade or credit for all required coursework; earn a minimum of 192 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 Credit Hours**

FS101 Fundamentals/Observational Drawing 3  
 FS102 Fundamentals of Design 3  
 FS103 Color Theory 3  
 FS104 Computer Applications 3  
 FS111 Drawing, Proportion, & Perspective 3  
 FS122 Image Manipulation 3  
 FS131 Typography I — Traditional 3  
 FS239 Career Development 3  
 FS497 Portfolio II 2  
 GA2211 Hard Surface & Organic Modeling 3  
 GA3311 Material & Lighting 3  
 GA3314 3-D Character Rigging 3  
 GA3324 Character Modeling 3  
 MA1112 Drawing & Anatomy 3  
 MA1121 Language of Animation & Film 3  
 MA1122 Character & Object Design 3  
 MA1123 Acting & Movement 3  
 MA1124 Sculpture for Animation 3  
 MA1131 Conceptual Storytelling 3  
 MA1132 Life Drawing & Gesture 3  
 MA1133 2-D Animation Principles 3  
 MA1134 Principles of 3-D Modeling 3  
 MA2201 Background Design & Layout 3  
 MA2202 Storyboarding for Animation 3  
 MA2203 2-D Animation 3  
 MA2204 3-D Animation 3  
 MA2212 3-D Camera Techniques 3  
 MA2213 Digital Ink & Paint 3  
 MA2214 Audio for Animation 3  
 MA2241 Motion Graphics 3  
 MA3303 Advanced 2-D Animation 3  
 MA3306 Web Animation 3  
 MA3312 Advanced Lighting & Texture 3  
 MA3313 2-D Animation Studio 3  
 MA3316 Compositing 3  
 MA3321 Portfolio Fundamentals 3  
 MA3322 3-D Visual Effects 3  
 MA3323 Pre-Production Team 3  
 MA3324 Character Animation 3  
 MA4402 Editing Techniques 3  
 MA4403 Production Team 3  
 MA4411 Animation Portfolio Production 2  
 MA4413 3-D Animation Studio 3  
 1st Elective \* 3  
 2nd Elective \* 3  
 3rd Elective \* 3  
 HU110 College English ♦ 4  
 HU111 Effective Speaking ♦ 4  
 HU130 Visual Language & Culture ♦ 4  
 Humanities Art Requirement ♦ 4  
 Humanities Requirement ♦ 4  
 Humanities Writing Requirement ♦ 4  
 Liberal Studies Requirement ♦ 4  
 Liberal Studies Requirement ♦ 4  
 Liberal Studies Requirement ♦ 4  
 Mathematics Requirement ♦ 4  
 Mathematics & Sciences Requirement ♦ 4  
 Social & Behavioral Sciences Requirement ♦ 4  
 Social & Behavioral Sciences Requirement ♦ 4  
 Social & Behavioral Sciences Requirement ♦ 4

## TOTAL QUARTER CREDITS 192

♦**LIBERAL STUDIES:** Courses designated with a diamond are Liberal Studies courses. Four of the fourteen Liberal Studies courses required for a Bachelor of Science degree in Media Arts & Animation 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 and 3rd electives must be selected from upper division courses (3000- or 4000-level courses). Electives may not be chosen from Liberal Studies courses. Prerequisites must be met.

**NOTE:** All courses are 11 weeks in length. The Media Arts & Animation Bachelor of Science degree program is twelve quarters in length. Completion of the program in twelve quarters is dependent upon whether the student successfully attempts 15–16 quarter credits per quarter.

## Course Descriptions

### FS101

#### **Fundamentals/Observational Drawing**

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

This course is a fundamental drawing course where the students will explore various art and media and learn to use a variety of drawing tools. This course involves the observation and translation of three-dimensional form into twodimensional drawings. Starting with simple shapes and progressing to more complex organic forms, students will build skill levels in composition, line quality, use of tone, and human anatomy.

Prerequisite: None

### FS102

#### **Fundamentals of Design**

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

A presentation of the basic elements and principles of graphic design will be made in this course. The student will develop a firm foundation to layout and organize design elements for a variety of visual effects.

Prerequisite: None

### FS103

#### **Color Theory**

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

In this course, students will explore color theory, including additive and subtractive color. Discussions of color and its relationship to composition, through harmony and contrast, will be explored.

Prerequisite: None

### FS104

#### **Computer Applications**

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

This course introduces students to the basic operation of computer hardware on both Mac and PC platforms. File management and storage, basic word processing, spreadsheet, and database techniques are explored. The use of scanners, printers, external drives, and other equipment will be examined. Students will also be introduced to the Internet as a research and networking tool.

Prerequisite: None

### FS111

#### **Drawing, Proportion & Perspective**

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

This course is a fundamental drawing course with an emphasis on perspective, where the students will draw threedimensional objects in one-, two-, and three-point perspective.

Prerequisite: FS101 Fundamentals/Observational Drawing

### FS122

#### **Image Manipulation**

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

Students develop basic image manipulation skills in a raster-based computer environment. Emphasis is placed on mastering the fundamentals of scanning, color management, photo retouching, imaging, special effects, and filters and masks.

Prerequisite: FS104 Computer Applications

### FS131

#### **Typography I — Traditional**

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

This course is an introduction of lettering skills and the history and foundation of letterforms. The placement of display and text type in a formatted space, and the relationship between the appearance and readability of letterforms, are also studied. Students will work in a traditional context of hand-rendering type and also be introduced to contemporary typesetting technology.

