



Academic Calendar Addendum

Addendum to the 2008 Calendar
July 1, 2009



THE INTERNATIONAL
CULINARY SCHOOLSM
at The Art Institute of Vancouver

Academic Calendar Addendum

Revisions to the 2008 Academic Calendar

Publication Date: July 1, 2009

The information presented in this Addendum supercedes previously published Calendar information.

Administration

Tom Kim
President

Grace Dionisio
Senior Director of Admissions

Nancy Frosst
Director of Administrative and Financial Services

Milan Petrovich
Dean of Academic Affairs

Shannon Svingen-Jones
Dean of Student Affairs and Director of Career Services

Debra Walker
Director of Human Resources

Edward Gervan
Associate Dean of Academic Affairs

Karen Kiely
Registrar

Craig Lewis
Director of Student Financial Services

Sunita Wiebe, PhD
Faculty Development Director

Marc Aubanel
Academic Director – Game Art & Design, Visual & Game Programming

Andrew Czink
Academic Director – Recording Arts

Michael Granek
Academic Director – Event Planning

Corrie Heringa
Academic Director - Graphic Design, Web Design & Interactive Media

Jeremy McCarron
Academic Director – Animation Art & Design, 3D Modeling for Animation & Games, VFX for Film & Television

Anne Morris
Academic Director – Fashion Design & Merchandising, Fashion Marketing & Management

Seng Sengsavanh
Academic Director – Interior Design, Residential Planning

Paul Vernall
Academic Director – The International Culinary School

Terri Anne Wilson
Department Head – Digital Film and Video

Rachel Tuttle
Public Relations and Communications Coordinator

Locations

Burnaby Location

3264 Beta Avenue
Burnaby, BC V5G 4K4
604.298.5400 | 800.661.1885
Fax: 604.298.5403

www.artinstitutes.edu/vancouver

Vancouver Location

2665 Renfrew Street
Vancouver, BC V5M 0A7
604.683.9200 | 866.717.8080
Fax: 604.684.8839

The International Culinary School at The Art Institute of Vancouver

The Cannaccord Tower - Pacific Centre
300-609 Granville Street
Vancouver, BC V7Y 1G5
604.738.3155 | 866.667.7288
Fax: 604.738.3205

www.artinstitutes.edu/vancouver/culinary

Admissions Requirements

Individuals seeking admission to The Art Institute of Vancouver are required to complete and submit the following:

1. Admissions Interview (in person or over the phone) with an Assistant Director of Admissions. The purpose of the interview is to:

- Explore the prospective student's background and interests as they relate to the programs offered at The Art Institute of Vancouver;
- Assist prospective students in identifying the appropriate area of study consistent with their previous education, background, and stated or demonstrated interest in our program offerings;
- Provide information related to curriculum offerings and support services available at The Art Institute.

2. The student must either have successfully completed high school (Grade 12 or GED 12) or qualify as a mature student of not less than 19 years of age as of the start date of the program and has accurately represented their education, age, and other required information to determine they meet the admission criteria to The Art Institute programs.

3. A separate Application Form and Enrollment Agreement must be completed and signed by the applicant, as well as parent or guardian (if applicant is a minor).

4. Essay. A written paragraph of approximately 150 words describing what the prospective student's career goals are and how The Art Institute of Vancouver can help the student achieve those goals.

5. A \$50 non-refundable application fee and a \$100 assessment fee.

6. If a student wishes to receive advanced standing in a program that has a foundation quarter, they must submit a portfolio and have it accepted by the Admissions Committee before advanced standing is granted.

7. If an applicant fails to meet the minimum admissions requirements they cannot be waived by either the institute or the student.

Academic Grading System

Letter Grade	Grade Points	Percentage
A	4.0	88-100%
A-	3.7	85-87%
B+	3.4	82-84%
B	3.0	78-81%
B-	2.7	75-77%
C+	2.4	72-74%
C	2.0	68-71%
C-	1.7	65-67%
D+	1.4	62-64%
D	1.0	55-61%
F	0	0-54%

Advanced Standing

Course credits, which may be awarded by advanced course credit, proficiency examination, or prior learning assessment, are applied to the total credits required for graduation, but have no letter or point value and are not computed in the grade point average.

Advanced Course Credit

Credit will be given for college courses successfully completed with a grade point of 2.0 or better, and where the courses are comparable to those offered by The Art Institute of Vancouver program to which the student applies. The credit must be from an accredited post-secondary institution authorized by appropriate legal authorities. Official grades must be on file. All advanced course credit must be applied for and approved before the first (1st) day of class of the initial quarter of study. The Art Institute of Vancouver reserves the right not to accept any advanced course credit applications and the transfer of any credit based solely on its internal guidelines, and on a case-by-case basis. All exceptions must be approved by a designee of the Academic Affairs Department.

Transfer of Credit Policy

Credit for courses taken at an accredited postsecondary institution may be accepted at The Art Institute of Vancouver if the following conditions are met:

1. An official transcript, or transcripts, accompanies the request, which must be made prior to matriculation at The Art Institute of Vancouver.
2. All credits requested have been completed prior to matriculation. There is no accommodation for concurrent enrollment.
3. Students with credentials from international colleges and universities must submit a translation of the transcript along with the request to transfer credits.
 - a. Requests must be received prior to matriculation.
 - b. Credits may be granted on a course by course basis.
4. Students who have earned credits at a postsecondary institution, but did not complete an academic credential, may request transfer credit by submitting a transcript along with the request. Credit may be granted on a course by course basis if:
 - a. Credit is applied for prior to matriculation.
 - b. Grades earned are C (2.0) or higher.
 - c. General Education courses fit into the Humanities, Social and Behavioral Sciences, or Mathematics and Sciences categories.

The Process for Evaluation of Transfer Credit

Transfer credit must meet the expectations of the faculty, Academic Directors, and the Dean of Academic Affairs, and must be appropriate to the credential sought. Academic credit earned within 10 years prior to admission will be reviewed as to applicability to the present course of study. The review committee reserves the right to require examinations or other proof of competence regardless of transfer credits listed on the student's

records. It is not the policy of The Art Institute of Vancouver to impose redundant programs or requirements on any student. All transfer credits must be reviewed prior to the student's matriculation. Credits will not be accepted after the student has matriculated at The Art Institute of Vancouver.

