

COURSE DESCRIPTIONS

Course offerings each quarter are determined by the needs of students enrolled in each program of study.

AD 100 SURVEY OF ADVERTISING

This course is a basic introduction to advertising, its history, potential, and limitations. Students examine the role of advertising and different methods of communication, as well as the advertising spiral, advertising objectives, advertising copy, and federal regulations. They analyze media choices and strategies, research, target audiences and creating campaigns. The course also helps the student recognize emerging trends and capitalize on them.

AD 202 MARKETING CONCEPTS

This course identifies the components of the design process and explores research methods. Design solutions appropriate to a targeted market are emphasized. Exercises in creative problem solving strengthen and expand the student's concept generation skills. Critical analysis, problem identification, and idea refinement are the focus in producing media content for targeted audiences and intended delivery systems.

AD 222 MEDIA AND ADVERTISING DESIGN

Students examine the structures and communication skills used by the various members of a creative team and learn to further define the role of graphic design in an advertising context. The course emphasizes the processes of concept development, media application, and design creation. Students examine the variety of media used by graphic designers and their suppliers and define and apply campaign strategies, based on media and marketing realities. Prerequisites: GD 121, P 104. Corequisite: GD 214

AD 223 DYNAMICS OF INTEGRATED MARKETING

Students learn the fundamental concepts and principles of advertising and marketing. The overview helps students place their knowledge in a framework to understand how each component contributes to the strength and utility of a marketing plan. Students also learn how to identify the ways in which world events and cultural assumptions influence advertising and marketing. Writing a simple marketing plan, and studying the impact of consumer product safety laws, credit laws, and other related political and legal changes in marketing are also included. Prerequisites: AD 100, EN 101

AD 234 BRAND MANAGEMENT

Although good brands are easy to identify, they are hard to create. This course addresses the factors that make a brand successful, and then approaches the factors like price pressure, fragmented markets and media and proliferating competition that businesses must control to build a strong, successful brand. Prerequisite: AD 223

AD 312 ORGANIZATIONAL BEHAVIOR

Students examine human relations theory and individual, group, and organizational performance as they relate to the overall organizational structures of contemporary businesses and public agencies. Prerequisites: AD 223, PS 101

AD 321 PERSUASION AND THE CONSUMER

This course examines the cultural, social, and individual variables involved in consumer behavior, and how they are incorporated into buy decision processes and marketing practices. Topics include basic psychological, social, and cultural concepts that affect human behavior, comparing and contrasting a variety of consumer behavior models, and explaining the theory and practice of market segmentation. Students create a theory for the best way to approach a particular population segment and a simple advertising campaign to test that theory. Prerequisites: EN 102, PS 101

AD 322 MARKETING RESEARCH PRINCIPLES

This course focuses on the use of the marketing research process, both traditional and online, as a tool for solving management problems. Online advertising and other online marketing have both expanded the use of traditional market research and created new kinds of data. Students study the source of data, sampling procedures, questionnaire design, data collection, and analysis, and are introduced to the concepts, availability, and use of this data. The course presents tech-

niques that independently verify and validate the effectiveness of ads. Prerequisites: AD 223, AD 321

AD 324 MEDIA PLANNING AND BUYING

Media as part of a delivery channel for a marketing message is the focus of this course. Topics include media as critical to the fulfillment of the overall marketing strategy, cost effectiveness, and alternative and new media. Prerequisites: AD 223, AD 321

AD 331 PUBLIC RELATIONS

Students examine the historical development of public relations, showing the principles, methods, and means of influencing public opinion. They study the elements of a successful promotional campaign and distinguish between public relations, publicity, and advertising. The course covers the value of various types of product promotion and trade shows, as well as the role of public relations in managing issues, crises, and public opinion. Prerequisites: AD 321, AD 332

AD 332 ACCOUNT PLANNING

Account planning demands a mixture of account services and research. The account planner frequently takes responsibility for ensuring that the client's needs are met, which requires managing communication between departments in an advertising agency as well as being the point of contact between an agency and the client. Inside the agency, the account planner helps choose and integrate research and considers proposed advertising decisions from the perspective of consumer behavior. This course helps the student understand these functions and integrate them into a successful approach to advertising and advertising campaigns. Prerequisites: AD 223, AD 321

AD 333 ADVERTISING COPYWRITING

Students learn to develop effective advertising strategies and copy executions that underlie and enable creative marketing and advertising campaigns, and cultivate clear, logical, and creative copywriting skills. They learn the unique characteristics of digital media and the creation of scripts for digital media production. Students also learn to conduct research for media writing projects. Prerequisites: AD 223, EN 102

AD 345 ADVERTISING PRESENTATIONS

This course advances students' skills enabling them to prepare and present various forms of information (media) to professional audiences. Students develop, prepare, and present videos, moving graphics, graphics, and copy. They create several short projects and a final project applying techniques and aesthetics discussed in the lectures,

demonstrations and readings. Professionalism and presentation techniques are also covered. Prerequisites: GD 121, GD 350

AD 351 BUSINESS OF ADVERTISING

This course prepares students for the business environment and the transition into the graphic design and advertising professions. It emphasizes the concepts of professionalism and an overall understanding of self-marketing in the field. Professional development tools are presented, including resumé and cover letter writing, networking, and interviewing skills. This course includes the multiple facets of media business law, including intellectual property, copyright, and additional legal and ethical business issues, as they impact design and advertising professionals. Business operation practices such as negotiation of contracts, pricing and estimations of services, ethical guidelines, and pertinent tax laws are addressed. Prerequisite: EN 102

AD 399 INTERNSHIP

Through a required field internship experience, students apply their skills in a real and practical situation. The internship allows students the opportunity to observe and participate in the operation of successful businesses related to their field of study. Prerequisite: Approval of department chair. Must be taken in last three quarters.

AD 411 SALES

This course focuses on the essential skills and knowledge needed to effect a sale, as well as ways to focus the sales pitch to solve customer problems. Students study the steps of the sales process, develop a plan to locate and capture clients and learn about sales management. After analyzing the function of a sales representative, students apply sales skills and present a sales pitch. Prerequisites: AD 312, AD 332

AD 412 ADVERTISING CAMPAIGNS

Students create an integrated marketing campaign consisting of three or more different applications of a single unified theme or concept, basing campaign strategy and tactics on media and marketing realities. Students learn basic advertising terminology and create advertising headlines, copy, and layout comprehensives in the campaign process. They also learn to use typography and visual images effectively in art direction, as well as to recognize campaign continuity. Prerequisites: AD 322, AD 333

AD 415 INTERACTIVE ADVERTISING

The astonishing growth of interactive commerce is one factor that has led to the demand for advertising and marketing on-line. In this course, students compare traditional and interactive outlets in order to develop a clear understanding of the differences and similarities between businesses in this new environment. Students learn to apply traditional principles where they are appropriate and to discover and apply a new fundamental understanding to developing and working within the various interactive environments. Marketing, advertising and sales on the Web, addressing the elements and requirements of information distribution are also covered. Students learn the unique characteristics and techniques of media writing and apply them to interactive media production. Prerequisites: AD 332, GD 350

AD 422 ADVANCED ADVERTISING CAMPAIGNS

In this course, students research and develop a fully integrated advertising/promotional campaign for a national name brand account, placing importance on deadline, budget, client relationship, and presentation as they relate to the design process. Students develop final projects that document, support, and argue the rationale and effectiveness of the campaign in written form. They also prepare, present, and defend a graduate project suitable for a professional audience. Prerequisite: AD 412

AD 431 GLOBAL BUSINESS PERSPECTIVES

Students analyze world markets, consumer behaviors, advertising, foreign environments, and the marketing management required to meet the demands of dynamic global markets. The focus of this course is the problem of foreign competition, diminishing U.S. market share, and the U.S. economy's independence of world economy. Students analyze different foreign market entry strategies as well. Prerequisite: Approval of department chair.

AD 433 ADVERTISING PORTFOLIO

In this course, students complete their portfolios and begin their career searches. Students should enter the course with a cumulative collection of design work, copywriting, research, and account planning documents for the portfolio and determine the quality of the work so enhancements can be made. Students also complete a professional resumé and begin the job search. Prerequisite: Approval of department chair. Must be taken in final quarter.

ART 111 DRAWING

This course is an introduction to descriptive drawing of observable subjects using a variety of techniques. Students develop compositional and drawing skills using traditional media while focusing on line, value, texture, form, and space. Perspective and the modeling of forms in light and shade are included.

ART 121 3D DESIGN

Students are introduced to the elements and principles of three-dimensional design through the design and construction of 3D forms. The visual and structural qualities of forms and their surrounding spaces are explored. Students work with low-tech, high-craft processes to solve 3D design problems within specified spatial environments.

ART 122 2D DESIGN

This introductory design course explores the visual elements of art and the basic principles of design. Students investigate the design process and how the elements of design are used for specific outcomes. This course is taught using a variety of tools, techniques, and media.

ART 123 COLOR THEORY

This design course investigates color theory in both pigment and light. Students use the principles of design to explore color and its application in composition. Various tools, techniques, and media are used to investigate the aesthetic, scientific, and psychological properties of color.

ART 211 LIFE DRAWING

This intermediate drawing course focuses on the human figure as subject matter. Artistic anatomy, proportion, volume, gesture, and drawing the foreshortened figure are emphasized. A variety of media and techniques are explored. Prerequisite: ART 111

ART 225 VISUAL FORM AND CONTENT

This course introduces students to basic methods for creative problem solving, which is fundamental to developing effective form and content. Students solve 2D, 3D, and 4D design problems using creative ideation and visual research tools along with the elements and principles of design. Individual and group projects are assigned in this course using both traditional materials and contemporary media.

ART 230 RAPID VISUALIZATION

This course introduces techniques used in creative problem solving and concept development. Quick sketching skills employed in visual communications are emphasized. Students use a variety of tools, techniques, and media to gain a working knowledge of rapid visualization.

AU 101 AUDIO TECHNOLOGY

Students explore the physics of what creates sound and examine auditory perception. The course introduces the basics of the audio signal chain, microphones, loudspeakers, and mixers. Various tape recorders as well as outboard equipment are demonstrated.

AU 102 INTRODUCTION TO AUDIO PRODUCTION

This course focuses on voice, music, and sound effects and the impact they have on the visual image. It addresses the principles of recording sound and explains sound characteristics, basic acoustics, ergonomics, and proper audio recording techniques for field and studio recording, as well as time code and mixing. Digital formats are examined in the context of audio-for-video post-production.

AU 103 LISTENING AND ANALYSIS

Students are exposed to a wide variety of music, audio for film, and sound design. Students learn important audio and music terminology with an emphasis on listening and analyzing the styles, sounds, and concepts. The course builds a strong foundation for other classes such as audio engineering, production, and mixing.