Prerequisite: None

**FS239****Career Development**

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

This course introduces the guidelines for professional business practices, behavior, and self-marketing venture. Students focus on the mechanics of the job and client search process (networking, résumé, interview, generating positive impressions, cover letters, business and project proposals, and contracts). The development of the written and oral communication skills needed in all aspects of the professional life will be addressed.

Prerequisite: By Permission of Academic Director/Advisor

**FS497****Portfolio II**

2 Quarter Credits (44hrs Lab)

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

Prerequisite: By Permission of Academic Director/Advisor

**GA2211****Hard Surface & Organic Modeling**

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

This course covers advanced modeling techniques used for building organic and hard surface objects and environments.

Prerequisite: MA1134 Principles of 3-D Modeling

**GA3311****Material & Lighting**

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

In this class, students will be introduced to materials, textures, and lighting strategies to add detail and realism to objects without adding complexity to the model. Students will simulate real-world surfaces containing reflection radiosity and other effects.

Prerequisite: MA1134 Principles of 3-D Modeling

**GA3314****3-D Character Rigging**

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

The purpose of this course is to demystify character setup. After reviewing the basics, advanced topics such as modeling and animation will be covered. The character setup will be tested by animation assignments. Upon completion, each student will have created, set up, and tested a character.

Prerequisite: MA2204 3-D Animation

**GA3324****Character Modeling**

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

This course covers advanced modeling techniques used for building a three-dimensional character. Students will explore techniques of character modeling to include various approaches to figure construction.

Prerequisite: GA3314 3-D Character Rigging or By Permission of Academic Director/Advisor

**MA1112****Drawing & Anatomy**

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

Continuing to develop the basic drawing course, students will focus on rendering life forms in space. Emphasis will be placed on the basic anatomical structures of human and animal forms.

Prerequisite: FS101 Fundamentals/ Observational Drawing

**MA1121****Language of Animation & Film**

3 Quarter Credits (33 hrs Lecture)

Fundamentals of animated cinematography addressed through a historical survey. Course will consider trends and genres of animated film in a variety of media.

Prerequisite: None

**MA1122****Character & Object Design**

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

Features the initial development of dramatic/comedic characterizations of animate and inanimate objects for later use in 2- and three-dimensional animations.

Prerequisite: MA1112 Drawing & Anatomy

**MA1123****Acting & Movement**

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

The introduction of acting as a tool of research through studies of animated movement is covered. Characters' personality, expression, motivation, body language, and posture will be studied through classroom exercises in a variety

of media.  
Prerequisite: None

#### **MA1124**

##### **Sculpture for Animation**

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

Basic principles of design, such as balance, rhythm, contrast, and harmony are taught. Students develop threedimensional designs and sculptures from paper, found materials, and clay. Three-dimensional forms, compositions, and aesthetics are discussed. The final focus of the class will be character development.

Prerequisite: MA1112 Drawing & Anatomy

#### **MA1131**

##### **Conceptual Storytelling**

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

This course is an introduction to storytelling and the components of story. The goal is to develop storytelling skills, and an understanding of story form.

Prerequisite: FS101 Fundamentals/Observational Drawing

#### **MA1132**

##### **Life Drawing & Gesture**

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

In this introductory course on drawing the human figure, students will continue developing their drawing skills. The course will focus on an interpretation of the human body, based on major masses organized by gestural line. Line of action, gesture, motion, measurement, and foreshortening will be covered in this course.

Prerequisite: MA1112 Drawing & Anatomy

#### **MA1133**

##### **2-D Animation Principles**

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

Students will study timing and weight through a series of projects designed to demonstrate the principles of animation. Issues such as keyframing, inbetweening, and cycling will be addressed.

Prerequisite: MA1112 Drawing & Anatomy

#### **MA1134**

##### **Principles of 3-D Modeling**

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

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

Prerequisite: FS122 Image Manipulation

#### **MA2201**

##### **Background Design & Layout**

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

This course focuses on the fundamentals of background layout with an emphasis on perspective, composition, design basics, staging, mood, texture, and lighting. Students will also learn the basics of using props as background and foreground design elements.

Prerequisite: FS111 Drawing, Proportion & Perspective

#### **MA2202**

##### **Storyboarding for Animation**

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

This course focuses on applying industry-standard storyboarding and scripting techniques to animation. Contents to be covered include the various purposes and formats of storyboards, the basic terminology and concepts used in storyboarding, and the application of storyboarding techniques to the creation of storyboards with or without a written script.

Prerequisite: MA1133 2-D Animation Principles

#### **MA2203**

##### **2-D Animation**

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

Students will apply basic animation principles to produce a sequence. Emphasis will be placed on timing and performance. Use of a capture device, pencil tests, inking, and other 2-D animation skills will be explored.

Prerequisite: MA1133 2-D Animation Principles

#### **MA2204**

##### **3-D Animation**

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

Students are introduced to basic 3-D animation concepts by applying keyframing techniques along a timeline. Students will apply changes in translation, scale, and rotation through space in time, and be introduced to camera control.

Prerequisites: MA1133 2-D Animation Principles; MA1134 Principles of 3-D Modeling

#### **MA2212**

**3-D Camera Techniques**

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

In this course, students learn techniques used in preproduction and production, including cameras, lenses, mounting equipment, framing and composition, and natural and studio lighting.

Prerequisite: MA2204 3-D Animation

**MA2213****Digital Ink & Paint**

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

This course is an introduction to the computer as an ink and paint tool for animation. Basics of scanning, clean up, ink and paint, and camera moves will be explored.