The Process for Establishing Equivalency of Transfer Credit

Transfer credit is accepted from postsecondary institutions authorized by appropriate legal authorities. Corporate or specialized training programs may be recognized as transfer credits as recommended by generally accepted educational standards. Not all prior credit is applicable to academic programs at The Art Institute of Vancouver. Transfer credit must support the academic program. A designee of the Academic Affairs Department will evaluate all transcripts and requests for credit to determine transfer credit acceptable to The Art Institute of Vancouver as meeting partial requirements for the program of study.

Administrative Position Responsible for Transfer Evaluation

The Dean of Academic Affairs is the administrator ultimately responsible for the transfer evaluation, though the Dean may delegate individual evaluations to faculty members or academic staff.

Maximum Advanced Standing

No more than 75 percent of the quarter credits required for graduation from The Art Institute of Vancouver may be satisfied through a combination of transfer credit, credit for prior learning assessment, and/or challenge exams.

Prior Learning Assessment and Recognition (PLAR)

Prior Learning Assessment and Recognition (PLAR) is a process whereby students receive credit for learning that occurred in a non-standard or non-traditional environment. It is the responsibility of those seeking credit to follow these guidelines in order for evaluation to occur.

Prospective students seeking credit for non-traditional learning must demonstrate mastery of competencies acquired through their professional work or other learning experiences. These competencies will be demonstrated through submission of a portfolio to The Art Institute of Vancouver and will be reviewed by the respective program department.

To apply for PLAR, applicants must:

1. Submit their request prior to the start of their program.
2. Complete one (1) PLAR form for *each course challenge*.
3. Demonstrate the competencies for the courses to which they are applying. Credit is not granted based on experience alone. If the applicant cannot provide examples demonstrating the competency or competencies, an exam may be arranged, or the applicant may be required to complete an equivalent project.
4. Pay the non-refundable administrative fee.

5. Submit the following where applicable:
 - a. A current resume.
 - b. Copies of certificates or recognition for the completion of course work, i.e. Photoshop workshop.
 - c. Copies of awards received for work.
 - d. Letter(s) of recommendation.
 - e. Appropriate portfolio/work examples for each course challenge.
 - f. Please include a description for all submitted work, for example:
 - printed samples with a description of project purpose
 - CD or disk with files description of project purpose
 - URLs demonstrating description of project purpose

Counselling Services

All students have access to free counseling services provided by a trained clinical counselor. The counselor is available to students at all campus locations and provides services to students dealing with a variety of issues. Common issues that might be addressed in counseling are: stress, anxiety, relationship issues, depression, anger management, time management, procrastination, sexual orientation, gender issues, balancing school/work/family demands and addressing self-harming behaviors. To make an appointment, students can contact the Reception desk at any campus or email the counselor directly at counselor@aii.edu.

Student Sponsored Housing

School-Sponsored Housing is often a perfect compromise between students and parents as it provides an environment that is a step between living at home and living on one's own. Many of the lasting connections and memories students make at school will happen outside of the classroom. School-Sponsored Housing gives students the opportunity to connect with classmates on a daily basis. The Art Institute of Vancouver contracts with a local apartment/townhouse complex located in Burnaby to provide housing to students who wish to live in an environment with fellow Art Institute of Vancouver students. Some of the benefits include:

- Costs can be included in the student financial plan
- Opportunities to meet and network with other Art Institute of Vancouver students
- Located approximately 20 minutes by public transportation to the Burnaby campus
- Staff supervised environment with social and educational programs and events

Whether a student is moving away from home for the first time or trying to find a new apartment outside of School-Sponsored Housing, the Residential Life and Housing staff at The Art Institute of Vancouver want to make sure that students have comfortable and convenient housing options. The staff is available to help assess student needs and provide resources

to get students started on the process of finding an appropriate place to live, whether in School-Sponsored Housing or a place independent of The Art Institute of Vancouver. For more information, students should contact the Director of Residential Life & Housing or visit our website at http://www.artinstitutes.edu/vancouver/StudentLife/student_housing.aspx

Student Employment Advisor

The Career Services department is also home to the Student Employment Advisor who helps students with their career-related needs during school. Students who would like a part-time job, or would like to discuss how to get a head start on their career while still in school are encouraged to make an appointment with the SEA. The SEA can also provide job leads, information on how

to create an effective resume and cover letter, and job search and interview strategies. The Career Services office is located on the 6th floor at 1090 West Georgia St. and in the South Building at the Burnaby Campus.

Alumni Services

The Alumni Coordinator is a student’s link to The Art Institute of Vancouver after graduation. Students can register for the Alumni website at <http://www.alumniconnections.com/ArtInstitutes> for access to job leads, news about fellow graduates, and announcements about Alumni events. The Alumni Coordinator also keeps students connected through *Alumni Links*, the newsletter for The Art Institute of Vancouver alumni.

Academic Affairs

Event Management

Available at the Vancouver location.

60 credits - 20 courses - 12 months - 4 quarters - Diploma

Course Listing

Course Number and Title	Credits	Course Number and Title	Credits
EVM 100 Food & Beverage Services	3	EVM 300 Risk Management & Law	3
EVM 101 Essential Software	3	EVM 301 Technical Production	3
EVM 102 Project Management & Strategic Planning	3	EVM 302 Event Design	3
EVM 103 Business Communications	3	EVM 303 Sponsorship & Program Funding	3
EVM 104 Stakeholder Management & Measuring Return	3	EVM 304 Proposals & Presentations	3
EVM 200 Financial Management & Administration	3	EVM 400 Destination Management, Meetings, Conferences & Trade Shows	3
EVM 201 Human Resource Management	3	EVM 401 Practical Application	3
EVM 202 Site Management & On-Site Operations	3	EVM 402 Ethics & Professionalism	3
EVM 203 Event Marketing	3	EVM 403 Public Relations	3
EVM 204 Customer Service, Sales, & Relationship Building	3	EVM 404 Professional Development	3

Introduction

Every day, there are special events taking place all over the world. Festivals, galas, awards shows, conferences, exhibitions, meetings, incentive programs, marketing events, sporting events, and many more. All these events require someone, or a team of people to put them together. Event managers and coordinators spend countless hours preparing and coordinating every detail of their event so that the audience can enjoy a seamless and spectacular event. After all the hard work, the reward comes from watching guests having the best night of their lives, or having your client achieve sales goals, or raising a record amount of funds for a charity – all because of the event that you put together.

