



The Art Institute of Atlanta
The Art Institute of Atlanta - Decatur
The Art Institute of Charleston
The Art Institute of Tennessee – Nashville
The Art Institute of Virginia Beach
The Art Institute of Washington
The Art Institute of Washington – Northern Virginia

CATALOG ADDENDUM

Catalog 2010-2011

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1. CATALOG ADDITIONS

New Diploma Program Offerings

Baking & Pastry – Diploma
Culinary Arts – Diploma
Digital Image Management – Diploma
Fashion Retailing – Diploma
Web Design & Development – Diploma
Web Design & Interactive Communications – Diploma

Catalog Addendum

Baking & Pastry – Diploma

Offered at the Atlanta, Charleston, Tennessee – Nashville, Virginia Beach, and Washington

52 Credits, Four 12-week quarters, or 48 weeks

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

The general objectives for the program are:

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

Course No.	Course Name	Credit
CL103	Sustainable Purchasing & Controlling Costs	4
CL106	Fundamentals of Classical Techniques	6
CL117	Latin Cuisine	2
CL118	Foundations of Classical Techniques	2
CL102	Introduction to Baking & Pastry Techniques	6
CL128	American Regional Cuisine	6
CL210	Management, Supervision and Career Development	4
CL204	Asian Cuisine	2
CL244	European Cakes and Tortes	4
CL246	Advanced Patisserie & Display Cakes	4
CL247	Chocolate, Confections, and Centerpieces	4
CL249	Artisan Breads & Baking Production	4
SC104	Nutrition	4
Totals		52

Catalog Addendum

Culinary Arts – Diploma

Offered at the Atlanta, Charleston, Tennessee – Nashville, Virginia Beach, and Washington

56 Credits, Four 12-week quarters, or 48 weeks

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

The general objectives for the program are:

- Establish and maintain safety and sanitation procedures
- Prepare standardized recipes using a variety of cooking techniques which meet industry quality standards
- Prepare a variety recipes utilizing the correct techniques, ingredients and equipment which meet industry quality standards
- Define and articulate the core values of the culinary professional
- Seek entry-level positions in commercial and institutional food service settings

Course No.	Course Name	Credit
CL102	Introduction to Baking & Pastry	6
CL103	Sustainable Purchasing & Controlling Costs	4
CL106	Fundamentals of Classical Techniques	6
CL117	Latin Cuisine	2
CL118	Foundations of Classical Techniques	2
CL128	American Regional Cuisine	6
CL210	Management, Supervision and Career Development	4
CL202	Garde Manger	6
CL203	World Cuisines	2
CL204	Asian Cuisine	2
CL220	Food and Beverage Operations Management	4
CL231	A La Carte Kitchen	8
SC104	Nutrition	4
Totals		56

Catalog Addendum

Digital Image Management – Diploma

Offered at the Atlanta, Atlanta-Decatur*, Charleston, Tennessee – Nashville*, Virginia Beach, Washington, and Washington – Northern Virginia*

48 Credits, Four 12-week quarters, or 48 weeks

The Digital Image Management diploma program will prepare students to obtain positions in their chosen field and function as assistants for a professional photographer. Students are primarily focused on the creation of digital photography and videos, the development of websites, publishing electronic images for print and the web, and basic business principles.

Students will gain knowledge in the key functions of digital photography and video; this involves the basics of how to produce digital photographs and videos that effectively communicate their ideas, the techniques of digital editing, asset management, and publishing and printing of digital files. Students will be taught business principles including how to keep financial records, market their work, and the basic knowledge of licensing, copyright laws, contracts, and negotiation. Student will develop an online portfolio that demonstrates their skills learned to effectively transition them into the workplace.

The general objectives for the program are:

- Demonstrate knowledge and control of the photographic process, including image manipulation, photo retouching, color management, printing, network use and digital asset management
- Demonstrate knowledge of the workings of a large, multi-functional commercial photographic studio, its business and operations, including key concepts of business plans, competitive business strategies, human resources, database management, and financial principles
- Create advanced market research including branding, competitive analysis, and direct marketing

Course No.	Course Name	Credit
CAA106	Introduction to Design Applications	4
GD120	Basic Web Design for Non-Majors	4
GD121	Design Elements for Non-Majors	4
GD350	Conceptual Interactive Design	4
P104	Digital Photographic Production	4
P111	Principles of Photography	4
P112	Digital Asset Management	4
P204	Digital Photographic Illustration I	4
P207	Digital Darkroom	4
P311	Advanced Digital Imaging	4
P406	Business of Photography	4
VID100	Intro to Video Production	4
Totals		48

** Pending State Approval*

Catalog Addendum

Fashion Retailing – Diploma

Offered at the Atlanta, Atlanta-Decatur*, Charleston, Tennessee – Nashville*, Virginia Beach, Washington, and Washington – Northern Virginia*

52 Credits, Four 12-week quarters, or 48 weeks

The Fashion Retailing Diploma program teaches students how to use their combined creative and business skills to display, market, and sell fashion merchandise. The well-trained student will be able to effectively understand and meet the customer's needs, and ultimately encourage sales. This is accomplished by having a keen awareness to the changing needs of the consumer, learning how to identify and predict new style trends, and by being able to conceptualize and promote fashion displays and sales campaigns. Individuals in fashion retailing will learn how to evaluate apparel construction, identify appropriate characteristics and uses of different textiles. They will also gain knowledge of consumer behavior, retail operations, visual merchandising, the larger marketplace, and business skills.