Prerequisite: FS122 Image Manipulation

**MA2214****Audio for Animation**

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

This course is a conceptual introduction to audio production techniques for animation. Students will learn to digitize sound and apply it for audio enhancement of their animations. Students will also learn how to produce appropriate audio effects and transitions in computer animation.

Prerequisite: By Permission of Academic Director/Advisor

**MA2241****Motion Graphics**

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

This course is an introduction to the use of titling in theatrical and broadcast graphics. Techniques for design and implementation will be covered. Students will produce title sequences and montages integrating image manipulation applications and other image processing support.

Prerequisite: FS122 Image Manipulation

**MA3303****Advanced 2-D Animation**

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

In this course, using the principles learned in previous 2-D animation courses, students are responsible for organizing the elements required to storyboard, produce, and record an animated short.

Prerequisites: MA2203 2-D Animation; MA2213 Digital Ink & Paint

**MA3306****Web Animation**

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

Students in this course produce animation within limited delivery constraints. Limitations of image size, formatting, and color depth will be explored.

Prerequisite: FS122 Image Manipulation

**MA3312****Advanced Lighting & Texture**

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

In this course, students will continue to develop lighting and texturing skills. Procedural texturing and lighting will also be covered.

Prerequisite: GA3311 Material & Lighting

**MA3313****2-D Animation Studio**

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

Students work with team members on actual animation jobs from the field, or create a completed animation that demonstrates storytelling techniques.

Prerequisite: MA3303 Advanced 2-D Animation

**MA3316****Compositing**

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

Students in this course learn the concepts, techniques, and vocabulary of compositing. Students apply rotoscope, matchmoving, keying, layering, and alpha channel to final animation projects.

Prerequisite: By Permission of Academic Director/Advisor

**MA3321****Portfolio Fundamentals**

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

This course focuses on the completion of the print portion of a student's portfolio and enables the student to begin his/her career search. The student should come into this class with print work for their portfolio. The quality of the work will be evaluated and enhancements to their portfolio will be made. The student will also complete a professional résumé and begin their job research.

Prerequisite: By Permission of Academic Director/Advisor

**MA3322****3-D Visual Effects**

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

Effects animation takes students through the basics of making special effects. Students will be using such tools as particles, soft bodies, dynamics, and expressions to create several scenes.

Prerequisite: GA3311 Material & Lighting

**MA3323****Pre-Production Team**

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

This course will expose students to the preproduction processes used in animation and related industries. The primary components of the course will be a thorough review of all pre-production activities and project management. Students will participate in production teams and will focus on planning of all aspects of an animation production.

Prerequisite: By Permission of Academic Director/Advisor

**MA3324****Character Animation**

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

This is an advanced level 3-D animation course that builds on techniques learned in previous modeling and animation courses. Students will learn how to apply real-life action sequences to characters.

Prerequisite: MA2204 3-D Animation

**MA4402****Editing Techniques**

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

In this course, students use the features and functions of video editing systems. Students also explore various media available for video input and output.

Prerequisite: By Permission of Academic Director/Advisor

**MA4403****Production Team**

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

In this course, students will work in a studio environment and will focus on the production and post-production of an animated short.

Prerequisite: MA3323 Pre-Production Team

**MA4411****Animation Portfolio Production**

2 Quarter Credits

In this course, students will complete portfolio pieces, organize them for presentation, and focus on works that reflect and enhance their individual strengths in computer animation. This course enables students to define and pursue their career path.

Prerequisite: By Permission of Academic Director/Advisor

**MA4413****3-D Animation Studio**

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

Students will use advanced animation techniques to create, design, produce, and edit an animated short story.

Prerequisite: By Permission of Academic Director/Advisor

**HU110****College English**

4 Quarter Credits (44 hrs Lecture)

In this course, students will express themselves in writing and develop an effective writing voice for a variety of audiences. Students will involve themselves in the drafting and editing processes, including brainstorming, research, and critique. Students will practice their ability to construct effective arguments, using emotion, logic, and creativity. Mechanics are addressed in the context of students' own work during mini lessons and conferences.

Prerequisite: None

**HU111****Effective Speaking**

4 Quarter Credits (44 hrs Lecture)

This course provides the student with the communication skills that are essential to a successful professional career. Students will notice a marked decrease in their anxiety about speaking and a marked increase in their ability to inform, inspire, and persuade an audience. A variety of experiences designed to develop basic concepts of the oral communication process will be introduced, as well as communication theory, and speech preparation and delivery.

Prerequisite: None

**HU130****Visual Language & Culture**

4 Quarter Credits (44 hrs Lecture)

The media revolution communicates through images as much if not more than through words. Strategies of interpretation and theories of visual logic are introduced.

Prerequisite: HU110 College English

# Game Art & Design

## Bachelor of Science

### Program Description

The bachelor's degree program in Game Art & Design offers a broad range of work ready design and technology competencies focused on career paths in the specialty of game art and design. Students will begin with a substantial foundation in drawing, color, design, and computer applications. From this foundation, they develop advanced skills in various aspects of computer graphics and animation. Students learn to use tools of the computer animation profession, ranging from modeling to animation to game engines. In addition to software applications, students will use scanners, printers, and classroom presentation equipment. These tools enhance the student's flexibility and creativity, and enable them to produce an individualized portfolio that demonstrates their practical and technical abilities to potential employers.

For the Game Art & Design program, a 2.5 CGPA and a portfolio is required. See pages **XXX** for further details and portfolio guidelines.