Program Description

The Event Management Diploma Program is a one year, four quarter, intensive program that prepares students to enter into the professional and corporate world of special events. Reaching a number of industry sectors including the tourism, entertainment and meetings industries, graduates have a wide range of opportu-

nities and career paths presented to them. With industry professionals as instructors, students receive the most relevant and industry specific education available. Working hard to promote professionalism, ethics and growth in the special events industry, as well as to develop opportunities for students, The Art Institute of Vancouver is a proud member of the International Special Events Society (ISES), Canadian Special Events Society (CSES), and Meeting Professionals International (MPI).

While students enrolled in the program are being prepared for entry-level coordinator positions within the industry, they are being taught to a higher standard, which equips them for career advancements in the future. The Event Management Diploma Program has worked with the Canadian Tourism Human Resource Council in order to provide curriculum that teaches to Event Management International Occupational Standards (EMIOS). These standards have been developed in a collaborative effort from a large group of authors and event management professionals from around the world, and has been endorsed by our local employer based Professional Advisory Committee (PAC).

Course Descriptions

EVM100

Food & Beverage Services

Food & Beverage Services is an introductory course that helps students identify the food and beverage requirements for special events. While providing a basic understanding of the food service function & catering operations, students will learn about selecting & contracting caterers, choosing appropriate meals for specific clients or groups, and understanding costs & quality. Licensing, sanitation, legalities, scheduling, alcohol service & related risks, and health & safety regulations are also included in this course, which will prepare students to complete an exam for FoodSafe certification.

EVM101

Essential Software

Understanding how to use standard software is a requirement of most employers today. Essential Software will teach students the fundamentals of computer operating systems and software such as Microsoft Word, Excel, and Powerpoint, as well as Adobe Illustrator and Photoshop. Each software will be taught with examples from within the special events industry.

EVM102

Project Management & Strategic Planning

Project Management & Strategic Planning introduces students to the special events industry as well as the logistical planning involved in organizing an event. Beginning with developing missions, goals & objectives, students will also develop critical paths, project plans, procurement plans, as well as conduct a SWOT analysis. As a large focus of this course is on project management, many of the skills that are learned will be transferable to a variety of other projects and jobs.

EVM103

Business Communications

Business Communications is a foundation course that helps students develop writing strategies that can be confidently adapted to a wide range of professional situations. Because the course aims to raise the student's communication performance to a professionally acceptable level, this is a "learn by doing" course. The primary means of instruction and learning will be guided writing practice in realistic business contexts. Instruction and assessment of student writing will focus on both the writing process and students' ability to create professional, finished products.

EVM104

Stakeholder Management & Measuring Return

While an event may seem successful after completion, it is important to evaluate and recognize whether or not it has met the goals and objectives of the stakeholders involved. As an integral part of the event management process, Stakeholder Management & Measuring Return will teach students how to identify and manage event stakeholders as well as develop effective evaluation techniques to measure ROI (Return On Investment).

EVM200

Financial Management & On-Site Operations

Having an understanding of business and event finances is crucial to the ultimate success of the event management organization. Financial Management & Administration teaches students about basic business accounting principles and procedures such as profit & loss statements, break-even analysis, cash flow management, as well as event-specific budgeting and pricing strategies. This course will also focus on the coordination and management of both business and event administration including the filing & storage of information, writing reports, and developing policies & procedures.

EVM201

Human Resources Management

The largest and most important resource that an event coordinator will need to manage is "human". Human Resource Management addresses how to effectively recruit, train and manage staff, volunteers, crew, entertainers, and vendors in order to develop an amazing and motivated event team. Topics for this course include; establishing workforce policies & procedures, developing a training plan for both staff & volunteers, interview techniques, candidate selection, and employee evaluations.

EVM202

Site Management & On-Site Operations

As a continuation from EVM102, Site Management & On-Site Operations investigates how to select the appropriate venue for your event by developing selection criteria, conducting a site inspection and designing a site layout. This course focuses heavily on the logistics involved in on-site coordination as well the management of an event site before, during & after the event, creating production schedules & event binders, and establishing communications.

EVM203

Event Marketing

While an event manager can produce a spectacular event, if nobody attends, it will not be successful. Event Marketing is an introduction into marketing fundamentals, concepts and trends that help generate attendance at special events. Through the development of a marketing plan, students will learn about related subjects such as branding, creating marketing and other collateral materials, event merchandise, advertising, and promotions.

EVM204

Customer Service, Sales & Relationship Building

An event manager may have award-winning ideas, the best products and services, however, clients often choose a company based on its people rather than price and creativity. Clients want to trust the people they are doing business with, feeling comfortable that they have chosen the right company for the job. Customer Service, Sales & Relationship Building examines customer service, sales strategies and how to build relationships with both clients and suppliers that last well past the one contract.

EVM300

Risk Management & Law

Every time an event is organized, the event manager is charged

with the responsibility to ensure the safety, comfort and well being of all those that attend. Many times the risks are not as obvious as most people would imagine, and require a great deal of analysis in order to be identified and prepared for. Risk Management & Law exposes students to a variety of risks through case-studies and examples of real incidents. A portion of this course will cover contingency plans, crowd management, and security, as well as legal and regulatory obligations, agreements, insurance, copyright and gaming laws.

EVM301 Technical Production

Most events require some sort of technical production, whether it is a simple microphone on a stand, or an extensive stage-show production with multimedia, live cameras, and special effects. Technical Production introduces students to the technical aspects of special events including lighting, sound, video, staging, tents, set-design, power, rigging and special effects. This course focuses on the technical terms, language, and technologies that are available so that an event manager can order the correct equipment and incorporate these items into the overall event design and theme. In addition, students will learn about floorplan design, scripts, and show direction.