AU 120 REMOTE AND FIELD RECORDING

This course introduces students to the equipment, techniques, protocols, and procedures used in on-site recording for film and TV. As scheduling permits, students participate in a location film/video shoot. Topics include power requirements and electrical noise, acoustic isolation and location mixing, audio post-production tools and processes, field and post synchronization, sampling sounds and environments, microphone placement, wireless microphones, communication, and audio processing in the field. Prerequisite: AU 102

AU 140 SURVEY OF THE MUSIC INDUSTRY

Students explore the variety of applications of audio in the music industry. Representatives from the industry visit the class as guest lecturers. Students research and present aspects of the

industry as it relates to their career goals. They also explore networking strategies within the industry. Prerequisite: AU 101

AU 150 MUSIC FUNDAMENTALS

This course focuses on developing music and piano keyboard skills: technique, simple harmonic analysis, sight reading, transposition, and accompaniment patterns. Students put music theory knowledge into practice and develop vital keyboarding skills necessary for success in courses such as AU 200 and AU 240 and for those who wish to engineer in music production studios. Prerequisites: AU 101, AU 102, AU 103

AU 200 DIGITAL AUDIO WORKSTATIONS I

Building on skills learned in AU 101, students explore topics including SMPTE time code and synchronization, computer-based digital audio workstations, and ProTools software and hardware. The course also covers sound design, field recording, digital audio transfer protocols, software-based effects plug-ins, and online automation. Students gain practical experience using software samplers and synthesizers with ProTools and the integration of MIDI control surfaces. This course provides a foundation for entry level positions in the audio post-production field. Prerequisites: AU 102, MT 112 or MT 113

AU 210 AUDIO RECORDING I

Students study the basic functions of a recording studio, including critical listening, console operation, tape machine operation, signal flow, patching, and general recording studio operation procedures. Prerequisite: AU 200

AU 220 AUDIO RECORDING II

Building on skills learned in AU 210, students develop advanced engineering skills and knowledge. They explore various musical formats, aesthetic and acoustical issues, and techniques and equipment used in the professional recording industry. Prerequisite: AU 200

AU 240 SOUND DESIGN

Students study and perform sound design techniques as they relate to video and film. The course covers topics including automatic dialogue replacement, surround sound mixing, Foley, and sound effect manipulation. Students also explore soundtrack development coordinating the three essential elements of music, dialogue, and sound effects. Prerequisite: AU 200

AU 250 MUSIC AND STUDIO BUSINESS

Students explore the music business from the perspective of the artist and the business manager. Topics include personal managers, getting signed, record company structure, independent releases, distribution and marketing of artists, national and international touring, record producers, income sources, budgeting and merchandising, unions, contract analysis, and career opportunities. Prerequisite: AU 140

AU 260 AUDIO POST PRODUCTION

Students learn to work as a producer and/or engineer in film and TV by recording and producing their own projects and working for real clients. Topics include studio protocol; working with talent, budgets, and clients; system integration and interfacing; microphone techniques; recording and producing techniques; procedures and issues in session work; critical listening/ear training and aesthetic and acoustical issues; mixing and mastering; automated dialogue replacement; sound effects and design; synchronization (lock-up); and Foley. Prerequisite: AU 200

AU 270 AUDIO ELECTRONICS I

This course is an introduction to the theoretical world of analog audio electronics for the professional maintenance engineer. Students learn about topics including electrical quantities and components, electric circuits, complex circuits, and network analysis, Thevenin's, Norton's, and Millman's theorems, and magnetism and electromagnetism. Prerequisite: AU 210

AU 280 STUDIO RECORDING

Students study the basics of a complete recording session, from loading to mix-down. They learn the intricacies of close-miking, effects processing, and studio production. Prerequisite: AU 220

AU 299 AUDIO PRODUCTION SEMINAR I

Students begin to create the final portfolio for graduation in the associate program. Using the recording studio as their lab, students begin to finalize mixes, re-record as necessary, and complete surround sound mixes. Toward the end of the quarter, they create an audio DVD of their portfolio. Upon successful completion of this course, students are admitted into portfolio class. This course does not count for credit in the bachelor's program. Prerequisite: AU 220

AU 300 AUDIO PORTFOLIO

In this course students complete the associate portfolio. They bring together skills including mixing, mastering, and various delivery systems for audio.

In addition, students complete a resumé, design a business card, and create a dynamic Web site featuring their work in various streaming formats. Other deliverables include audio CD, DVD, and DVD audio. This is the portfolio requirement for the associate degree. Prerequisite: AU 299. Approval of department chair in the quarter before the portfolio course is to be taken.

AU 310 BROADCAST AUDIO

Students explore the different types of audio for radio, TV, and new media. Similarities and differences of components in such equipment as mixing consoles, microphones, computer applications, and effects are examined. Students explore the culture of various media outlets, along with media delivery systems and protocol. Prerequisite: AU 220

AU 320 MIDI PRODUCTION

This course is a study of Musical Instrument Digital Interface systems (MIDI) applications and techniques. Students learn the basics of MIDI protocol and move through sequencing, automated mixing, and MIDI machine control in a small group setting. Prerequisites: AU 150, AU 200

AU 330 AUDIO ENGINEERING

Students focus on the role of the music producer within the production team and examine methods and techniques for recording musical performances. They gain a broad understanding of the components, effects, microphone, and recording techniques needed to successfully produce music and audio. Prerequisite: AU 280

AU 335 LIVE SOUND PRODUCTION

In this elective course, students develop advanced audio engineering skills and knowledge for live sound engineering. Students become familiar with various musical equipment and stage setups. In addition, they gain experience in routing audio signals from the stage to the front of house mixing position and learn to setup monitor mixes and adding effects to monitor mixes. Prerequisites: AU 120, AU 140, AU 150, AU 210, AU 220

AU 340 AUDIO MIXING

In this course, students combine previously recorded multi-track recordings and begin to mix them in stereo and surround sound. They explore mixing terminology and techniques, including use of effects such as equalization, reverb, and spatial techniques. Students apply concepts to television, radio, interactive media, video, and film. Prerequisite: AU 280

AU 350 AUDIO FOR INTERACTIVE MEDIA

Students learn the techniques of recording, mixing, and mastering for various interactive media such as CD-ROM, DVD, and the Internet. The unique challenges of memory allocation and optimization are examined with a focus on quality differences between different formats. In addition, students examine coding and compression techniques. Prerequisite: AU 240

AU 370 ADVANCED AUDIO POST-PRODUCTION

This course focuses on the specialized techniques and processes used in post audio for film. Techniques such as Foley, ADR, and post conform are explored. Students perform a variety of audio-for-video projects including advanced surround audio and learn and perform the concepts of sound design. Prerequisite: AU 260

AU 380 DIGITAL AUDIO WORKSTATIONS II

Students build on basics learned in AU 200 and AU 260 through hands-on training and projects related to the post and music industries. They focus on increasing speed and efficiency using ProTools as well as on the artistic side of editing and mixing. Projects for the course include: three music mixes of different styles; a remix of one song using software-based samplers and synthesizers; and a project using a short film in which students edit all the ADR and dialogue, create and edit sound effects, music, and backgrounds, and complete a mix using proper post-production techniques for organization and editing. The course includes a Practical Audio Skills Exam (PASE), which tests students' proficiency in all aspects of ProTools and running a digital audio workstation, and an exam on post-production terminology. Prerequisite: AU 330

AU 390 AUDIO PRODUCTION SEMINAR II

In this course, students begin to finalize their portfolios. In conjunction with their internships, students interview professionals in their field of study, network with industry professionals, and join industry trade groups. Emphasis is on honing the student's portfolio so that 75% of the portfolio is completed by the end of the quarter. Prerequisite: Approval of department chair.

AU 396 PROJECT MANAGEMENT

In this specialized project management course for audio production, students learn to organize personnel, equipment, and a variety of other media assets for audio production purposes. The course emphasizes skills and techniques for goal

setting, strategic planning, organization, communication, risk management, efficiency, and cost effectiveness. Prerequisite: AU 250

AU 399 INTERNSHIP

Through a field internship experience, students learn to apply acquired subject matter and career/professional skills in a real and practical situation. The main objective of the internship is to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study. Students gain experience they need to enter the field when they graduate. Prerequisites: AU 340 and approval of department chair.

AU 400 ADVANCED STUDIO RECORDING

This course builds on the skills introduced in AU 340. Using ProTools software in conjunction with the Pro Control 24 automated mixing console, students mix a variety of audio projects such as music, television commercials, and surround sound for video. Mastering techniques such as multi-band compression, equalization, and limiting are also demonstrated and performed. Prerequisite: AU 340

AU 410 AUDIO PORTFOLIO PREPARATION

Under the mentorship of a faculty member, students have access to the equipment and resources necessary to complete and polish their portfolios. The course focuses on sophisticated and professional presentations designed for targeted markets, which may include interactive multimedia presentations of audio works with video, graphics, and accompanying textual information. Prerequisite: AU 400

AU 425 PROFESSIONAL OPPORTUNITIES IN AUDIO PRODUCTION

This course prepares students for the business environment and the transition into the digital filmmaking, video, and audio professions. The course emphasizes the concepts of professionalism and self-marketing in the field. Professional development tools are presented, including resumé and cover letter writing, interviewing, and networking skills. Business operations practices such as negotiation of contracts, negotiating skills, pricing and estimation of services, and ethical guidelines are addressed. Prerequisites: EN 102, MT 112 or MT 113

**AU 430 SURROUND SOUND
AND DVD AUDIO**

This course provides an overview of the development of DVD formats and standards. Students explore the technology involved (hardware and software), the production process, and the tools used for DVD authoring, asset creation, and content preparation. Students perform a variety of advanced surround-sound projects. In addition, students learn and use an authoring tool for completing assignments in authoring and producing both audio and video projects on DVD. Prerequisite: AU 370

**AU 440 STREAMING MEDIA
AND WEBCAST**

Students focus on streaming video and audio media on the World Wide Web. They study the past, present, and future of streaming media and learn to compare and contrast existing streaming technologies and how each benefits different clients and situations. Students learn the functions and principles of streaming media server software and hardware, as well as the coordination of camera-to-server operations for Webcast. Prerequisite: VID 101

AU 460 MEDIA BUSINESS AND LAW

This course covers multiple facets of the media business. Topics include the business plan, production budget, business proposal, business contracts, business ethics, government regulations, copyright, and other business laws. Prerequisite: AU 250

AU 490 SENIOR PORTFOLIO

Students bring all the skills they have learned to create a portfolio featuring audio in all formats including DVD, CD, video, and interactive media. With an emphasis on quality, the portfolio features a number of audio, audio post-production, and Internet projects. In addition to the portfolio, students create a marketing package for themselves including a resumé, business card, and interactive Web site. Prerequisites: AU 410, approval of department chair.

**CAA 106 INTRODUCTION TO DESIGN
APPLICATIONS**

This course is designed to provide an introduction to the most important industry standard graphic applications for design and media arts, including page layout. Students learn to work in a network environment, as well as understanding, using, and producing simple projects in vector- and raster-based programs.