### Program Objectives

1. Students will demonstrate traditional and digital art skills showing a solid foundation of the principles of game art & design according to professional industry standards.
2. Students will also possess the requisite presentation, interviewing, resume-building and game business knowledge critical to seeking an entry-level artist and/or designer position in the industry.
3. They will be able to demonstrate the principles of gaming, balance and usability to plan and create game rules, mechanics, environments, aesthetics and experiences.
4. They will also be able to demonstrate the skills necessary to create game art assets for use in industry standard engines through all stages of the production pipeline.
5. Additionally, students will possess knowledge of the managerial and developmental aspects of the game production pipeline and demonstrate knowledge of planning, scope, soft-skills, problem-solving, deadlines and economics that go into making a market-ready game.
6. Graduates will be prepared for entry-level employment as game asset designers, 2-D and 3-D artists, lighting specialists, background artists, illustrators, level designers, digital model makers, and texture mappers. Additionally, graduates will be prepared for assignments and projects to include designing level play and background stories, creating characters and related environments, and applying knowledge of video and computer games to evaluate game products.

### Graduation Requirements

To receive a Bachelor of Science degree in Game Art & Design, students must: receive a passing grade or credit for all required coursework; earn a minimum of 192 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 Credit Hours

FS101 Fundamentals/Observational Drawing 3  
FS102 Fundamentals of Design 3  
FS103 Color Theory 3  
FS104 Computer Applications 3  
FS111 Drawing, Proportion, & Perspective 3  
FS122 Image Manipulation 3  
FS131 Typography I — Traditional 3  
FS239 Career Development 3  
FS497 Portfolio II 2  
GA1121 Survey of the Game Industry 2  
GA2201 Game Design & Game Play 3  
GA2211 Hard Surface & Organic Modeling 3  
GA2212 Game Modeling & Animation 3  
GA3311 Material & Lighting 3  
GA3312 Level Design 3  
GA3313 Designing 3-D Environments 3  
GA3314 3-D Character Rigging 3  
GA3322 Advanced Level Design 3  
GA3323 3-D Scripting 3  
GA3324 Character Modeling 3  
GA3331 Game Prototyping 3  
GA3332 Interface Design for Games 3  
GA3333 Introduction to Scripting Languages 3  
GA4401 Advanced Game Prototyping 3  
GA4402 Senior Project Planning 3  
GA4403 Intermediate Scripting Languages 3

GA4412 Senior Project I 3  
 GA4422 Senior Project II 3  
 GA4424 Advanced Character Rigging 3  
 MA1112 Drawing & Anatomy 3  
 MA1122 Character & Object Design 3  
 MA1124 Sculpture for Animation 3  
 MA1131 Conceptual Storytelling 3  
 MA1132 Life Drawing & Gesture 3  
 MA1133 2-D Animation Principles 3  
 MA1134 Principles of 3-D Modeling 3  
 MA2201 Background Design & Layout 3  
 MA2202 Storyboarding for Animation 3  
 MA2204 3-D Animation 3  
 MA2212 3-D Camera Techniques 3  
 MA2214 Audio for Animation 3  
 MA3312 Advanced Lighting & Texture 3  
 MA3324 Character Animation 3  
 1st Elective \* 3  
 2nd Elective \* 3  
 3rd Elective \* 3  
 HU110 College English ♦ 4  
 HU111 Effective Speaking ♦ 4  
 HU130 Visual Language & Culture ♦ 4  
 Humanities Art Requirement ♦ 4  
 Humanities Requirement ♦ 4  
 Humanities Writing Requirement ♦ 4  
 Liberal Studies Requirement ♦ 4  
 Liberal Studies Requirement ♦ 4  
 Liberal Studies Requirement ♦ 4  
 Mathematics Requirement ♦ 4  
 Mathematics & Sciences Requirement ♦ 4  
 Social & Behavioral Sciences Requirement ♦ 4  
 Social & Behavioral Sciences Requirement ♦ 4  
 Social & Behavioral Sciences Requirement ♦ 4

**TOTAL QUARTER CREDITS 192**

♦**LIBERAL STUDIES:** Courses designated with a diamond are Liberal Studies courses. Four of the fourteen Liberal Studies courses required for a Bachelor of Science degree in Game Art & Design 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 and 3rd electives must be selected from upper division courses (3000- or 4000-level courses). Electives may not be chosen from Liberal Studies courses. Prerequisites must be met.

**NOTE:** All courses are 11 weeks in length. The Game Art & Design Bachelor of Science degree program is twelve quarters in length. Completion of the program in twelve quarters is dependent upon whether the student successfully attempts 15–16 quarter credits per quarter.

**GAME ART & DESIGN PROGRAM REQUIREMENTS**

To be accepted into the Game Art & Design program, in addition to the general admissions requirements and enrollment procedure, an applicant must have achieved a minimum cumulative GPA of 2.5 from high school or have achieved the minimum 2.5 cumulative GPA in at least 24 semester or 36 quarter credits at an accredited college or university. Applicants must also have a portfolio of original artwork to present for review. Entrance portfolios will be required in order to assess the student's aptitude and placement in the program or to direct them to a program for which they demonstrate a greater aptitude, if appropriate.

Carefully follow the instructions and criteria listed below. It is important that the applicants include the appropriate number of pieces in their portfolio and that it is submitted in a timely manner.