EVM302 Event Design

Creating an exciting environment or atmosphere that guests will speak about for months following an event can be an extremely rewarding experience. Event Design will take students through the creative process of designing an event while focusing on developing concepts and themes using décor, audio-visual, staging, food, entertainment, and other related items. A portion of this course will also discuss other factors contributing to a guest's enjoyment and comfort such as, event signage, credentialing and registration processes, crowd management, hospitality services, accommodations, and protocol requirements.

EVM303 Sponsorship & Program Funding

Every event requires a source of funding, regardless if it is a corporate, private, or not-for-profit event. Sponsorship & Program Funding explores revenue generation for special events as well as sponsorship programs, fundraising activities, and the development of financial resources. Students will also learn about sponsorship sales while developing sponsorship packages and related materials.

EVM304 Proposals & Presentations

As a client watches presentations from several companies, they are typically comparing creative ideas as well as price. Although the client may not realize this, they are also looking for a feeling of rapport with the people conducting the presentation. Proposals & Presentations focuses on delivering effective, professional presentations that not only build rapport, but also trust, credibility and confidence. Throughout the course, students work on improving presentation skills as well as producing a professional printed proposal with accompanying multimedia materials for a mock event, which will be presented to a real client in the final class.

EVM400 Destination Management, Meetings, Conferences & Trade Shows

The special events industry is closely connected to the tourism and hospitality industry by bringing in many out-of-town and out-of-county visitors for meetings, conferences and trade shows. One industry sector is called Destination Management, where a related company handles everything from ground transportation, flights, and accommodations, to conferences, social events and tours. This course provides an overview of the destination management industry as well as meetings, conferences and trade show management. Topics include program planning for out of country groups, transportation, accommodation, tours, incentive travel and British Columbia as a destination.

EVM401 Practical Application

As a one of the final courses in the Event Management Diploma Program, students will put into practice some of the skills that they have learnt in the previous three quarters. Students will design, organize and execute an internal event and/or an event for a charitable organization while being observed and supervised by an instructor who is also an industry professional. The Practical Application course is specifically designed to provide hands-on learning experiences as well as periodic performance evaluations on organizational, interpersonal and event coordination skills.

EVM402 Ethics & Professionalism

Business organizations and special event industry associations highly promote professionalism as well as ethical business practices, making this an important topic to understand and demonstrate. While many unethical and unprofessional behaviours are easy to identify, there are some not-so-obvious situations that may arise during the course of one's career. Ethics & Professionalism exposes students to a variety of situations using case-studies and examples which will be analyzed and discussed in class. A large portion of this course will also focus on developing leadership skills, exhibiting professional behaviour and projecting a professional image.

EVM403 Public Relations

As an extension of the Event Marketing course, Public Relations focuses specifically on the development of public relations plans and strategies as well as creating publicity utilizing media sources such as newspapers, television and radio. In addition to preparing press releases and media kits, students will also learn about managing public relations crises and controversies.

EVM404 Professional Development

As a final step in the preparation to begin a new career, students will gain experience in how to market themselves effectively for employment as well as how to participate in professional development activities. Course topics include; job search methods, pre-employment networking skills, professional resume preparation, cover letters, thank you letters, and interview skills. Students will also learn other valuable skills that can be applied throughout their career, such as time and stress management, making decisions, and solving problems.

Food & Beverage Management

Available at The International Culinary School at The Art Institute of Vancouver

90 credits - 26 courses - 18 months - 6 quarters - Diploma

Introduction

In today's environment, most restaurants and hospitality establishments consider strong beverage sales essential to achieving profitability. This development has resulted in a greater demand for professionals who can effectively manage beverage operations, which provide one of the most important sources of revenue for these companies. Beyond restaurants, non-traditional businesses such as wine bars, specialty coffee bars, niche restaurants, and specialty retail stores all require managers with specialized training in alcoholic/non-alcoholic beverages.

The Diploma in Food & Beverage Management is designed to prepare graduates to take their place in an exciting and demanding field, where knowledgeable professionals are in

demand at every level - and throughout the world. Students in this program must be age 19 at the time of matriculation.

Program Description

The Diploma in Food and Beverage Management provides a wide variety of specialized education to students planning to pursue a management career in the in food and beverage. The emphasis of the program is focused on the beverage and management segment of the industry. Graduates of our program will find career opportunities to include in food and beverage management in restaurants, hotels, resorts, casinos, cruise ships, bars, pubs, supermarkets, wineries, gourmet & wine boutiques and other businesses providing food and beverage services.

Course Listing

Course Number and Title	Credits	Course Number and Title	Credits
CUL102 Concepts and Theories of Culinary Techniques	3	FBM230 Spirits, Beers, and Brews	3
CUL103 Sanitation & Safety	3	FBM240 Beverage Menu Authoring	3
CUL105 Fundamentals of Classical Techniques	6	FBM250 Beverage Purchasing & Inventory Control	3
CUL111 North American Regional Cuisine	6	FBM301 Viticulture and Vinification I	3
CUL132 Management by Menu	3	FBM310 Management, Supervision & Career Development	3
CUL135 Purchasing & Product Identification	3	FBM320 Leadership and Organizational Development	3
CUL212 Externship	3	FBM330 Quality Service Management and Training	3
CUL242 Planning and Controlling Costs	3	FBM340 New World Wines and Emerging Regions	3
CUL247 World Cuisines	3	RCM241 Hospitality Marketing	3
CUL252 Food & Beverage Operations Management	3	RCM262 Catering and Banquet Operations	3
CUL261 A La Carte Kitchen	9	RCM263 Hospitality & Human Resources Management	3
CUL300 Nutrition	3		
FBM110 Exploring Wines and the Culinary Arts	3		
FBM210 Fundamentals of Bar Operations	3		
FBM220 Tea, Coffee, and Non-Alcoholic Beverages	3		

Course Descriptions

FBM110

Exploring Wines and the Culinary Arts

This course provides an introduction to the production of wine from vineyard to bottle, as well as a review of the basic grape varieties that are used to make wine. Through lectures, research and tasting, students are exposed to different types, styles and quality levels of wine. Students will become familiar with the world's most important wine regions and learn the common criteria by which wines from these different regions are evaluated. This course is designed to teach students the applied approach to matching wine and food, using flavors, textures, and components

present in food and wine as complementing strategies. The course emphasizes menu planning, preparation of foods, cooking methods, and tasting wines with food.