CD 245 CAREER DEVELOPMENT

Students prepare to make the transition from student to professional, learning basic concepts of professionalism and gaining an overall understanding of self-promotion in the applied arts field. They study career development tools, including networking, interviewing, and market understanding, and preparing resumé and cover letters. Basic negotiation, assertiveness, teamwork, and communication tools are incorporated. Prerequisite: Must be taken in the fifth or sixth quarter of an associate's degree program. Students who have previously pursued a professional career or hold a bachelor's degree or higher may petition for exemption from this course.

**CL 105 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 and cooking theories. Lectures teach organization skills in the kitchen and work coordination. The concepts and techniques of stocks, soups, sauces, vegetable cookery, starch cookery, meat, seafood, and poultry are covered. Emphasis is given to basic cooking techniques such as sautéing, roasting, poaching, braising, and frying. Co-requisite: CL 115 must be taken simultaneously.

CL 110 FOOD SAFETY AND SANITATION

This course is an introduction to food environmental sanitation and safety in a food-production area. Attention is focused on food-borne illness and their origins, and on basic safety procedures followed in the foodservice industry. The National Restaurant Association (NRA) ServSafe certificate exam is administered at the end of the course.

**CL 115 FOUNDATIONS FOR
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 and cooking theories. Lectures teach organization skills in the kitchen and work coordination. The concepts and techniques of stocks, soups, sauces, vegetable cookery, starch cookery, and meat and poultry are covered. The course emphasizes basic cooking techniques such as sautéing, roasting, poaching, braising, and frying. This class must be taken concurrently with CL 105. The two classes are a combination of lecture and lab experience. Co-requisite: CL 105

CL 117 LATIN CUISINE

This course emphasizes both the influences and ingredients that create the unique character of selected Latin cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of Mexico, South America, and the Caribbean Islands. Importance is placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines. (2 credits) Prerequisites: CL 110, CL 105, CL 115

CL 119 INTRODUCTION TO BAKING

Students are introduced to the fundamental concepts, skills, and techniques of baking. Special significance is placed on the study of ingredient functions, product identification, and weights and measures as applied to baking. Through lectures, demonstrations, production, tasting, and testing, students learn yeast-raised dough mixing methods, pie dough, quick dough, cookie dough, and product finishing techniques. Students must pass a practical exam. Students who pursue a specialization in baking and pastry must receive a C or better in order to take any advanced baking and pastry classes. (2 credits)

CL 120 INTRODUCTION TO PASTRY

This course is a combination of theory, lecture, demonstration, and hands-on production to provide an introduction to pastry techniques for use in a commercial kitchen. Students learn a variety of dough, batters, fillings, and glazes with an emphasis on formulas. Instruction regarding the preparation of basic cakes and icings, rolling dough, preparations of pastry cream, and finishing techniques, plus selection and proper use and handling of various chocolates used in baking and decorating is introduced. Emphasis is also placed on dessert plating and presentation. Students must pass a practical exam. Students who pursue a specialization in baking and pastry must receive a C or better in order to take any advanced baking and pastry classes. (6 credits)

**CL 125 ADVANCED BAKING
AND PASTRY I**

In this class, students become familiar with advanced techniques and the finer, more delicate, and detailed side of baking and pastry. Emphasis is placed on bread making, specifically yeast breads, and producing a larger selection of ethnic and international products as well as breakfast breads. Students also prepare and concentrate on individual and buffet desserts. Contemporary presentations of garnishes and plate decorating are introduced as well as classical desserts. Finally,

students learn hot and cold desserts and sauces including ice creams, frozen dessert specialties, and soufflés. (8 credits) Prerequisites: CL 105, CL 115, CL 119, CL 120 (C or better)

CL 126 ADVANCED BAKING AND PASTRY II

The artistic side of baking and pastry is presented in this course, with the making of showpieces, special occasion cakes, petit fours, and French pastries, as well as the production of a Viennese pastry table. Students are introduced to advanced cake-decorating techniques, emphasizing proper layering and construction techniques and piping skills. Students also produce various tortes, gateaux, and petit fours. Showpiece production and techniques include pastillage; pulled, blown, and floated sugar; marzipan; nougat; royal icing; and chocolate showpieces. The final exam for this class is a grand dessert buffet to include specialty items and showpieces. (8 credits) Prerequisites: CL 105, CL 115, CL 119, CL 120 (C or better)

CL 128 AMERICAN 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. Students explore the use of indigenous ingredients in the preparation of traditional and contemporary American specialties. The concepts of mise en place, timelines, plate presentation, and teamwork in a production setting are introduced and accentuated. Timing and organization skills are emphasized. (6 credits) Prerequisites: CL 105, CL 110, CL 115

CL 129 PLANNING AND COST CONTROL

Students learn the methodologies and tools to control costs as well as value of 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. Prerequisite: CL 132, MT 113

CL 132 COMPUTER APPLICATIONS IN THE FOODSERVICE INDUSTRY

This course develops basic computer skills through practical application of various software programs, including word processing, presentation software, and spreadsheets. Concentration is also placed on software applications designed

for the foodservice industry, including recipe and menu development, nutritional analysis, inventory management, and cost accounting.

CL 136 MANAGEMENT, SUPERVISION, AND CAREER DEVELOPMENT

With a focus on managing people from the hospitality supervisor's viewpoint, this course emphasizes 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 is placed on students' assessing their more marketable skills, developing a network of contacts, generating interviews, writing cover letters and resumé's, preparing for an employment interview, developing a professional appearance, and follow-up skills.

CL 201 PURCHASING AND 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. Culinary lab must be taken simultaneously. (2 credits)

CL 202 GARDE MANGER

This course provides students with skills and knowledge of the organization, equipment, and responsibilities of the "cold kitchen." Students are introduced to and prepare cold hors d'oeuvres, sandwiches, salads, as well as basic charcuterie items while focusing on the total utilization of product. Reception foods and buffet arrangements are introduced. Students must pass a written and a practical exam. (6 credits) Prerequisites: CL 105, CL 110, CL 115

CL 204 ASIAN CUISINE

This course emphasizes both the influences and ingredients that create the unique character of selected Asian cuisines. Students prepare, taste, serve, and evaluate traditional, regional dishes of the four regions of China, Japan, Korea, Vietnam, Thailand, and Indonesia. Importance is placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines. (2 credits) Prerequisites: CL 105, CL 110, CL 115

CL 206 CONTEMPORARY CULINARY COMPETITION

In this course, students are provided the highest level of experience and understanding of the rules and regulations of student competition. Students demonstrate the highest level of culinary skills in a laboratory setting that mirrors the competition environment. Course emphasis is on reinforcing basic cooking techniques, knife skills, kitchen organization, and menu development, as well as the development of skills necessary to successfully compete in an officially sanctioned culinary salon. Competitors develop reports on the insight of global cuisine, philosophy behind national and international competition, and competition judging. Students learn and demonstrate the elements of proper platter presentation, slicing, glazing, and classical and modern charcuterie techniques. Finally, this course promotes professional and educational opportunities among students by acting as a staging area for the development of culinary skills and offering support for a strong and successful culinary career. Prerequisites: CL 202, approval of department chair.

CL 207 CONTEMPORARY PASTRY COMPETITION

This course provides experience and expertise on an advanced level in an intense training environment with emphasis on quality pastry production and presentation in a competition setting. Techniques are reinforced throughout this course as is the importance of organization, menu development, work flow, and proper mise en place as it relates to a competition setting. Competitors are introduced to the fundamental skills, concepts, and techniques required to compete in national pastry competitions. Special significance is placed on the study of flavor combinations, contrast of textures, and color combinations in plated desserts as well as current trends in pastry competitions. Students also examine the history of culinary competitions with an emphasis on recent trends in the pastry competitions. Prerequisites: CL 119, CL 120, approval of department chair.

CL 208 CLASSICAL EUROPEAN AND WORLD CUISINES

This course emphasizes both the influences and ingredients that create the unique character of selected Classical European and World Cuisines. In studying classical European cuisines students prepare, taste, serve, and evaluate traditional, regional dishes of the British Isles, Italy, France, Germany, Austria, Switzerland, and the Scandinavian countries. In studying world cuisines, students prepare, taste, serve, and evaluate tradi-

tional, regional dishes of Spain, the Middle East, Turkey, Greece, Africa, and India. Importance is placed on ingredients, flavor profiles, preparations, and techniques representative of these cuisines. (6 credits) Prerequisites: CL 119, CL 120, CL 128

CL 215 MANAGEMENT BY MENU

By giving a clear picture of the important role menu planning plays in operations, this course prepares future foodservice managers. It covers topics ranging from menu development, pricing, and evaluation to facilities design and layout. Students benefit because good menu development is crucial to the success of any foodservice operation, as a planning tool, source of operational information, and a merchandising method for reaching patrons. Prerequisites: CL 129, CL 201

CL 220 FOOD AND BEVERAGE OPERATIONS MANAGEMENT

This course addresses front-of-the-house operations and is designed to provide students with an introduction from a managerial perspective to providing exceptional service to increasingly sophisticated and demanding guests. It includes a 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, income statements, job descriptions, sales forecasting, and cost control. The students produce a complete dining room and bar operation manual. Participation in this course is limited by state drinking age requirements. Students who are underage will not be permitted to taste, consume, or serve alcoholic beverages, but will be provided wine education aroma kits that effectively duplicate the educational experience of the course. Prerequisite: CL 129

CL 222 PERSONAL CHEF SERVICE

Through readings, assignments, and projects, students examine planning and systematizing operations of a personal chef service business. They are also introduced to business principles and cooking principles to assist them in understanding how a personal chef service business is operated. Prerequisite: CL 132

CL 226 CATERING

This course introduces students to various aspects of catering, including sales, contracts, menu planning, food presentations, and operations management,

with the goal of developing the expertise to operate a profitable catering business. Prerequisite: CL 202

CL 227 FOOD STYLING

This course teaches students about the enhancement of food for presentation purposes. Students work as food stylists with photographic imaging students to create displays with eye appeal for film, print, and display. Prerequisite: CL 202

CL 231 À LA CARTE AND DINING ROOM OPERATIONS

An introduction to the à la carte kitchen, this course emphasizes the "à la minute" method of food preparation, as well as 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 an à la carte menu are stressed. The principles of dining room service are practiced and emphasized. The philosophy of food is further explored and examined in light of today's understanding of food, nutrition, and presentation. (8 credits) Prerequisites: CL 208, CL 220

CL 237 CAPSTONE/PORTFOLIO

Through competencies developed with previously related course work, students develop a business plan for a foodservice operation. The project includes market analysis and marketing strategy, operating budget, sales projections, opening inventories, capital equipment, standardized recipes, and costing for all standardized recipes, menu, and facilities design. The course covers the components of a business plan as well as techniques for developing and presenting sections of the plan. Business-related competencies are reviewed and tutored as necessary for completion of the project. Prerequisites: CL 136, CL 220, approval of department chair