**STANDARD PORTFOLIO CONTENT**

- 1) Five (5) observational/life drawings
  - 2) Five (5) pages from applicant's sketchbook
- OR, in lieu of a standard portfolio, applicants may prepare a portfolio by completing the following six exercises:
- 1) Select three (3) to five (5) objects that are familiar to you. Arrange them together then draw them, giving consideration to line and tone.
  - 2) Make a free-hand drawing of one corner of a room in your home. Include at least three pieces of furniture.
  - 3) Create a self-portrait in any medium. Do not refer to a photograph. Drawing from a mirror reference is allowed.
  - 4) Using a person or photograph as your model, draw what you see.
  - 5) Using "nature" or "city" as a theme, create a collage by tearing images from a magazine and pasting them on a sheet of paper.
  - 6) Visually interpret and express the word "connection" in a drawing of any medium.

**SUBMISSION**

- Label all pieces with:
  - Name
  - Date completed
  - Dimensions and medium, if appropriate
  - Approximate time it took to complete
- Do Not Submit Original Work; SUBMIT COPIES ONLY
- Copies should be on 8.5 x 11 unmattd paper or on CD-ROM

#### REJECTION POLICY

If an applicant's portfolio is rejected, the applicant may reapply for the following quarter by providing a new portfolio. Please speak to an Assistant Director of Admissions regarding the deadlines for portfolio submission.

## COURSE DESCRIPTIONS

### FS101

#### Fundamentals/Observational Drawing

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

This course is a fundamental drawing course where the students will explore various art and media and learn to use a variety of drawing tools. This course involves the observation and translation of three-dimensional form into twodimensional drawings. Starting with simple shapes and progressing to more complex organic forms, students will build skill levels in composition, line quality, use of tone, and human anatomy.

Prerequisite: None

### FS102

#### Fundamentals of Design

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

A presentation of the basic elements and principles of graphic design will be made in this course. The student will develop a firm foundation to layout and organize design elements for a variety of visual effects.

Prerequisite: None

### FS103

#### Color Theory

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

In this course, students will explore color theory, including additive and subtractive color. Discussions of color and its relationship to composition, through harmony and contrast, will be explored.

Prerequisite: None

### FS104

#### Computer Applications

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

This course introduces students to the basic operation of computer hardware on both Mac and PC platforms. File management and storage, basic word processing, spreadsheet, and database techniques are explored. The use of scanners, printers, external drives, and other equipment will be examined. Students will also be introduced to the Internet as a research and networking tool.

Prerequisite: None

### FS111

#### Drawing, Proportion & Perspective

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

This course is a fundamental drawing course with an emphasis on perspective, where the students will draw threedimensional objects in one-, two-, and three-point perspective.

Prerequisite: FS101 Fundamentals/Observational Drawing

### FS122

#### Image Manipulation

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

Students develop basic image manipulation skills in a raster-based computer environment. Emphasis is placed on mastering the fundamentals of scanning, color management, photo retouching, imaging, special effects, and filters and masks.

Prerequisite: FS104 Computer Applications

### FS131

#### Typography I — Traditional

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

This course is an introduction of lettering skills and the history and foundation of letterforms. The placement of display and text type in a formatted space, and the relationship between the appearance and readability of letterforms, are also studied. Students will work in a traditional context of hand-rendering type and also be introduced to contemporary typesetting technology.

Prerequisite: None

### FS239

#### Career Development

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

This course introduces the guidelines for professional business practices, behavior, and self-marketing venture. Students

focus on the mechanics of the job and client search process (networking, résumé, interview, generating positive impressions, cover letters, business and project proposals, and contracts). The development of the written and oral communication skills needed in all aspects of the professional life will be addressed.

Prerequisite: By Permission of Academic Director/Advisor

#### **FS497**

##### **Portfolio II**

2 Quarter Credits (44hrs Lab)

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

Prerequisite: By Permission of Academic Director/Advisor

#### **GA1121**

##### **Survey of the Game Industry**

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

This course will present a survey of the game industry. Specifically, it will focus on entry-level jobs and responsibilities, career paths, characteristics and necessary skills for success, regional differences in employment, types of projects and products, and an introduction of the path from concept to product in the industry.

Prerequisite: None

#### **GA2201**

##### **Game Design & Game Play**

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

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

Prerequisite: GA1121 Survey of the Game Industry

#### **GA2211**

##### **Hard Surface & Organic Modeling**

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

This course covers advanced modeling techniques used for building organic and hard surface objects and environments.

Prerequisite: MA1134 Principles of 3-D Modeling

#### **GA2212**

##### **Game Modeling & Animation**

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

Real time 3-D animation requires a thorough understanding and ability to create scenes and characters in such a way as to minimize the time it takes for a computer to redraw the scene as it moves in a game. Students will learn low-polygon creation techniques using industry standard 3-D modeling software and computers.

Prerequisite: MA1134 Principles of 3-D Modeling

Prerequisite: GA2211 Hard Surface & Organic Modeling

#### **GA3311**

##### **Material & Lighting**

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

In this class, students will be introduced to materials, textures, and lighting strategies to add detail and realism to objects without adding complexity to the model. Students will simulate real-world surfaces containing reflection radiosity and other effects.

Prerequisite: MA1134 Principles of 3-D Modeling

#### **GA3312**

##### **Level Design**

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

In this course, the student learns to analyze the game-play needs of the overall game project and creates specific-level designs accordingly. After a brief introduction of the game development process, the course turns to processes of determining game-level needs and creating content for the predetermined levels.

Prerequisites: GA2212 Game Modeling & Animation; GA2201 Game Design & Game Play

#### **GA3313**

##### **Designing 3-D Environments**

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

Most levels of popular games are designed as building interiors and contain characteristics common to interior design layouts. This is also true of the film world. This course provides the opportunity for students to create architectural interiors representing houses, buildings, and entire worlds contained under a roof, in which to place their characters.