FBM210

Fundamentals of Bar Operations

This fundamental course will introduce the student to all aspects of bar operations that will support a variety of targeted venues and occasions. Emphasis will be placed on comprehensive set-up and break-down of the bar, including bar facility design, health code compliance measures, and safety and sanitation practices. Mixology, wine, beer and cocktail service are addressed in detail. Additional focus will be given to portion control of all beverages.

FBM220

Tea, Coffee, and Non-Alcoholic Beverages

This introductory course provides basic knowledge of coffees, teas, and other non-alcoholic beverages with a focus on raw materials, origin, and method of production. Attention will be given to developing the student's sensory evaluation skills and their application to the assessment of quality in the different types of coffees and teas. The impact of political, cultural, economic and historical factors on production of coffees and teas are addressed. Basic pricing strategies will also be discussed.

FBM230

Spirits, Beers and Brews

This is an introductory course that provides the student with a basic understanding of the main types of spirits, beers, and saké utilized in the hospitality industry. Emphasis will be given to methods of production, raw materials, origin, and other factors as they affect price, quality and style. Students will be exposed to the terminology pertinent to the industry.

FBM240

Beverage Menu Authoring

This class provides a comprehensive view of the dynamic opportunities provided in crafting a menu. Marketing, menu organization, pricing schemes, and menu design are addressed in detail. Students will acquire a fundamental understanding of past, present and future trends. They will also develop the skills to construct a beverage menu that is tailored toward an establishment's target consumer as well as being compatible with said establishment's food menu.

FBM250

Beverage Purchasing & Inventory Control

In this course, students acquire an understanding of the planning and control processes in the beverage industry. Principles covered include purchasing procedures for beverage operations, the culture between purveyor and client, tailoring buying decisions based on concept, pricing negotiations and payment terms. The basics of inventory management, including manual and automated loss prevention measures, will be given particular focus.

FBM301

Viticulture & Vinification I

This class provides comprehensive information pertaining to France's classic wine regions and the varietals, vineyard conditions, and cellar practices essential to their production. Economic, political and sociological conditions, as well as historical context are explored. Particular attention will be given to developing the student's sensory evaluation skills and their application to wine selection and food pairing.

FBM310

Management, Supervision & Career Development

This course focuses on managing people from the hospitality supervisor's viewpoint. The emphasis is on techniques for increasing productivity, controlling labor costs, time management, and managing change. It also stresses effective communication and

explains the responsibilities of a supervisor in the food service operation. Students develop techniques and strategies for marketing themselves in their chosen fields. Emphasis will be placed on student's assessing their more marketable skills, developing a network of contacts, generating interviews, writing cover letters and resumes, preparing for their employment interview, developing a professional appearance, closing and follow-up.

FBM320

Leadership & Organizational Development

Students examine leadership, organizational management and culture, focuses on the role of the managers as facilitators of change within the organizations. The course emphasizes the concepts of motivation, interpersonal relationships, group dynamics, leadership, and organization culture. Examination of leadership styles, development of strategic plans, and critical problem solving in the hospitality industry are covered in the course.

FBM330

Quality Service Management & Training

This class will examine the role of service in the food service industry and explore how to give quality customer service. Service systems and training programs in quality operations will be examined through the use of case studies and hypothetical scenarios. The course will cover employee training and development from both a strategic and operational perspective. The class will culminate by examining Charlie Trotter's service standards in what is often the best-rated restaurant in the United States.

FBM340

New World Wines and Emerging Regions

This class provides comprehensive information pertaining to the New World's wine regions and the varietals, vineyard conditions, and cellar practices essential to their production. Economic, political and sociological conditions, as well as historical context are explored. Particular attention will be given to developing the student's sensory evaluation skills and their application to wine selection and food pairing.

CUL102

Concepts and Theories of Culinary Techniques

The fundamental concepts, skills and techniques involved in basic cookery are covered in this course. Special emphasis is given to the study of ingredients and cooking theories. Lectures teach organization skills in the kitchen and work coordination. The basics of stocks, soups, sauces, vegetable cookery, starch cookery, meat and poultry are covered. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising and frying.

CUL103

Sanitation & Safety

This course is an introduction to food environment safety in a food production area. Attention is focused on food-borne illnesses and their origins, and on basic safety procedures followed in the food service industry. Provincial regulations are addressed in terms of Food Safe, WHMIS, and Work Safe BC.

CUL105**Fundamentals of Classical Techniques**

The fundamental concepts, skills and techniques involved in basic cookery are covered in this course. Special emphasis is given to the study of ingredients, cooking theories, and the preparation of stocks, broth, glazes, soups, thickening agents, the grand sauces and emulsion sauces. Lectures and demonstrations teach organization skills in the kitchen, work coordination, and knife skills. The basics of vegetable cookery, starch cookery, meat and poultry are covered. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising and frying. Students must successfully pass a practical cooking examination covering a variety of cooking techniques.

CUL111**North American Regional Cuisine**

The course reinforces the knowledge and skill learned in the preceding classes and helps students build confidence in the techniques of basic cookery. The development of knife skills is accented. North American Regional cuisine explores the use of indigenous ingredients in the preparation of traditional and contemporary North American specialties. The concepts of mise en place, time-lines, plate presentation, and teamwork in a production setting are introduced and accentuated. Timing and organization skills are emphasized.

CUL132**Management by Menu**

This course prepares future food service managers by giving a clear picture of the important role menu planning plays within operations. It covers topics ranging from menu development, pricing, and evaluation to facilities design and layout. Students will benefit because good menu development is crucial to the success of any foodservice operation, i.e., a planning tool, source of operational information and a merchandising method for reaching patrons.

CUL135**Purchasing & Product Identification**

This course is a collaborative exploration of basic principles of purchasing food, equipment, and supplies. Primary focus is on product identification, supplier selection, and the ordering, receiving, storing and issuing process.