CL 297 HONORS FELLOWSHIP

Students with a CGPA of 3.5 or higher may enroll in this course. Selected students become teaching assistants, helping the chefs in the daily operations of a kitchen classroom. Prerequisites: CL 125, CL 126 (to apply for a pastry honors fellowship) or CL 208, and approval of department chair

CL 299 EXTERNSHIP

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 100 work

hours. Students gain experience needed to enter their field upon graduation. They are responsible for securing an externship job and may seek assistance through the college. Prerequisites: CL 136, approval of department chair

CL 330 FACILITIES MANAGEMENT AND DESIGN

This course provides students with information related to hospitality facility design and maintenance. Foodservice layout and design are related to operating issues, new building construction, and renovations. Planning and design of facilities including equipment, space, and functional relationships, cost and operating efficiencies are included, as well as emphasis on maintenance programs, safety regulations, building code requirements, and energy conservation. Prerequisite: CL 215

CL 333 LEADERSHIP AND ORGANIZATIONAL DEVELOPMENT

Students examine leadership, organizational management, and culture, and the role of 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. Prerequisite: CL 136

CL 337 FOODSERVICE TECHNOLOGY AND INFORMATION

This course is a survey of foodservice information systems and technology (IS&T) designed to introduce students to the many diverse facets of IS&T in the foodservice industry. Current systems and issues of major importance in the field of IS&T are considered as they relate to the foodservice industry. Emphasis is placed on the managerial and business aspects of IS&T, rather than the technical perspectives. Core topics include key foodservice systems (such as accounting and property management systems, point-of-sale, sales, and catering), guest service and customer relationship management, knowledge management, and IS&T strategy. Prerequisites: CL 132, CL 215

CL 341 HUMAN RESOURCE MANAGEMENT

This course introduces the principles and practices of human resources management relevant to hospitality organizations, with emphasis on the entry-level manager's role. Topics include employment laws, workforce management,

compensation and benefits administration, labor unions, employee safety, diversity, and ethics. Prerequisite: CL 136

CL 343 HOSPITALITY MARKETING

An introduction to service marketing as applied to the hospitality industry, this course covers the application of basic marketing concepts and research methods. Design and delivery of marketing components for a hospitality business are covered. Topics include some of the unique attributes of service marketing: consumer orientation, consumer behavior, market segmentation principles, target marketing, product planning, promotion planning, market research, and competitor analysis.

CL 345 QUALITY SERVICE MANAGEMENT AND TRAINING

In this examination of the role of service in the foodservice industry, students explore how to give quality customer service. Service systems and training programs in quality operations are examined through the use of case studies and hypothetical scenarios. The course covers employee training and development from both strategic and operational perspectives, and culminates with a study of Charlie Trotter's service standards in what is often called the best-rated restaurant in the United States. Prerequisite: CL 136

CL 348 LEGAL ISSUES AND ETHICS FOR CULINARIANS

This course is designed to give the student an overview of legal issues arising in the foodservice environment. Students examine laws pertinent to the hospitality/foodservice industry and investigate the relationship of these laws to the administration of a service organization. This course also identifies common ethical dilemmas encountered by culinarians and introduces the student to the foundations, purpose, and content of ethical codes and approaches to ethical decision making. Prerequisite: CL 136

CL 398 INDEPENDENT STUDY

This course offers students the opportunity to pursue advanced study within an area of interest with the approval of a department chair. Students must produce a final project to be presented at the quarterly Portfolio Show. Prerequisite: Approval of department chair.

CL 400 FOODSERVICE FINANCIAL MANAGEMENT

In this course, the students develop a working knowledge of the current theories, issues, and challenges involved with financial management of food service operations. Students are introduced to the tools and skills that financial managers use in effective decision-making. Topics include budgeting, cash management, cost concepts and behavior, investment analysis, borrowing funds, and financial forecasting. Prerequisites: CL 337, EC 310, MT 314

CL 410 INNOVATION AND ENTREPRENEURSHIP

This course provides an introductory overview to the knowledge and skills needed for entrepreneurship. The course offers a chance to gain new knowledge and skills about how to identify and pursue entrepreneurial opportunities that can be applied to a student's own interests. Topics include how entrepreneurs find, screen, and evaluate ideas and new business opportunities. Prerequisite: CL 237

CL 420 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. They 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. Participation in this course is limited by state drinking age requirements. Students who are underage will not be permitted to taste, consume, or serve alcoholic beverages, but will be provided wine education aroma kits that effectively duplicate the educational experience of the course. Prerequisites: CL 215, CL 220

CL 425 SENIOR CULINARY PRACTICUM

A practical capstone for the culinary arts management curriculum, this course draws on the majority of disciplines presented earlier in the program. Students plan, organize, and execute functions that are booked and/or sold to the public. They experience the functions of opening a restaurant.

(6 credit hours) Prerequisite: Must be taken within 6 months of graduation in the bachelor's program or with approval of department chair.

CL 428 CAPSTONE/PORTFOLIO

Through competencies developed with previously related course work, students develop a business plan for a foodservice operation. The project includes market analysis and marketing strategy, operating budget, sales projections, opening inventories, capital equipment, standardized recipes, and costing for all standardized recipes, menu and facilities design. The course covers the components of a business plan as well as techniques for developing and presenting sections of the plan. Business-related competencies are reviewed and tutored as necessary for completion of the project. (2 credits) Prerequisites: CL 237, CL 330, CL 341, CL 343, CL 400, approval of department chair.

CL 432 GLOBAL MANAGEMENT AND OPERATIONS IN THE HOSPITALITY INDUSTRY

This course provides students with an introduction to the dimensions and nature of the international hospitality industry. It is designed to review the principles of management and to apply management theory to the global marketplace. Students examine the social, cultural, political, and economic environments within which international hospitality operators compete for survival and growth. Topics include cultural dimensions of management, international management strategy, international marketing, and international human resource management. Prerequisite: CL 237

CL 499 MANAGEMENT EXTERNSHIP

Students observe and participate in the supervisory operation of a successful foodservice business. They apply their professional skills to gain experience in order to enter and become successful in the foodservice business. Emphasis is placed on developing hospitality management skills. Prerequisites: CL 333, CL 341, approval of department chair.

COM 105 PUBLIC SPEAKING

An introduction to the principles of public speaking, this course includes communication theories and skill-building exercises designed to increase effectiveness in speaking in front of an audience. Emphasis on listening and critical thinking skills prepares students for effective discussions, critiques of speeches, and speech preparation and presentation. Three speeches are

required, along with written assignments such as speech outlines and critiques of class speeches. Prerequisite: EN 101

EC 301 ECONOMICS

An introduction to the basics of microeconomics and macroeconomics, the course begins with analysis of supply and demand, market structure and pricing, the role of government, and markets for labor and capital. It continues with a discussion of the basic ideas of macroeconomics, including both classical and Keynesian approaches. Lectures are supplemented with case studies. Prerequisites: EN 101

EN 090 PREPARING FOR COLLEGE WRITING

This transitional studies course includes the study of the writing process, emphasizing strategies to use to help a student with specific writing situations. The course develops techniques to improve clarity of writing and raises a student's proficiency to the level necessary for entrance into a particular curriculum. The course includes four hours of structured classes with two hours of self-directed and tutorial work in the Writing Center for a total of six hours per week. Transitional studies courses do not apply toward graduation credit and are not calculated in the GPA. This class is available only at The Art Institute of Washington. Prerequisite: Academic placement testing

EN 101 ENGLISH I

This course emphasizes the planning, writing, and revising of compositions, including the development of critical and logical thinking skills. Essays include expressive and informative writing, as well as analytical, evaluative, and persuasive writing. Prerequisite: Academic placement testing or successful completion of TS 090 or EN 090

EN 102 ENGLISH II

This course introduces students to a variety of literary genres, helps them organize and develop analyses of literature, and furthers their composition skills. Prerequisite: EN 101

EN 103H HONORS ENGLISH

Together with EN 203H, EN 103H replaces the sequence of EN 101 and EN 102 for qualified students. Students read, analyze, and discuss a variety of texts, including longer works. They write critical analyses of literature as well as essays that include documented research. Students may also have the opportunity to pursue individual reading and writing interests, design research projects related to their programs, and refine their writing

styles. Students taking this course also take EN 203H to complete the minimum requirement for English courses. Prerequisite: Invitation based on placement criteria

EN 203H TOPICS IN HONORS ENGLISH

This second course in the honors English sequence furthers students' analytical and composition skills. Students read, discuss, and write critical essays on literary texts chosen from a particular genre, time period, cultural context, or theme. Specific topics vary. Prerequisite: EN 103H

EN 210 CREATIVE WRITING

In this course, students become familiar with the processes and principles necessary for creative writing, with a focus on fiction, poetry, or drama. They analyze the work of professional creative writers and, using the principles discerned, create new works. Prerequisite: EN 102

EN 220 TOPICS IN THE LITERATURE OF THE WESTERN WORLD I

This course surveys universal themes in the literary and cultural heritage of the western world from the ancient world of the Middle East, Greece, and Rome through the Middle Ages to the Renaissance. Special attention is given to the visual sense of literature and its corresponding expression in the visual arts of related cultural movements. Students read major authors such as Homer, Sophocles, Virgil, Dante, Chaucer, Boccaccio, Shakespeare, and Milton, along with representative selections from the various periods and cultures. Written assignments include at least two critical essays. Topics in this course vary to focus on selected genres, themes, periods, and cultures. Prerequisite: EN 102

EN 221 TOPICS IN THE LITERATURE OF THE WESTERN WORLD II

This course surveys universal themes in the literary and cultural heritage of the western world from the neoclassical period through the twentieth century. Special attention is given to the visual sense of literature and its corresponding expression in the visual arts of related cultural movements. Reading assignments may include representative selections from French and English neoclassicism, European and American romanticism, naturalism, realism, French symbolist and modern poetry, and twentieth-century fiction, including Latin American and Caribbean writers. Written assignments include at least two critical essays. Topics in this course vary to focus on selected genres, themes, periods, and cultures. Prerequisite: EN 102

EN 222 – 225* TOPICS IN WORLD LITERATURE

Students may take two of these courses for credit if the topics vary.