Prerequisites: MA2201 Background Design & Layout; GA2211 Hard Surface & Organic Modeling

#### **GA3314**

##### **3-D Character Rigging**

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

The purpose of this course is to demystify character setup. After reviewing the basics, advanced topics such as modeling and animation will be covered. The character setup will be tested by animation assignments. Upon completion, each

student will have created, set up, and tested a character.  
Prerequisite: MA2204 3-D Animation

#### **GA3322**

##### **Advanced Level Design**

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

Building on abilities gained in the Level Design course, students will create more intricate designs for levels, characters, objects, and weapons. Emphasis is on interesting game play and puzzles.

Prerequisite: GA3312 Level Design

#### **GA3323**

##### **3-D Scripting**

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

Scripting allows the animator to automate tedious tasks and create effects that would be otherwise time-consuming in the traditional 3-D key frame methodology. This course introduces students to scripting in a 3-D package, e.g., Maya using MEL (Maya Embedded Language). Students will explore the powerful and diverse capabilities of 3-D scripting.

Prerequisite: By Permission of Academic Director/Advisor

#### **GA3324**

##### **Character Modeling**

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

This course covers advanced modeling techniques used for building a three-dimensional character. Students will explore techniques of character modeling to include various approaches to figure construction.

Prerequisite: GA3314 3-D Character Rigging or By Permission of Academic Director/Advisor

#### **GA3331**

##### **Game Prototyping**

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

In this course, the student learns to analyze the game-play needs of the overall game project and creates specific-level designs accordingly. After a brief introduction of the game development process, the course turns to processes of determining game-level needs and creating content for the predetermined levels.

Prerequisite: By Permission of Academic Director/Advisor

#### **GA3332**

##### **Interface Design for Games**

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

This course is an introduction to the pre-planning aspects of the design process. Students will formulate design projects specifically for delivery media such as video game consoles, mobile devices, and PC CDROM/DVD. Parameters relating to color, resolution, access speed, key choice/layout, and composition will mediate the design process. Students will also explore principles of interactive design appropriate for the game type and/or target audience.

Prerequisite: GA3312 Level Design

#### **GA3333**

##### **Introduction to Scripting Languages**

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

Students will develop and refine basic programming skills. The student will acquire skills needed to design, develop, and produce practical applications with a specific scripting or programming language.

Prerequisite: By Permission of Academic Director/Advisor

#### **GA4401**

##### **Advanced Game Prototyping**

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

In this continuation of the Game Prototyping course, students will create and produce a stand-alone game prototype demonstrating game design principles acquired in preceding courses. The culmination of coursework results in students fine tuning their design, production, and collecting skills as well as scripting and storyboarding.

Prerequisite: GA3331 Game Prototyping

#### **GA4402**

##### **Senior Project Planning**

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

This class focuses on pre-planning and beginning development of the student's senior project. Students prepare a project plan and time line for their senior project.

Prerequisite: GA3332 Interface Design for Games

#### **GA4403**

##### **Intermediate Scripting Languages**

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

Students will continue to develop and refine basic programming skills. The student will acquire skills needed to design, develop, and produce practical applications in a specific scripting or programming language used with different 3-D software packages.

Prerequisite: By Permission of Academic Director/Advisor

#### **GA4412**

**Senior Project I**

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

Students select an area to research and develop their portfolio projects. The emphasis is on quantitative and qualitative research, scheduling of the project, methods of presentation, and qualitative results. Additionally, students prepare, present, and defend a project suitable for professional presentation.

Prerequisite: GA4402 Senior Project Planning

**GA4422****Senior Project II**

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

Students continue work on their game prototype, incorporating all elements that they have acquired through the program.

Prerequisite: GA4412 Senior Project I

**GA4424****Advanced Character Rigging**

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

Students will continue to explore character setup. Work on advanced topics such as facial expressions and quadruped will be covered. The character setup will be tested by animation assignments. Upon completion, each student will have created, setup, and tested a character with a custom graphical user interface.

Prerequisite: GA3314 3-D Character Rigging

**MA1112****Drawing & Anatomy**

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

Continuing to develop the basic drawing course, students will focus on rendering life forms in space. Emphasis will be placed on the basic anatomical structures of human and animal forms.

Prerequisite: FS101 Fundamentals/ Observational Drawing

**MA1122****Character & Object Design**

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

Features the initial development of dramatic/comedic and three-dimensional animations.

Prerequisite: MA1112 Drawing & Anatomy

**MA1124****Sculpture for Animation**

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

Basic principles of design, such as balance, rhythm, contrast, and harmony are taught. Students develop three-dimensional designs and sculptures from paper, found materials, and clay. Three-dimensional forms, compositions, and aesthetics are discussed. The final focus of the class will be character development.

Prerequisite: MA1112 Drawing & Anatomy

**MA1131****Conceptual Storytelling**

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

This course is an introduction to storytelling and the components of story. The goal is to develop storytelling skills, and an understanding of story form.

Prerequisite: FS101 Fundamentals/Observational Drawing

**MA1132****Life Drawing & Gesture**

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

In this introductory course on drawing the human figure, students will continue developing their drawing skills. The course will focus on an interpretation of the human body, based on major masses organized by gestural line. Line of action, gesture, motion, measurement, and foreshortening will be covered in this course.

Prerequisite: MA1112 Drawing & Anatomy

**MA1133****2-D Animation Principles**

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

Students will study timing and weight through a series of projects designed to demonstrate the principles of animation. Issues such as keyframing, inbetweening, and cycling will be addressed.