CUL212**Externship**

The course has been designed to acquaint the student with actual working conditions in an approved restaurant/hospitality establishment. This course is a supervised entry-level work experience in the restaurant/hospitality field requiring a minimum of 90 work hours. Individual conferences and class attendance is required. Students are responsible for securing an externship job and may seek assistance through The Institute. Students gain experience needed to enter their field on graduation.

CUL242**Planning and Controlling Costs**

This course is intended to provide the student with the methodologies and tools to control costs and help the student value the planning and control process in the food and beverage industry. Topics include: planning and controlling costs using budgeting techniques, standard costing, standardized recipes, performance measurements, food, beverage and labor cost controls and allocation of overhead.

CUL245**World Cuisines**

This course emphasizes both the influences and ingredients that create the unique character of selected World cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of Spain, Middle East, Turkey, Greece, Africa and India. Importance will be placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines.

CUL252**Food & Beverage Operations Management**

This course addresses front-of-the-house operations and is designed to provide students with an introduction from a managerial perspective of providing exceptional service to increasingly sophisticated and demanding guests. Survey of the world's leading wines classified by type, as well as other distilled beverages. Topics covered include the management and training of personnel to be responsible, professional alcohol servers, product knowledge, the income statement, job descriptions, sales forecasting and cost control. The students will produce a complete dining room and bar operation manual. This project should be saved on diskette or jump drive, as it will be used during Capstone or the development of a business plan.

CUL261**A La Carte Kitchen**

Introduces students to the A La Carte kitchen, emphasis is on "a la minute" method of food preparation, plus dining room service standards. Industry terminology, correct application of culinary skills, plate presentation, organization and timing in producing items off both a fixed-price menu and a la carte menu are stressed. The principles of dining room service are practiced and emphasized. The philosophy of food are further explored and examined in light of today's understanding of food, nutrition and presentation.

CUL300**Nutrition Science**

This course centers on an explanation of the basic principles of nutrition and their relationship to health. The structure, functions, and sources of nutrients - including proteins, carbohydrates, fats, vitamins, minerals, and water - are discussed. Current issues in nutrition are reviewed, including dietary guidelines, energy balance, vitamin supplements, and food fads.

RCM241

Hospitality Marketing

This course is an introduction to service marketing as applied to the Hospitality industry. This course will cover application of basic marketing concepts and research methods. Design and delivery of marketing components for a hospitality business will be covered. Topics included but not limited to: unique attributes of service marketing; consumer orientation; consumer behavior; market segmentation principles; target marketing; product planning; promotion planning; market research; and competitor analysis.

RCM262

Catering & Banquet Operations

This course introduces students to the fundamentals of catering, special events and sales in the hospitality industry. The course focuses on understanding the catering's role within the hospitality industry and the various catering disciplines. Students also discuss topics such as contracts, checklists, legal considerations, staffing and training, food production, and sanitation. This course is project driven which requires significant creative and independent work.

Professional Audio Visual (ProAV)

Available at the Burnaby location.

60 credits - 19 courses - 12 months - 4 quarters - Diploma

Introduction

Buoyed by the ever-increasing demand for information presented through video and audio, the multibillion dollar AV communications industry is thriving in every part of the world. AV systems have evolved to include not only audio and video systems, but also their integration into information communications and transmission of signals through digital networks.

Program Mission

The Professional Audio Visual Diploma (ProAV) Diploma Program prepares students for a wide variety of careers in the AV communications industry. This preparation is accomplished through a combination of practical hands on training, lecture and survey classes, as well as a large-scale capstone graduating proj-

ect. The emphasis is on high-level competencies and outcomes to adequately prepare each student for employment.

Program Description

The Professional Audio Visual (ProAV) Diploma Program provides a wide variety of specialized education to students planning to pursue a career in the in AV communications field. The program emphasizes training and coursework in the two key areas of the AV field: fixed installations and staged events. Graduates of our program will find career opportunities as AV installation technicians, AV systems designers, AV programmers, audio technicians, video technicians, lighting technicians, staging professionals, and presentations professionals.

Course Listing

Course Number and Title	Credits	Course Number and Title	Credits
AE100 Audio Electronics	3	IDP100 Interface Design & Programming	3
AN300 Advanced Networking	3	IL100 Introduction to Lighting	3
AVSC300 Audio Visual System Calibration	3	IRS100 Introduction to the	3
CC125 Introduction to Video Production	3	LSR200 Live Sound Reinforcement	3
DACS200 Digital Audio and Control Systems	3	LSR300 Live Sound Reinforcement II	3
FAT100 Fundamentals of Audio Theory	3	MAVA100 Math for Audio Visual Applications	3
FDAV100 Fundamentals of Design for AV	3	PSCS100 Professionalism, Sales and Client Service	3
FP410 Fundamentals of Psychoacoustics	3	SCN200 Structured Cabling and Networking Recording Studio	3
GP400 Graduating Project	6		
HSSI100 HVAC and Security System Integration	3		
IA300 Introduction to Acoustics	3		

Course Descriptions

AE100

Audio Electronics

This course is an introduction to the theoretical world of analog audio electronics. Students will gain understanding of series, parallel, and series-parallel circuits. In-class projects will teach students the basics of breadboarding and soldering circuits.

AN300

Advanced Networking

In this course students will build on the foundation established in previous courses and expand into more advanced networking concepts and technologies. Students will become familiar with current Operating Systems and their installation, configuration and maintenance. Practical aspects of installing and maintaining

video conferencing systems and wireless networks will also be addressed.

AVSC300

Audio Visual System Calibration

In this course students will learn the processes and technology required to calibrate installed audio and video systems. This is primarily a practical hands-on course with an emphasis on real-world situations and troubleshooting supplemented by the theoretical knowledge necessary to make informed decisions.

CC125

Intro to Video Production

This course introduces students to the video camera as a technical and creative tool for communication and art. The course emphasizes camera operation and the setup for electronic field production (EFP) and studio applications. Students integrate the principles of lighting and gripping into video applications. Camera movements and framing are applied using different camera mounts.