EN 222* TOPICS IN WORLD LITERATURE

This course introduces students to the literature of various cultures, focusing on the diversity of responses to moral dilemmas and on specific problems of cross-cultural conflict, as well as other issues that illustrate the complexities of human life. Topics in this course vary to focus on selected genres, themes, periods, and cultures. Prerequisite: EN 102

EN 223* TOPICS IN WORLD LITERATURE: THE ARTIST IN LITERATURE

This course introduces students to the literature of various cultures, focusing on the diversity of responses to moral dilemmas. Prerequisite: EN 102

EN 224* TOPICS IN WORLD LITERATURE: ISSUES IN THE STUDY OF THE CHRISTIAN NEW TESTAMENT

This course introduces students to such topics as what the Christian New Testament is and is not; who wrote the individual writings that make up the New Testament; central ideas set forth in the New Testament dealing with both theology and ethics; and how the New Testament compares with the theological and ethical ideas found in sacred scripture of non-Christian religions. Prerequisite: EN 102

EN 225* TOPICS IN WORLD LITERATURE: FANTASY LITERATURE WRITING

This course emphasizes discovering the literary roots of myth and magic in literature and film, along with the study of how to construct this type of literature across several disciplines. Students learn how to create fantasy characters, imagery, and story using the models provided by writers of fantasy literature from classic to contemporary. Prerequisite: EN 102

EN 305 PROFESSIONAL COMMUNICATION

Students practice a variety of textual composition and oral presentation skills. The central principle of the course is the idea that every single textual or verbal interaction with clients, vendors, or supervisors must convey a professional image. Communication must be clear and convincing, and professionals in the arts must demonstrate their command of details by being able to field questions, to arrange textual

information in a clear and appealing way, and to cite sources properly using an approved style format. The course requires students to write documents such as copy for images, project proposals, artist's statements, critical reviews, and reports. Students also present their work orally using appropriate electronic media. Prerequisite: EN 102

EN 310 TOPICS IN AMERICAN LITERATURE

This course examines the change in American literary culture over time. Particular emphasis is placed on the diversity and plurality of our American heritage. Through selected readings and the writing of critical essays, students identify and interpret literary works in their cultural context. Topics in this course vary to focus on selected themes, genres, and periods. Prerequisite: EN 102

FB 101 FUNDAMENTALS OF BAR OPERATIONS AND PROFESSIONAL SERVICE

This fundamental course introduces the student to the basic skills required for planning and operating bars that are appropriate for a variety of targeted hospitality environments and occasions. Emphasis is placed on comprehensive set-up and break-down of a bar, including facility design, health code compliance measures, and safety and sanitation practices. The course also provides exposure to the elements required for delivering quality beverage service, such as technology, proper storage, and operating procedures. In addition, basic mixology, wine, beer, and cocktail service are addressed.

FB 110 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 used in the hospitality industry. Emphasis is given to methods of production, raw materials, origin, and other factors as they affect price, quality and style. Students are exposed to the terminology pertinent to the industry.

FB 120 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 is 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 are also discussed. (2 credits)

FB 201 BEVERAGE PURCHASING, INVENTORY CONTROL AND MENU AUTHORIZING

In this course, students acquire an understanding of the planning and control processes practiced in the beverage industry. They also learn about the impact of cost and inventory controls on beverage menu creation and about the various elements that contribute to a successful beverage list. Subjects covered include purchasing procedures for beverage operations, the basics of inventory control, pricing schemes, and menu design. Students acquire the skills required to select, purchase, manage, and effectively present a given establishment's beverage menu. Prerequisite: CL 129

FB 210 VITICULTURE AND 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 is given to developing the student's sensory evaluation skills and their application to wine selection and food pairing.

FB 215 VITICULTURE AND VINIFICATION II

This class provides comprehensive information pertaining to the Old World's other 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 is given to developing the student's sensory evaluation skills and their application to wine selection and food pairing. Prerequisite: FB 210

FB 225 WINES OF THE NEW WORLD 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 atten-

tion is given to developing the student's sensory evaluation skills and their application to wine selection and food pairing. Prerequisite: FB 210

FB 230 DINING ROOM OPERATIONS

In this course, students learn the skills and techniques required for "front of the house" personnel. Students rotate through all the dining room positions, from waiter to manager, learning and practicing their skills in our dining lab facility. Emphasis is on basic serving techniques and providing quality customer service. Prerequisite: CL 220

FRM 101 INTRODUCTION TO RETAILING

Students are introduced to major topics related to both large and small retailers, including consumer behavior, information systems, store locations, operation, human resource management, customer communications, computerization, and integrating and controlling retail strategy in the 21st century. The elements of retail promotion from event planning and promotion to advertising and personal selling are discussed as well as careers in retailing.

FRM 111 FASHION DRAWING

This course provides fashion-drawing experience as students experiment with various media and techniques, enabling them to express fashion ideas in a professional manner. Students learn skills and techniques needed to illustrate fashion design concepts and learn the unique style of fashion illustration, created by combining the study of human anatomy, fashion figure proportion and perspective, construction techniques, accessories, and professional presentation techniques. Prerequisite: ART 111

FRM 115 FASHION HISTORY I

In this course, students examine the development of clothing from the earliest times to the Renaissance, comparing periods of fashion design, analyzing the evolution of men's and women's period costumes, and understanding how politics, social and moral issues, geography, and economics influence clothing design.

FRM 116 FASHION HISTORY II

This course, a continuation of Fashion History I, continues the study of fashion from the Renaissance to the modern era. Topics include the impact of the fine and decorative arts on fashion design, and understanding how one period of fashion design influences subsequent eras. Students create window and prop designs based upon various periods of fashion design and learn

to understand the use of images from different periods for business logos, ads, and packaging for retail sites. Prerequisite: FRM 115

FRM 121 SALES AND EVENT PROMOTION

This course guides students as they design and prepare a sales and promotion package. Upon completion of the course, students have thoroughly explored the process of crafting a marketing and sales promotion that is carefully targeted and positioned to achieve the goal of generating sales. Topics include creating and evaluating effective logos, identifying proper positioning of promotional material, and learning marketing research tools such as identification, analysis, comparison, categorizing, compiling data, and interpreting information. Prerequisite: FRM 222

FRM 130 TEXTILES

Fabrics are studied from the raw stage through processing, spinning and weaving, to finishing. Students learn to identify and explain the appropriate characteristics and uses of different textiles, how to use human factors to create functional environments sensitive to the needs of the user, and identify compositions using color, materials, and textures, such as hue, saturation, and value.

FRM 141 FUNDAMENTALS OF BUSINESS

Students are introduced to the fundamentals of business, including macroeconomics, labor relations, time management, human resource management, and basic marketing principles. Global trends in business, codes of ethics, and the historical perspective of business including labor relations and governmental influences are also covered. Prerequisite: FRM 143

FRM 143 RETAIL MATH

This course provides an understanding of the various financial tools used by retailers to evaluate performance. Students calculate, analyze, and interpret financial concepts associated with accounting from a merchandising perspective. Topics include profit and loss statements, the three basic pricing elements and their relationships, identifying types of markups and calculating them as dollars and percents, and understanding the impact of pricing and re-pricing merchandise. Prerequisite: MT 113

FRM 222 INTRODUCTION TO MARKETING

Students learn the fundamental concepts and principles of advertising and marketing. The overview helps students place their knowledge in a framework to understand how each component contributes to the strength and utility of a

marketing plan. Students also learn how to identify the ways in which world events and cultural assumptions influence advertising and marketing. Writing a simple marketing plan, and studying the impact of consumer product safety laws, credit laws, and other related political and legal changes on marketing are also included. Prerequisite: EN 102

FRM 231 APPAREL EVALUATION AND CONSTRUCTION

Students learn to evaluate the equation between quality and cost in garments, along with identifying and analyzing the quality of trims, fabrics, and construction in relationship to price point. Included are women's sportswear, children's, and men's clothing in a range of price points from high end to discount. The elements that make for a saleable collection, from concept to color to fabric to coordinated silhouettes are discussed. Prerequisite: FRM 130

FRM 241 PRINCIPLES OF ACCOUNTING

From assets to liabilities, the student learns the basic principles of accounting, preparing account statements, explaining the difference between assets and liabilities as net worth, and double entry accounting. Students complete an account worksheet based on a trial balance, an income statement from an accounting worksheet, and a balance sheet from the accounting worksheet. Prerequisites: FRM 141, FRM 143

FRM 243 BUSINESS OWNERSHIP

This course is a workshop in the basics of opening and managing a small store, from sales and budgets to market research and staffing. Students design and prepare beginning business plans necessary to open a retail store. While the instructor guides and advises, all decisions and choices are made by the student, who calculates a yearly and monthly sales plan to facilitate fiscal balance, a salary and benefit package for employees, payroll taxes, and an opening and a monthly advertising plan. Prerequisite: FRM 241

FRM 245 ORGANIZATIONAL BEHAVIOR

Students examine human relations theory and individual, group, and organizational performance as they relate to the overall organizational structures of contemporary businesses and public agencies. Prerequisites: FRM 222, PS 101

FRM 251 VISUAL MERCHANDISING

Students learn the importance of eye appeal and consumer buying habits, create their own displays using the latest principles and techniques in the

visual organization of merchandise, and analyze and compare types of window displays for the most efficient use of merchandise and the budget available. Other topics include effectively evaluating available display space for best use of square footage, and learning the lighting techniques that most effectively show off the merchandise, color and space of a display. Prerequisite: GD 121

FRM 252 ELEMENTS OF RETAIL OPERATIONS

This course helps the student to develop an understanding of operational objectives in the retail structure, with an emphasis on planning, control, profitability, and staffing in a retail environment. The use of industry technology and the responsibilities of retail executives are examined, along with career opportunities and ethical behavior of individuals entering the retail arena. Articles on these issues (from trade and general publications) are reviewed and discussed to better understand methods that have been created to expedite and increase profitability for the retailer. Prerequisite: FRM 241

FRM 321 BRAND STRATEGY AND BRAND MARKETING

Good brands are easy to identify, but very difficult to create. This course addresses the factors which make a brand successful, and then approaches the factors—like price pressure, fragmented markets, and media and proliferating competition—that businesses must control to build a strong, successful brand. As the retail environment changes, marketing people can rely less on the traditional tools of print and broadcast media, and marketing strategists must learn how to create an identity for their products and services and how to use that identity to support sales. Prerequisite: FRM 222

FRM 323 EVENT AND FASHION SHOW PRODUCTION

Students learn the wide range of skills required to produce a successful store event or fashion show. They learn the role that creative and technical experts play, understanding all the elements of a show, from the runway, backdrop, special effects, and lighting, to the music, models, and the choreography, hair, make-up, and video teams. Prerequisite: FRM 121

FRM 326 CONSUMER BEHAVIOR

This course examines the cultural, social, and individual variables involved in consumer behavior, and how they are incorporated into buyer decision processes and marketing practices. Topics

include basic psychological, social, and cultural concepts that affect human behavior; comparing and contrasting a variety of consumer behavior models, and explaining the theory and practice of market segmentation. Students create a theory for the best way to approach a particular population segment and a simple advertising campaign to test that theory. Prerequisites: FRM 222, PS 101

FRM 331 TRENDS AND CONCEPTS IN APPAREL (CURRENT DESIGNERS)