The general objectives for the program are:

- Define retailing, to include “bricks-and-mortar”, “clicks-and-mortar”, direct marketers with clicks-and-mortar retailing operations, and bricks-and-mortar retailers, relate them to the marketing concept with an emphasis on the total retail experience.
- Discuss why customer and channel relationships must be nurtured in today's highly competitive marketplace.
- Explain the steps in strategic planning for retailers, to include: situation analysis, objectives, and identification of consumers, overall strategy, specific activities, control and feedback.

Course #	Course	Credit
FRM101	Introduction to Retailing	4
FRM121	Sales & Event Promotion	4
FRM130	Textiles	4
FRM141	Fundamentals of Business	4
FRM222	Introduction to Marketing	4
FRM231	Apparel Evaluation & Construction	4
FRM251	Visual Merchandising	4
FRM252	Elements of Retail Operations	4
FRM321	Brand Strategy & Brand Marketing	4
FRM331	Trends and Concepts in Apparel	4
FRM341	Sales & Sales Management	4
FRM345	Product Development and Manufacturing	4
FRM353	Merchandise Management & Inventory Control	4
Totals		52

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Catalog Addendum

Web Design & Development - Diploma

Offered at the Atlanta*, Atlanta-Decatur*, Charleston, Tennessee – Nashville*, Virginia Beach, Washington, and Washington – Northern Virginia

52 Credits, Four 12-week quarters, or 48 weeks

The Web Design & Development diploma program teaches students how to create the look, feel and functionality of World Wide Web pages for client Web sites. This involves developing a design that effectively communicates the ideas being promoted by the Web sites, and focusing on the ways in which the Web sites function for optimum information delivery. The program will also focus on the design and development of mobile device applications.

Students will develop abilities in aspects of Web design, computer languages, and multimedia skills, along with developing a professional portfolio as a formal transition into the workplace. Students will also learn to adapt the most up-to-date programs, techniques and standards in a field that is quickly and continuously changing. According to the Bureau of Labor Statistics (BLS), Web designers and developers need to stay current on industry trends for continued success, and increasing knowledge level and skills is important in maintaining a career advantage.

The general objectives for the program are:

- Demonstrate professional visual communication skills through the use of graphic illustrations, photography, and graphics.
- Integrate composition and design in support of concept.
- Demonstrate the ability to program and code to functional requirements of media projects.

Course #	Course	Credit
GD141	Typography Hierarchy	4
IMD100	Fundamentals of Interactive Design	4
IMD105	Graphic Production for the Web	4
IMD110	Interactive Design Concepts	4
IMD130	Interactive Experience Design	4
IMD215	Web Page Layout and Design	4
IMD220	User Centered Interface Design	4
IMD230	Programming Concepts	4
IMD240	Audio for Interactive Media	4
IMD315	Designing for Interactive Interface	4
IMD340	Video for Interactive Media	4
IMD390	Portfolio	4
IMD405	Marketing Basics	4
Totals		52

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Catalog Addendum

Web Design & Interactive Communications - Diploma

Offered at the Atlanta, Atlanta-Decatur*, Charleston, Tennessee – Nashville*, Virginia Beach, Washington, and Washington – Northern Virginia*

48 Credits, Four 12-week quarters, or 48 weeks

The Web Design & Interactive Communications diploma program teaches students how to create the look, feel and functionality of World Wide Web pages for client Web sites with a specific emphasis on professional standards and practical deployment. This course of study extends foundation principles in visual communications and interactive media as related to dynamic delivery through multiple channels including mobile technologies. Students will develop abilities in computer languages, usability principles and information architecture in a team oriented environment that prepares them for the professional world. Students will also be trained in current web technologies and in project management on assignments that will enhance their personal portfolio. According to the Bureau of Labor Statistics (BLS), Web designers and developers need to stay current on industry trends for continued success, and increasing knowledge level and skills is important in maintaining a career advantage.

The general objectives for the program are:

- Demonstrate the use of appropriate visual elements and visual communication skills for interactive media.
- Create applications that solve specified problems through a variety of scripting techniques.
- Critique and evaluate appropriate design solutions.
- Design and develop media marketing and business plans.

Course #	Course	Credit
GD131	Layout	4
GD214	Computer Illustration	4
IMD130	Interactive Experience Design	4
IMD215	Web Page Layout and Design	4
IMD230	Programming Concepts	4
IMD240	Audio for Interactive Media	4
IMD300	Interactive Motion Graphics	4
IMD315	Designing for Interactive Interface	4
IMD340	Video for Interactive Media	4
IMD390	Portfolio	4
IMD410	Dynamic Web Applications	4
IMD470	Special Topics	4
Totals		48

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