DACS200

Digital Audio and Control Systems

In this course students will learn the fundamentals of digital audio theory including terminology, file and interface formats, professional delivery and consumer formats. The theory of control systems will be introduced with a thorough investigation of the MIDI protocol in both musical and non-musical contexts. A practical ear-training component will train students to distinguish frequencies, format variables and solid state vs tube analog audio components.

FAT100

Fundamentals of Audio Theory

In this course students will be introduced to the foundational concepts in audio theory. They will learn about the nature of audio waveforms, principles behind audio hardware and software signal processors, the design and use of typical microphone types as well as understand the history of the recorded medium and its transition from analog to digital. In a practical component students will learn to distinguish between various frequency bands.

FDAV100

Fundamentals of Design for AV

In this course students will be introduced to the foundational concepts of good design. They will be introduced to general design elements and principles, compositional theories and aspects of colour theory. Students will also be introduced to the human and logistical factors in interior design. Students will also develop basic abilities using design software to explore and develop their design ideas and projects

FP410

Fundamentals of Psychoacoustics

This course builds on the bases laid in previous courses and continues the development of critical listening skills while

providing a solid foundation in psychoacoustics and cognition. Topics covered include: perception of pitch, loudness and timbre; structure of the ear; hearing damage; voice physics and neurology; consonance, dissonance and tuning systems; auditory stream and source segregation and perceptual fusion and auditory perspective.

GP400

Graduating Project

In this course students will work in teams to plan and implement either a commercial or residential AV installation. Students will gain skills in project management, project budgeting & research, and all relevant documentation practices. In completing their graduating project they will also learn relevant construction and electrical codes, how to rig equipment safely in a variety of environments and gain familiarity with other business aspects of the industry.

HSSI100

HVAC & Security System Integration

In this course students will be introduced to the requirements of HVAC, security and surveillance system installation and their implications for the AV installation team. Collaborating with subcontractor responsible for such systems is crucial for a successful AV installation and therefore an understanding of their requirements is crucial for each job.

IA300

Introduction to Acoustics

In this course students will be introduced to the theoretical concepts of acoustics and acoustic design. They will learn to measure and evaluate acoustic spaces and develop an understanding of both the acoustical and electronic approaches to acoustic correction. Examples of studio and listening room acoustics will be examined. A practical ear-training component will teach the ability to identify and distinguish acoustical properties of spaces.

IFDP100

Interface Design & Programming

In this course students will apply principles learned in previous courses to design a variety of effective interfaces typically needed in AV installations. These designs will be implemented by learning the strategies and intricacies of interface programming within an AV context. Students will study types of interfaces and implementation strategies and technologies for both off-the-shelf and proprietary systems and to create the necessary documentation both for the developer and the end-user.

IL100

Introduction to Lighting

In this course students will learn the major concepts of lighting for residential, commercial and staged event applications. Implications of lighting design on the end-user will be discussed. The controls and technologies of lighting in diverse contexts will be examined. Finally, practical issues regarding installation practices and requirements will be considered.

IRS100

Introduction to the Recording Studio

This course is an introduction to the professional multitrack recording studio with an emphasis on the practical use of the equipment in a hands-on environment. The course content includes recording console signal flow, basic control room and multitrack recorder operations. The protocols and procedures of the professional recording studio will be discussed and followed in class and lab sessions. Students will also be exposed to the work habits, attitudes and expectations of the recording industry.

LSR200

Live Sound Reinforcement

In this course, students acquire the theoretical and practical knowledge to design, operate and troubleshoot small to medium-sized PA systems, and to overcome the problems inherent in difficult acoustical environments. Students are exposed to the audio systems and acoustical environments encountered in live sound situations (sound reinforcement for performances, speeches and lectures, MC/DJ systems). Signal flow and troubleshooting skills are continually reinforced in the process of setting up and tearing down complete sound systems during classes. Both wired and wireless technologies will be addressed.

LSR300

Live Sound Reinforcement

This course builds on the foundation of sound reinforcement learned in previous courses by examining live sound practices in the context of large-scale events (concerts, corporate, sports etc.). Students will learn to design and install line array systems, integrate digital mixing consoles, set up live multitrack recording

systems, and understand the relationship of audio to all other aspects of large-scale event production, including staging, rigging, lighting, and scene design.

MAVA100

Math for AV Applications

In this course students will learn the fundamentals of algebra, trigonometry and geometry and apply that knowledge to the areas of data visualization, acoustics signals and digital signal processing (DSP). The area of DSP will familiarize the student with both time and frequency domain concepts and introduce them to the Fourier transforms, convolution and filtering algorithms.

PSCS100

Professionalism, Sales, and Client Service

In this course students will learn the techniques of effective communication. Emphasis is on the students' professional development including the ability to use common business communication software, research and apply for jobs, assemble a job application package, interview effectively, make outstanding client presentations and understand the requirements for effective technical sales and rental business management practices. Ethical practices and industry expectations for professionalism will be discussed throughout the course.

SCN200

Structured Cabling and Networking

In this course students will understand the concept of structured cabling for all aspects of an AV installation in both residential and commercial environments and to be able to create all of the relevant documentation required by industry.

Residential Planning

Available at the Vancouver location.

60 credits - 20 courses - 12 months - 4 quarters - Diploma

Program Description

The Residential Planning Diploma program provides students with fundamentals in the design of residential interiors. Students will study the basics of interior design, space planning, lighting, furniture specification, materials and textiles while working

with industry-related software to study the basics of drafting and computer aided design. Graduates of the diploma program are prepared to seek entry-level positions such as retail sales associate, residential planning consultant, junior designer, kitchen and bath planner, CAD technician or manufacturer's representative.