In a comprehensive study of cultural and social issues affecting fashion and its trends, students analyze the meaning and importance of clothing and apply these concepts to contemporary society. They also identify sources for researching and analyzing past trends and apply findings to the prediction of future trends; analyze different designers' garment construction techniques; describe, identify, and contrast famous designers' styles of the past and present, and distinguish silhouettes of famous American and European designers. Prerequisite: FRM 231

FRM 341 SALES AND SALES MANAGEMENT

This course focuses on the essential skills and knowledge needed to effect a sale, as well as ways to focus the sales pitch to solve customer problems. Students study the steps of the sales process, develop a plan to locate and capture clients and learn about sales management. After analyzing the function of a sales representative, students apply sales skills and present a sales pitch. Prerequisite: FRM 222

FRM 345 PRODUCT DEVELOPMENT AND MANUFACTURING

Students review design concepts and technology along with the development of merchandising in the modern market, analyzing target markets and source, and cost and develop a product for that market in presentation form, including a prototype. The course includes a review of the design process from concept to actualization, an analysis of target markets in the modern market arena, and product presentation that defines professional skills, arranges information into a comprehensive format, and identifies the steps in the production process. Prerequisite: FRM 321

FRM 353 MERCHANDISE MANAGEMENT AND INVENTORY CONTROL

Students study the categorizations of stores, organizational components, and the characteristics of various wholesale and retail markets. Students also

become familiar with merchandise accounting as it relates to the various retail formats; learn the buyer's role in various merchandising organizations; understand how buying for catalogs and Internet services differ from traditional merchandising, and learn to develop an assortment plan, allocation or distribution of company goods, and how to write a purchase order. Prerequisite: FRM 241

FRM 421 PUBLIC RELATIONS

Students examine the historical development of public relations, learning the principles, methods, and means of influencing public opinion. They study the elements of a successful promotional campaign and distinguish between public relations, publicity, and advertising, as well as the steps in the daily practice of public relations. The role of public relations in managing issues, crises, and public opinion is considered, along with the role of the trade show in product, company, and personal promotion. Prerequisite: FRM 321

FRM 422 MEDIA PLANNING AND BUYING

The focus of this course is media as part of a delivery channel for the marketing message. Topics include media as critical to the fulfillment of the overall marketing strategy, cost effectiveness, and new media. Students learn to identify basic media buying strategies, describe target markets, and learn the relationship between marketing planning and media. Prerequisite: FRM 421

FRM 425 INTERNATIONAL MARKETING AND BUYING

At the beginning of the 21st century, the market is a truly global one, and students learn about global marketing opportunities, problems, and strategies that affect the international environment. Students learn about international marketing concepts, cross-cultural sensitivities, political and legal influences, and economic considerations, and how these concepts relate to decision making in a global environment. Issues include recognizing the impact of technology, opening up international markets, and conducting business abroad also are considered. Prerequisite: Approval of department chair in the quarter before the portfolio course is to be taken.

FRM 427 WEB MARKETING FOR FASHION AND RETAIL MANAGEMENT

This course focuses primarily on marketing on the Web, addressing the elements and requirements of information distribution, advertising or sales. Course content includes an overview of major online services and portals. Topics include iden-

tifying major distributors and online outlets for content in the present marketplace, recognizing the various types of Web sites and identifying the successful strategies of each one and, for each software application, identifying the required computer, server, and network resources necessary to set up the application. Prerequisites: FRM 222, GD 160

FRM 442 PRINCIPLES OF MARKETING RESEARCH

Students learn the use of the marketing research process as a tool for solving management problems. The source of data, sampling procedures, questionnaire design, data collection, and analysis are included, as well as discussion of market segmentation, types and availability of standard research data, various forms of data collection, and the elements of a successful survey design. Prerequisite: FRM 326

FRM 444 HUMAN RESOURCE MANAGEMENT

This course provides an overview and foundation for all facets of human resource management, covering topics such as job design, labor relations, recruitment, selection and development of employees, compensation administration, employee appraisal, and governmental regulations involving equal opportunity employment, affirmative action, accommodations, Fair Labor Standards Act, and workplace safety. Topics include current issues like AIDS/HIV, ADA, whistleblower, sexual harassment, illegal aliens, family leave act, wrongful termination, and age discrimination. Prerequisite: FRM 243

FRM 490 PORTFOLIO

Groups plan the opening and management of non-traditional business: financing, budgets, market research, inventory, and staffing. Students are guided by instructors as they make all decisions and choices in the design and preparation of a business plan. Upon completion of the course, the student has a comprehensive business plan that can be used as a model for actually opening a future business and as a portfolio for potential employers. Prerequisite: Approval of department chair in the quarter before the portfolio course is to be taken.

FRM 499 INTERNSHIP

Through a field internship experience, students learn to apply acquired subject matter and career/professional skills in a real and practical situation. The main objective of the internship is to allow students the opportunity to observe and partici-

pate in the operation of successful businesses related to their fields of study. Students gain experience they need to enter the field when they graduate. Prerequisite: Approval of department chair in the quarter before the portfolio course is to be taken.

GAD 100 HISTORY OF GAMES AS AN ART FORM

This course examines the core identity of games (formal elements and psychological/sociological underpinnings) by exploring them in their historical context. From the tombs of Egypt and Ur through the courts of Occidental and Oriental societies and into the modern era of electronic games, the course considers how social experience was abstracted into the artistic presentations and challenging conundrums classified as games. From individual efforts to customize formal gaming elements to a cooperative venture in game design, the course requires the transformation of ancient and traditional game styles and mechanisms into a viable game prototype for the present.

GAD 133 SCRIPTING AND STORYBOARDING FOR GAMES

This course is about the work that goes into conceptually planning the art side of a game before lines of code are written, models are constructed and polygons are rendered. In this course, students learn about design ideation for characters, props, and environments as well as how to plan cinematic sequences. Above all, students learn about both the importance of stories in the construction of user experiences and how game stories differ from traditional narratives. In the end, participants learn to tell stories visually through character design, environment design, and cinematography. Prerequisites: ART 211, EN 101, GAD 211

GAD 211 GAME DESIGN AND GAMEPLAY

Students learn the fundamentals of what makes a game enjoyable, playable, challenging, and marketable. They critically evaluate video games and then develop their own games from concept and proposal to design, marketing, and production of a rough game document. Prerequisite: GAD 100

GAD 221 PROGRAMMING FOR THE ARTIST

This course is about taking creative control of the computer. Beginning with the fundamentals of programming and progressing along a track that focuses on user interaction, real-time animation, and programmatic creation, the course provides a rigorous yet fun journey into making the computer do original things. Like painters to their

paint and musicians to their notes, students learn to use the computer as a computational medium capable of realizing such original creations as interactive art, playful Web sites, and video games. This is the first step toward creating these types of highly interactive experiences. Prerequisite or co-requisite: CAA 106, MT 112 or MT 115

GAD 301 BACKGROUND AND ENVIRONMENTS FOR GAME DESIGN

Students bring together their modeling and texturing skills to create complete environments in modern game engines. As a part of their studies, students explore 3D applications of color, scale, proportions, and balance. They also explore modeling, texturing, and lighting techniques for working with interactive real-time scenes, and learn how to aesthetically depict themes and lead players. Prerequisites: GAD 304, GAD 360

GAD 304 GAME MODELING

This course introduces students to advanced low-poly modeling techniques and concepts as well as advanced texturing and rigging techniques. Students have an opportunity to learn about the differences between modeling for movies and for games, as well as understanding the character modeling requirement of certain types of game engines. Prerequisite: MA 302

GAD 321 INTRODUCTION TO GAME SCRIPTING

This course introduces students to scripting in a 3D environment. Students explore the powerful and diverse capabilities of 3D scripting and customize scripts to produce useful tools or API that serve an animation design purpose, such as dynamic simulation system, rigging system, or motion capture cleanup. Prerequisites: GAD 221, MA 201

GAD 324 ADVANCED GAME ANIMATION

In this course students learn advanced animation and setup techniques that are used in the 3D environment. They explore different considerations of modeling for real-time settings such as looping animations and creating realistic animations with limited rigging and skins. Students also explore topics for creating special effects for game cinematics. Prerequisite: MA 312

GAD 331 INTERMEDIATE GAME SCRIPTING

In this course students begin to apply their scripting preparations to existing game engines. Students explore the more technical aspects of game engines, apply limited scripting solutions to enhance level

functionality, and continue growing their problem-solving and research skills. Prerequisites: GAD 321

GAD 341 LEVEL DESIGN I

In this course students explore and implement game level design aspects including pre-production, obstacle-design, and organizations. Students create assets, work with existing game engines, and create simple playable levels. They also continue to demonstrate and expand the skills learned in previous courses. Prerequisite: GAD 301

GAD 360 TEXTURING FOR GAMING

A critical aspect of game art is the creation of textures. In this course students learn shader types, material types, map types, and how they inter-relate to each other. Students also gain greater exposure to working with UV texturing, texturing both organic and non-organic characters, and other considerations of creating textures for real-time interactive environments such as the cameras and lighting impacts, atmospheres and effects impacts. Prerequisite: MA 302

GAD 399 INTERNSHIP

In this monitored program, students are required to complete an internship in one of two categories – a working internship with a company or a teaching internship as a student assistant. The student's grade is his or her ability to meet the needs of the employer. Prerequisite: GAD 450

GAD 402 INTERACTIVE GAME PROTOTYPING

In this course, students create and produce a playable game level demonstrating game design principles acquired in preceding courses. They work in a team and take the project through the game production pipeline. Prerequisites: GAD 324, GAD 341

GAD 403 ADVANCED GAME PROTOTYPING

In a continuation of GAD 402, students produce and test a stand-alone game prototype in a team-based environment. This class allows students to hone their personal skills in specific aspects of game art and design and function in a realistic production environment. Prerequisite: GAD 402

GAD 432 INTERFACE DESIGN FOR GAMES

In this course students learn about constructing the medium through which players interact with fictional game worlds. At the most basic level, game design is interface design. Unlike a film or a book, players actively interact with and change the principal elements in a game. Students learn

about creating visual interfaces, creating manual interfaces, structuring experiences, and designing for users. Prerequisite: GAD 221

GAD 441 LEVEL DESIGN II

In this course students continue expanding and demonstrating level design skills, as well as adding scripting and technological elements to their interactive environments. In this advanced course students work on creating playable, portfolio-quality levels, as well as demonstrating the ability to research and incorporate advanced functions of their tools. Prerequisites: GAD 331, GAD 341

GAD 450 CAREERS IN THE GAME INDUSTRY

This course presents an overview of career possibilities in the game industry, focusing on the skills necessary to obtain entry-level jobs and responsibilities (awareness of personal strengths, resumé and portfolio development, and use of agents or job search tools); awareness of differences in regional and corporate cultures; understanding of legal issues related to intellectual property; development of forms and procedures related to the production/design process; and counsel with regard to structuring one's own company. Prerequisite: GAD 341 or VGP 341

GAD 470 SPECIAL TOPICS

In this seminar-style course, students examine contemporary issues and trends in the field of game art and design. They conduct independent research and make a professional presentation of their findings to a group of critical listeners. Prerequisite: GAD 360

GAD 490 PORTFOLIO

In this course, students apply information learned in previous courses while preparing individual portfolios. Emphasis is placed on the creation of a competitive demo tape or disc and a traditional portfolio book. A faculty committee reviews the student portfolios in a manner designed to simulate industry reaction to such a portfolio. This course must be taken in the final quarter. Prerequisite: Approval of the faculty committee responsible for reviewing portfolio proposals in the quarter before the portfolio course is to be taken.