Prerequisite: MA1112 Drawing & Anatomy

**MA1134****Principles of 3-D Modeling**

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

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

Prerequisite: FS122 Image Manipulation

### **MA2201**

#### **Background Design & Layout**

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

This course focuses on the fundamentals of background layout with an emphasis on perspective, composition, design basics, staging, mood, texture, and lighting. Students will also learn the basics of using props as background and foreground design elements.

Prerequisite: FS111 Drawing, Proportion & Perspective

### **MA2202**

#### **Storyboarding for Animation**

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

This course focuses on applying industry-standard storyboarding and scripting techniques to animation. Contents to be covered include the various purposes and formats of storyboards, the basic terminology and concepts used in storyboarding, and the application of storyboarding techniques to the creation of storyboards with or without a written script.

Prerequisite: MA1133 2-D Animation Principles

### **MA2204**

#### **3-D Animation**

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

Students are introduced to basic 3-D animation concepts by applying keyframing techniques along a timeline. Students will apply changes in translation, scale, and rotation through space in time, and be introduced to camera control.

Prerequisites: MA1133 2-D Animation Principles; MA1134 Principles of 3-D Modeling

### **MA2212**

#### **3-D Camera Techniques**

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

In this course, students learn techniques used in preproduction and production, including cameras, lenses, mounting equipment, framing and composition, and natural and studio lighting.

Prerequisite: MA2204 3-D Animation

### **MA2214**

#### **Audio for Animation**

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

This course is a conceptual introduction to audio production techniques for animation. Students will learn to digitize sound and apply it for audio enhancement of their animations. Students will also learn how to produce appropriate audio effects and transitions in computer animation.

Prerequisite: By Permission of Academic Director/Advisor

### **MA3312**

#### **Advanced Lighting & Texture**

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

In this course, students will continue to develop lighting and texturing skills. Procedural texturing and lighting will also be covered.

Prerequisite: GA3311 Material & Lighting

### **MA3324**

#### **Character Animation**

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

This is an advanced level 3-D animation course that builds on techniques learned in previous modeling and animation courses. Students will learn how to apply real-life action sequences to characters.

Prerequisite: MA2204 3-D Animation

### **HU110**

#### **College English**

4 Quarter Credits (44 hrs Lecture)

In this course, students will express themselves in writing and develop an effective writing voice for a variety of audiences. Students will involve themselves in the drafting and editing processes, including brainstorming, research, and critique. Students will practice their ability to construct effective arguments, using emotion, logic, and creativity. Mechanics are addressed in the context of students' own work during mini lessons and conferences.

Prerequisite: None

### **HU111**

#### **Effective Speaking**

4 Quarter Credits (44 hrs Lecture)

This course provides the student with the communication skills that are essential to a successful professional career. Students will notice a marked decrease in their anxiety about speaking and a marked increase in their ability to inform, inspire, and persuade an audience. A variety of experiences designed to develop basic concepts of the oral communication process will be introduced, as well as communication theory, and speech preparation and delivery.

Prerequisite: None

### **HU130**

#### **Visual Language & Culture**

4 Quarter Credits (44 hrs Lecture)

The media revolution communicates through images as much if not more than through words. Strategies of interpretation and theories of visual logic are introduced.

Prerequisite: HU110 College English

### **A NOTE ABOUT ONLINE COURSES:**

**Art Institute of CA -Sunnyvale does not currently offer its courses online.**

## **FACULTY PROFILE**

Faculty members at Art Institute of CA-Sunnyvale are chosen for their professional experience and academic training and include teaching professionals and successful practitioners in their fields. All are alert to changing trends in their fields and new educational systems.

### **DIGITAL FILM & VIDEO PRODUCTION**

#### **Halimat Alabi**

##### **EDUCATION**

##### **San Diego State University**

- MA, Film, T.V, Media Production,2007

##### **Purdue University**

- BS, Acoustical Engineering,2001

##### **PROFESSIONAL EXPERIENCE**

- THQ, Associate Producer,2008
- Sony Computer Entertainment,2007

#### **Gene Frye**

##### **Education**

##### **Master Institute**

- BS, Multimedia,1994

##### **Westchester Community College**

- AS, Electrical Tech,1974

##### **PROFESSIONAL EXPERIENCE**

- Mediexcellence,Owner,2001
- Master Institute,Instructor,2001

#### **Gerald Olson**

##### **Education**

##### **San Francisco State University**

- BA,1974

##### **PROFESSIONAL EXPERIENCE**

- America Cinema,2004-2008
- Director of Production,HBO,1983-85
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#### **Jeanette Butler**