Course Listing

Course Number and Title	Credits	Course Number and Title	Credits
BCM100 Business Communication	3	ID210 History of Design 2	3
CC120 Visual Indication	3	ID211 Lighting	3
CC133 Digital Imaging	3	ID227 Intermediate AutoCAD	3
ID103 Basics of Interior Design	3	ID234 Materials and Resources	3
ID109 Basic Drafting	3	ID321 Residential Design	3
ID110 History of Design 1	3	ID323 Professional Practices	3
ID133 Space Planning	3	ID330 Environmental Design	3
ID134 Textiles	3	ID410 Advanced Delineation	3
ID135 Intro to AutoCAD	3	ID430 Portfolio Presentation	3
ID136 Advanced Drafting	3	RS400 Professional Development	3

Course Descriptions

BCM100

Business Communications

Understanding how to use standard software is a requirement of most employers today. This course will teach students the fundamentals of basic operating systems, Microsoft Word, Excel, Powerpoint, as well as Internet Explorer and web searching techniques and tools. Students will also engage in speech assignments and develop verbal communication/presentation skills.

CC120

Visual Indication

In this course, students will explore the various means of indicating materials and forms for presentation and design communication.

CC133

Digital Imaging

Digital Imaging will explore the creative and technical aspects of Photoshop. Photoshop is the most widely used digital software in the world. Photoshop proficiency is a core requirement for all digital artists. This is an introduction class to Adobe Photoshop. Students will learn all the basic tools and technique on the first half of this course and develop and apply to real life project on the second half of this course. The students will learn how to manipulate images by such techniques as well as techniques to create their own tileable textures and more.

ID103

Basics of Interior Design

In this course, students will gain a full understanding of the basics steps needed to complete a design project. They will learn research, design and documentation skills on several residential design programs, provided by a client and enhance personal design skills and ability to communicate design ideas effectively to a client.

ID109

Basic Drafting

In this course, students learn basic drafting techniques and familiarize themselves with drafting terms and symbols. The course includes use of drafting equipment to develop orthographic drawing and paraline drawings. Emphasis is on drafting as a tool of design communication.

ID110

History of Design 1 - Ancient

Gain full understanding of ancient design. Practice research, design and documentation skills, as well as drawing, model making, presentation and writing skills related to design history.

ID133

Space Planning

In this hands-on studio course, students employ conceptual thinking and analysis in planning residential spaces.

ID134

Textiles

In this course, students will explore the nature of natural and man made fibers, their product uses, and characteristics. Content includes discussion of yarns, fabrics; finishes, design methods, aesthetic, applications and ordering specifications.

ID135

Intro to AutoCAD

The first step in CAD training requires a thorough knowledge of commands and features of the AutoCAD software. This hands-on course prepares the student with the knowledge and skills necessary for creating basic 2D drawing. Other areas of study include: editing, view manipulation, text, dimensioning, hatching and plotting techniques.

ID136

Advanced Drafting

This course will show how to produce construction type working drawings and perspective presentation type drawings. This will enable the designer to provide a complete set of drawings for the preliminary design stage.

ID210

History of Design 2 - 1830 - Present

In this course, students research and analyze the evolution of design from the Greek Revival to the present.

ID211

Lighting

Students study lighting techniques and effects, both natural and artificial, including selection and design of fixtures and light courses.

ID227

Intermediate AutoCAD

To develop the required skills for preparation of working drawings, this advanced level course is required. It introduces the most efficient commands for various tasks to enhance CAD productivity. The course continues with advanced techniques for drawing, editing, annotating, working with attributes and plotting.

ID234

Materials and Resources

This course explores the nature of natural and man made materials, their product uses, and characteristics. Finishes, design methods, aesthetics, applications and ordering specifications as well as environmental implications are examined. Content includes lectures, quizzes, student presentations and field trips.

ID321

Residential Design

In this course, students will gain a full understanding of the basics steps needed to complete a residential design project. They will also learn research skills, design and documentation skills on several residential design programs, provided by a client.

Students will also enhance their personal design skills and their ability to communicate design ideas effectively to a client.

ID323

Professional Practices

In this class, students will be acquainted with professional practice procedures in the course of the design process and elements of project management. Students will be introduced in various kinds of firms and explore career opportunities in the current marketplace.

ID330

Environmental Design

Students design a project using research on environmental issues and concerns as the basis for the chosen project. Group interaction and weekly presentations are emphasized.

ID410

Advanced Delineation

In this course, students will be learning to use Graphic Design related software and study basic concepts related to Graphic Design in the Interior Design industry.

ID430

Portfolio Presentation

This course will focus on the refinement of previous work into a comprehensive portfolio. Emphasis will be on a development, design, layout, and presentation.

RS400

Professional Development

The primary purpose of this course is to enhance the student's ability to obtain an entry-level position, develop career planning and job search skills that assist in market specialized training and to enhance public speaking skills.

Centre for Professional Development

Asian Cuisine for Aspiring Chefs

Available at The International Culinary School at The Art Institute of Vancouver.
5 weeks- 20 hours - Certificate

Program Description

This course emphasizes both the influences and the ingredients that create the unique character of selected Asian cuisines. You will prepare, taste, serve, and evaluate traditional, regional dishes of China, Japan, Korea, Vietnam, and Thailand. Importance will be placed on ingredients, flavour profiles, preparations, and techniques representative of these cuisines.

Course Prerequisites

The Fundamental Skills for Aspiring Chefs course is recommended but not required. Students who wish to be successful in this course should have good knife skills and a basic understanding of the following cooking techniques: sautéing; deep frying; braising; roasting; steaming; and grilling.

Motion Graphics

Available at the Burnaby location.
11 weeks- 44 hours - Certificate

Introduction

The field of motion graphics has in the last decade become an established area of specialization in the broader field of digital graphics, promising impressive growth and a sustained presence in regionally diverse marketplaces. Even low-end productions now typically incorporate visually sophisticated digitally created graphics and effects. Audience awareness and expectations have fueled a growing demand for skilled artists and technicians in this field.

Course Prerequisites

Students should have a basic understanding of Adobe Photoshop and Adobe Illustrator. Some previous experience with basic animation techniques is recommended.

Program Description

Motion graphics is graphic design for broadcast and film, requiring additional skills in television technology, audio, video, animation and experimental graphics. A motion graphic specialist makes type, colors and images move, to communicate, educate, entertain, or build brand value. The Motion Graphics Certificate Program provides graduates with a variety of skills drawn from the fields of photography, graphic design, compositing, video, film, audio and animation, providing them with the capabilities necessary to create broadcast-ready graphics and animations.