GD 100 INTRODUCTION TO GRAPHIC DESIGN

An introduction to basic concepts and techniques of graphic design, this course exposes students to the fundamentals of graphic design through numerous exercises, projects, written assignments,

and critiques. Emphasis is placed on critical theory, analysis, and design strategies. The computer is not used in this course. This course is offered at The Art Institute of Washington and The Art Institute of Tennessee-Nashville for credit.

GD 121 DESIGN ELEMENTS

An introduction for the non-major, this course examines the fundamentals of typography and layout for publication and Web design. Students explore the practical application of these skills by using industry-relevant software packages. This course does not count for credit for graphic design students. Prerequisite: CAA 106

GD 131 LAYOUT

This course explores various means of indicating visual elements in page design. The ability to effectively integrate photographs, illustrations, and display and text type are developed using page composition software. Prerequisites: ART 122, ART 123, GD 141

GD 141 TYPOGRAPHY

Beginning with an introduction to the history of letterforms and the function of typography, this course examines the construction and application of typographic text and headline display. Typography is introduced as an essential element of graphic design. Prerequisite: CAA 106 Prerequisite or co-requisite: GD 214

GD 160 BASIC WEB DESIGN

This course introduces some of the techniques, tools, and technologies associated with Web development. By identifying, interpreting, and implementing the roles and responsibilities of Web industry team members, students define, design, and develop an HTML-based Web site using standard authoring tools. Prerequisites: GD 121 and P 104 or GD 141 and P 104

GD 214 COMPUTER ILLUSTRATION

This course explores the methods and techniques of computer generated and/or manipulated images as solutions to illustration projects. Object-oriented graphics and paint system programs are used. Prerequisites: ART 111, CAA 106

GD 221 GRAPHIC SYMBOLISM

This course examines the importance of graphic symbols in design. Logos and other symbolic images are examined in historic and contemporary contexts. Graphic elements, including letter forms, simplified imagery, and abstract shapes, are

then used to create individual logo designs and other symbolic images. Prerequisites: GD 141, GD 214. Prerequisite or co-requisite: GD 131

GD 231 INTERMEDIATE LAYOUT

This course enhances and reflects skills developed in fundamental design classes. Students use critical thinking in the application of type and layout to create clear and communicative design. Prerequisites: GD 131, GD 241, P 104

GD 240 PRINT PRODUCTION

This course covers the terminology and process of preparing designs for commercial printing. The preparation of art and design stresses attention to detail and introduces the principles of prepress associated with the printing industry. Students complete basic to complex electronic documents that include a broad spectrum of the printing process. Prerequisites: P 104, GD 131

GD 241 INTERMEDIATE TYPOGRAPHY

Building on the historical understanding acquired in previous typography courses, this course is designed to help the student explore the aesthetics of typography. Through projects, students show their understanding of the importance of typography in graphic design as both an art form and a means of communication linking the verbal with the visual to articulate and express meaning more effectively. Prerequisite: GD 221

GD 257 PORTFOLIO

In preparation for job interviews, students assemble and refine a graphic design portfolio. Working individually with an instructor, each student selects pieces showcasing work that represents a unique style and demonstrates overall conceptual abilities. This course must be taken in the final quarter of the associate's degree program. Prerequisite: Approval of the faculty committee responsible for reviewing portfolio proposals in the quarter before the portfolio course is taken. Additionally, department chair or assistant department chair approval is required.

GD 301 HISTORY OF GRAPHIC DESIGN

This course examines the influences of art and society on contemporary graphic design, advertising design, illustration, photography, and fashion trends. Prerequisites: EN 101, GD 131

GD 312 CONCEPTUAL THINKING

Exercises in creative problem solving strengthen and expand students' skills in the generation of concepts. Critical analysis, problem identification, concept development, and idea refinement are emphasized. Prerequisites: ART 225, P 104

GD 324 CORPORATE IDENTITY

Students develop corporate identity programs as applied to corporate communications in this advanced design course. Applications may include stationery, business cards, signage, packaging, and vehicles. Prerequisites: GD 221, GD 231

GD 326 ADVANCED TYPOGRAPHY

Building on the historical understanding acquired in previous courses, an exploration of contemporary and experimental typographic design is the focus of this course. Current trends, practical communication considerations of typography, and its resonance in the design process, guide project outcomes. Prerequisites: GD 241, GD 331

GD 344 CREATIVE IMAGING

In this conceptual and creative imaging course, students develop the techniques, abilities, inspiration, and confidence to create personal, conceptual imagery to enhance design projects. Students free themselves from depending on stock and royalty-free imagery, and learn to avoid all copyrighted and Web-based image sources. Prerequisites: GD 241, GD 312, P 200

GD 350 CONCEPTUAL INTERACTIVE DESIGN

This course focuses on the role of graphic design within an interactive global environment, focusing on using motion graphics software to produce Web-based design projects. Students explore the application of marketing strategies, typography, grids, and color theory to problems resulting from the use of Internet-driven products. Prerequisite: GD 160

GD 351 BUSINESS OF GRAPHIC DESIGN

This course prepares students for the business environment and the transition into the graphic design and advertising professions. It emphasizes the concepts of professionalism and an overall understanding of self-marketing in the field. Professional development tools are presented, including resumé and cover letter writing, networking, and interviewing skills. This course includes the multiple facets of media business law, including intellectual property, copyright, and additional legal and ethical business issues, as

they impact design and advertising professionals. Business operation practices such as negotiation of contracts, pricing and estimations of services, ethical guidelines, and pertinent tax laws are addressed. Prerequisites: EN 101, MT 112 or MT 113, GD 240. Must be taken in sixth quarter or beyond.

GD 355 ADVANCED PRINT PRODUCTION

This course applies print production principles and techniques to the preparation of design files. Particular attention is given to the development of standard industry practices and procedures. The students explore the processes and procedures of collaboration, storage and retrieval, and simultaneous delivery of design using multiple media. Prerequisites: GD 231, GD 240. Must be taken in last two quarters of the associate's program.

GD 390 HONORS STUDIO

The Honors Studio provides students with an opportunity to interact with clients and generate creative projects for community organizations and other groups. Students work with a creative director to conceptualize, plan, and produce projects that meet client needs and contribute to the students' portfolios. This elective course is equivalent to an internship. Students accepted to Honors Studio must have a CGPA of 3.0, be at Level 5 or higher, present samples of work for acceptance into the course, and have the recommendation of a faculty member.

GD 391 SOCIAL AWARENESS IN DESIGN

This elective course introduces students to the historical role of graphic design in propaganda and advertising and to the purpose and influence of graphic design in communication media. The course also explores the connection between graphic design and sociopolitical injustice. Students create projects that promote social awareness, demonstrating an ability to present more than one side of a controversial topic. Prerequisites: GD 326, GD 344, HU 305

GD 398 INDEPENDENT STUDY

The course offers students the opportunity to pursue advanced study within an area of interest with the approval of department chair or assistant department chair. May be repeated for credit.

GD 399 INTERNSHIP

This monitored program for upper-level students provides an opportunity to work part-time with cooperating employers. In exceptional cases, internship may take the place of required courses

where the experience is equivalent to course content. Students are required to keep a log, communicate weekly with faculty, and maintain attendance requirements. The opportunity is available to qualified students who obtain approval from department chair or assistant department chair. May be repeated for credit.

GD 426 ENVIRONMENTAL GRAPHIC DESIGN

This course provides an introductory overview of the process, materials, methods, and technologies for planning, designing, and specifying graphic elements in built and natural environments. Students learn application of spatial perception, color imagery, symbolism, and typography for the purpose of wayfinding and placemaking in directional, informational, and decorative systems. Prerequisites: ART 121, GD 324, GD 326, GD 431

GD 427 PACKAGE DESIGN

This course defines the role of packaging in product identification, presentation, and production. The unique challenges of adapting typography, illustration, design, and materials to three-dimensional form are explored. Research includes marketing objectives, structural integrity, and display aesthetics. Prerequisites: ART 121, GD 231, GD 312

GD 431 ADVANCED LAYOUT

In this advanced design course, students create layouts for publications (magazines, newsletters, and reports), employing type, visual sequencing, images, and graphic elements. A production dummy is prepared using page make-up computer programs and edited photo images. Prerequisites: GD 231, GD 355

GD 432 ART DIRECTION

This course applies the principles of concept development, problem solving, and teamwork as they relate to the function of the art director. Students also study the interaction of the creative, marketing, and production functions in promoting ideas. Prerequisites: GD 324, GD 427, and approval of the department chair. Must be taken in the last two quarters.

GD 441 SENIOR PROJECT RESEARCH

This course explores theories, methods, and strategies for effectively selling and designing a product, service, or informational message. Content includes devising a set of research methodologies providing reference and inspiration, proposed collateral, price, and distribution as

it relates to communication in graphic design. Lectures include a review of proper research techniques, selecting target audiences, and managing an appropriate budget. Students select a project vision and style for their work and present their proposed projects through means of an oral presentation. Projects are executed in GD 442 Senior Project. Prerequisites: EN 102, GD 324, GD 326. Must immediately precede GD 442

GD 442 SENIOR PROJECT

Students in this course present a comprehensive understanding of their academic experience. They execute an independent design project in which the research, methodology, and budget were prepared in GD 441. Upon completion of course, the students can demonstrate proficiency in both studio and general education courses through a written, oral, and visual presentation of their work. Skills learned in previous studio classes are applied as students create their projects from thumbnail stage to final computerized version. Approved research projects include the continuation of marketing proposal with expectations of results and desired project medium. Production schedules are established and moderated throughout the quarter. Completion of this course is required for graduation. Prerequisites: GD 441. Must be taken in the last two quarters

GD 457 SENIOR PORTFOLIO

In preparation for job interviews, a graphic design portfolio is assembled and refined. Working individually with an instructor, each student selects pieces showcasing work that represents a unique style and demonstrates overall conceptual abilities. This course must be taken in the final quarter of the bachelor's degree program. Prerequisite: Approval of the faculty committee responsible for reviewing portfolio proposals in the quarter before the portfolio course is taken and approval of department chair.