##### **EDUCATION**

##### **Chabot College**

- BS, ISM; 1998
- AA; 1993

##### **PROFESSIONAL EXPERIENCE**

- Owner of Butler Studios, present

- Gilead, 1999-2004

**Robert Edgar**

EDUCATION

**Syracuse University**

- MFA, 1976
- BFA, 1974

PROFESSIONAL EXPERIENCE

- Stanford University, 2005-2008
- Cambridge Studios, 2005-2008

## **FASHION DEPARTMENT**

**Joann Ogee**

EDUCATION

**San Jose State University**

- MFA, Fine Art, 1981
- BA, Art, 1977

**Cypress Jr. College**

- AA, Fine Art, 1975

PROFESSIONAL EXPERIENCE

- Brooks College, 2005-2007
- Meijer Inc., Sr Merchant, 2002-2005

**Jinah Oh**

**ADJUNCT FACULTY MEMBER**

EDUCATION

**Golden Gate University**

- MBA, Marketing, 2007
- BS, Clothing & Textiles, 1997
- BA, Philosophy, 1997

PROFESSIONAL EXPERIENCE

- LIMN Company Inc, 2007- present
- Moda Avenue, 2002

## **FOUNDATION STUDIES**

**Kiril Hristov**

EDUCATION

**National Academy of Fine Arts**

- MA, Fine Arts, 1978
- BA, Fine Arts, 1974

PROFESSIONAL EXPERIENCE

- Gibbs College, Instructor, 2004
- Christoff Design, Owner, 2001

**Meeta Upadhyay**

EDUCATION

**Institute of Management Education**

- MA, Business Administration, 1991

**University of Pune**

- BS, Computer Science, 1989

PROFESSIONAL EXPERIENCE

- CNSI, Test Engineer, 2007
- NIIT, Group Leader, 1999

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**Christopher Kelly**

## EDUCATION

### School of Visual Arts

- BFA, Media; 1989

## PROFESSIONAL EXPERIENCE

- The Art Institute of CA-San Francisco, 2003-2008
- C. Kelly Studios, 1989-2008

### Josie Grant

## EDUCATION

### San Francisco Art Institute

- MFA, Painting, 1972
- BFA, Printmaking, 1970

## PROFESSIONAL EXPERIENCE

- Tamalpais Adult Education, 1993-2008
- San Francisco Art Commission Street Artist Program, 1988-present

### Dawn Bieser

## EDUCATION

### San Jose State University

- MA, Education & Instructional Technology, 2006

### University of San Francisco

- BS, Information Systems, 1995

### West Valley College

AS, Information Systems, 1984

## PROFESSIONAL EXPERIENCE

- USA Web Publishing, 2005-present
- MetroEd Adult Education, 2005-2006

### Ireneusz Ciesiolkiewicz

## Education

### University of California Berkeley

- MA, Architecture, 1989

### Clemson University

- BS, Architecture, 1986

## PROFESSIONAL EXPERIENCE

- University of California Berkeley, 1991-present
- Diablo Valley College, 2004-2005

## GRAPHIC DESIGN

### Gokce Kasikci-Ata

## Education

### University of San Diego State

- MFA, Multi-Media, 2006

### Middle East Technical University

- BA, Foreign Language, 1996

### AI of California- San Diego

- AA, Advertising, 2001

## PROFESSIONAL EXPERIENCE

- Studio Art Director, 2007
- Mission College, Instructor, 2006

### Sally Cox

## EDUCATION

## Art University of Pgh

- BA, Graphic Design, 1985
- AA, Visual Communication, 1981

### PROFESSIONAL EXPERIENCE

- Adobe System Inc., 2008
- Self Software, Trainer, 2006

## Darryl Shelton

### EDUCATION

#### San Jose State University

- BS, Graphic Design, 1985

#### Gavilan College

- AA, Art, 1982

### PROFESSIONAL EXPERIENCE

- Shelton Design 1992- Present
- Brooks College, 2007

## INTERIOR DESIGN

## Katherine Spencer

### EDUCATION

#### Carnegie Mellon University

- BA, Fine Art, 1994

### PROFESSIONAL EXPERIENCE

- Columbia Integrated System Lab, 2008
- Interspec, Web-Design, 2006

## Debra Kaufman

### EDUCATION

#### University of MN

- BS, Interior Design, 1983

### PROFESSIONAL EXPERIENCE

- The Kaufman Group, 2003-present
- Your Image Construction

## Gloria Bernard

### Education

#### Youngstown State University

- BA, Art

### PROFESSIONAL EXPERIENCE

- Design Trade Showroom, 1995-2007
- The French Armoire, 1985-1995

## LIBERAL STUDIES

## Louie Caces

### EDUCATION

#### San Jose State University

- MA, Math, 2009

#### University California Santa Cruz

- BA, Math, 2004

### PROFESSIONAL EXPERIENCE

- East Side Union School District, 2004

## Rebecca Eagleson

### EDUCATION

## San Jose State University

- M.A., English, 2005

## Rockford College

- BA, Theatre Arts, 2000

## University of Wisconsin

- AA, Arts & Sciences, 1997

## PROFESSIONAL EXPERIENCE

- University of Seoul, 2007
- University of Suwon, 2007

## **Culinary Art & Management**

### **Diana Faryniarz**

#### EDUCATION

#### **Brown University**

- BA, Ancient Culture, 1997

#### **Cambridge School of Culinary Arts**

- Certificate, Culinary Arts, 2000

#### PROFESSIONAL EXPERIENCE

- New England Culinary Institute, 2003
- Clean Flour Bakery, 2001

### **Rachel Wilson**

#### EDUCATION

#### **Bakers College**

- BA, Business Administration, 2008

#### **Culinary Institute of America**

- AS, Culinary Arts, 1981

#### PROFESSIONAL EXPERIENCE

- Young Chef Academy, 2007
- Congregation Shirr Hadash, 2003

### **Martha Duke**

#### EDUCATION

#### **University of New Haven**

- BS, Management, 1986
- AS, Culinary Arts, 1982

#### PROFESSIONAL EXPERIENCE

- Siena, Mediterranean, Owner, 2007
- Café Primarera, Manager, 2002

### **Jim Accomando**

#### EDUCATION

#### **Johnson and Wales University**

- BS, Education, 1986
- AS, Culinary, 1990

#### PROFESSIONAL EXPERIENCE

- Walt Disney, Chef Instructor, 1997
- Boston Market, Trainer, 1995