GD 461 INTERACTIVE SENIOR PROJECT

Individual interactive graphic design projects are defined and produced under the instructor's supervision. Based on the individual's area of interest, each project is accomplished using the media and technology deemed appropriate for the goals of each self-directed assignment. It is recommended that this course be taken in the last two quarters of the bachelor's degree program. Prerequisites: GD 326, GD 350, GD 355, P 200

GE 398 INDEPENDENT STUDY: ADVANCED TOPICS IN GENERAL EDUCATION

Students are given the opportunity to pursue advanced study within an area of interest with the approval of department chair. This course may be repeated for credit.

HA 215 ART HISTORY I: ART OF THE ANCIENT WORLD

This course is a general history survey focusing on the aesthetic movements of major civilizations from approximately 25,000 B.C.E. to 330 C.E. Using an interdisciplinary format, the course explores the aesthetic perceptions and the arts of such cultures as the Paleolithic, Egyptian, Near Eastern, Greek, Roman, ancient eastern, and African. The integration of art with the socioeconomic, political, and philosophical currents of each era is examined as well. Prerequisite: EN 101

HA 216 ART HISTORY II: ART OF THE MEDIEVAL AND RENAISSANCE WORLDS

A general art history survey, this course focuses on major artistic movements throughout the world from the Byzantine Empire through the Renaissance to the baroque period, approximately 300 to 1600 C.E. Using an interdisciplinary format, the course explores the aesthetic perceptions and the arts of the eastern and western worlds, including Byzantine, Islamic, medieval, Renaissance (Italian and Northern), and ancient American. The integration of art with the socioeconomic, political, and philosophical currents of each era is examined as well. Prerequisite: HA 215

HA 217 ART HISTORY III: ART OF THE MODERN WORLD

This course is a general art history survey focusing on major artistic movements throughout the world from the Baroque through the modern era, approximately 1600 to 1945 C.E. Using an interdisciplinary format, the course explores the aesthetic perceptions and the arts of the eastern and western worlds, including the baroque, neoclassic, and romantic eras, as well as early modern art of Europe, the United States, Eastern Europe, Asia, Africa, Central and South America, and Oceania. The integration of art with the socioeconomic, political, and philosophical currents of each era are examined as well. Prerequisite: HA 216

HA 301 CONTEMPORARY ART

A survey of avant-garde activities in the visual arts (abstract expressionism, pop art, neo-Dada, Europe's new realism, op, minimalism, conceptual art, performance art, new expressionism, graffiti, abstract art, etc.), and how they expressed the contemporary socioeconomic, political, philosophical, and technological realities. This course also treats the development of post-modernism and the critical literature surrounding it. Prerequisite: EN 101

HA 302 THE ART OF SPAIN

This research-based elective course examines the pivotal role of Spanish art in relation to the history of art around the world. Topics include, but are not limited to, prehistoric sites such as Altamira, Moorish Spain and the Alhambra, and Spanish Romanesque art and architecture. The course also examines the pioneering and influential roles played by major Spanish artists such as El Greco, Diego Velázquez, Francisco de Goya, Pablo Picasso, Antonio Gaudí, and Joan Miró during their respective movements. Prerequisite: EN 101

HS 300 MODERN HISTORY

Students explore how the events of modern history affect the contemporary American world. They analyze political, social, diplomatic, and intellectual developments from 1865 to the present. The course includes a research project. Prerequisite: EN 101

HU 105 WORLD CIVILIZATION AND THE ARTS

This course introduces students to themes and issues relating to art and human civilization and the relationship between them. Topics include the nature and value of art and artistic expression; aspects of culture and civilization; what it means to be a human being in relation to artistic expression; and factors motivating regulation, control, and censorship of art and artistic expression on the part of civilizations. The role of the Classical and Judaeo-Christian traditions in creating the Western tradition is considered, and the Western tradition may be compared with non-Western traditions. The course emphasizes critical thinking and analysis. Prerequisite: EN 101

HU 120 WORLD MUSIC DEVELOPMENT AND THEORY

Students are introduced to themes and issues relating to music and cultures and the relationship between them around the world. They explore music theory, harmony, melodies, and

scales from a diverse range of cultures, as well as the integration of Western musical traditions and African musical forms and rhythms as they relate to American idioms such as jazz, blues, and popular music. Prerequisite: EN 102

HU 212 INTRODUCTION TO FILM STUDIES

This course instructs students in the terminology of film analysis, which they learn to apply to a variety of films from different periods and countries. Emphasizing an awareness of the inherent symbolic nature of film, the course also focuses on the social, political, and artistic concepts found in a thorough analysis of a film. Prerequisite: EN 102

HU 215–218* TOPICS IN WORLD MYTHOLOGIES

Students may take two of these courses for credit if the topics vary.

HU 215* TOPICS IN WORLD MYTHOLOGIES: GENERAL SURVEY

This course provides an interdisciplinary, comparative introduction to the major stories, fables, symbols, and influences of world mythologies, ranging from the Greek and Roman to the Egyptian, Celtic, Scandinavian, South American, Indian, and other cultures. Topics in this course vary to focus on selected themes, genres, periods, and cultures. Prerequisite: EN 102

HU 216* TOPICS IN WORLD MYTHOLOGIES: CLASSICAL SURVEY

This course provides an interdisciplinary, comparative introduction to the major stories, fables, symbols, and influences of classical Greek and Roman mythologies based on Homer's Iliad and Odyssey, as well as the works of Aeschylus and Sophocles. Prerequisite: EN 102

HU 217* TOPICS IN WORLD MYTHOLOGIES: THE HERO'S JOURNEY

This course provides an interdisciplinary, comparative introduction to the major stories, fables, symbols, and influences of world mythologies, ranging from the Greek and Roman to the Egyptian, Celtic, Scandinavian, South American, Indian, and other cultures. Through classical and non-traditional mythologies and into modern culture, it traces the Hero's Journey as described by Joseph Campbell. Prerequisite: EN 102

HU 218* TOPICS IN WORLD MYTHOLOGIES: TOLKIEN AND MYTH

This course provides an interdisciplinary, comparative introduction to the major stories, fables, symbols, and influences of world mythologies on the writings of J.R.R. Tolkien. This course uses Tolkien's "The Silmarillion," "The Hobbit," and "The Lord of the Rings" to examine the author's use of existing myth in the invention of the mythological structure into which he fit his creation of Middle Earth. Prerequisite: EN 102

HU 250 RELIGIONS OF THE WORLD

Students survey and compare the development and central teachings of major religious traditions of the world, including Hinduism, Buddhism, Judaism, Christianity, Islam, and religious traditions in Africa and among Native Americans. Students examine the role each religious tradition plays in the creation of culture, as well as the unique contribution each makes toward understanding and solving such basic global issues as the quest for world peace, care for the environment, and the question of the nature and value of the human individual. The course emphasizes critical thinking and analysis. Prerequisite: EN 102

HU 280 PHILOSOPHICAL PROBLEMS OF ART

Students explore questions and issues relating to the nature of art and artistic expression that typically lead to, involve, or require philosophical concepts and analysis. Issues dealing with the reality of art, with the cognitive and ethical status of art, and with meaning in regard to art and artistic expression, are addressed. Emphasis is on critical thought and analysis. Prerequisite: EN 102

HU 305 CRITICAL THINKING

This course explores the nature of effective thinking. Topics include meaning and analysis, language and thought, understanding and communication, reason and feeling, and the personal and objective perspectives. Consideration is given to the significance of the principles of logical validity, the role of care and empathy, and the nature and importance of creativity in thinking and problem solving processes. Prerequisite: EN 102

HU 341–345* TOPICS IN FILM

Students may take two of these courses for credit if the topics vary.

HU 341* TOPICS IN FILM: FILM NOIR

This course explores an influential film genre, its appearance in America in the post-World War II years, and the contemporary films noirs that have sprung from this earlier movement. Students study the political, social, and artistic factors that led to the unplanned creation of this genre. Prerequisite: HU 212

HU 342* TOPICS IN FILM: ASIAN CINEMA

This course examines the work of major Asian directors in the post-World War II period. Students study the films in historical context, as well as analyzing film-related elements of these works. Prerequisite: HU 212

HU 343* TOPICS IN FILM: THE HOLLYWOOD STUDIO SYSTEM

This course examines the seven major studios that defined Hollywood's golden era, including MGM, Universal, and RKO. Students view films representative of the time period in which they were made, as well as being from one of the major studios. They also study the financial, social, and artistic influences the studio system had on the film-making process during this period. Prerequisite: HU 212

HU 344* TOPICS IN FILM: INDEPENDENT FILMMAKERS

This course explores the influence of filmmakers who work or have worked outside the traditional system. Students view and analyze the works of such directors as John Cassavetes, Robert Altman, Steve Soderbergh, Rose Troche, Martin Scorsese, Francis Ford Coppola, Claudia Weill, John Waters, Allison Anders, and others. Prerequisite: HU 212

HU 345* TOPICS IN FILM: EUROPEAN CINEMA

This course explores the work of major European directors of the post-World War II era. Students study the films in historical context, as well as analyzing the film-related elements of these works. Prerequisite: HU 212

ILD 120 FUNDAMENTALS OF PAINTING

Students learn about the use of paint media to represent form, value, and color. They organize a work area for painting and explore a variety of paint techniques, as well as the manipulation of pigment on a prepared surface. Prerequisites: ART 111, ART 122, ART 123

ILD 130 ILLUSTRATION

This course introduces students to the basic principles of illustration, exploring various methods and functions. Students learn the role of illustration in the design process and apply that knowledge to their projects. Prerequisite: ILD 120

ILD 230 SPECIALTY ILLUSTRATION

Students use various media and techniques to solve illustration problems. They combine drawing, painting, photography, and design into illustrative solutions, developing creative original concepts and a variety of styles. They also explore and execute descriptive representational art applied to subject matter such as technical, scientific, medical, and legal illustration. Prerequisites: ILD 130, P 104

ILD 311 ADVANCED DRAWING FOR ILLUSTRATORS

Building on concepts introduced in ART 111, with an emphasis on composition, rendering, and modeling techniques, students explore the use of various color and black and white media, employ expressive lighting, and manipulate a variety of drawing media. Prerequisite: ART 211

ILD 320 INTERMEDIATE PAINTING

This course builds on skills developed in ILD 120, with an emphasis on painting the human form, using light, and expanding the repertoire of techniques. Prerequisite: ILD 120

ILD 322 MEDIA AND ADVERTISING DESIGN

In this course, students examine the structures and communications skills used by the various members of a creative team and further define the role of graphic design in an advertising context. The course emphasizes the processes of concept development, media application, and design creation. Students examine the variety of media used by graphic designers and their suppliers and define and apply campaign strategies, based on media and marketing realities. Prerequisites: GD 121, GD 214, P 104

ILD 325 BUSINESS OF ILLUSTRATION

Students study the business side of illustration from starting a freelance business, to preparing taxes as an independent contractor. The course covers all the illustration markets, how to create a list of contacts to generate work, avenues for self-promotion and marketing a business, copyright issues and liabilities illustrators face, and the business practices of being an illustrator.

Students are exposed to the resources available for illustrators concerning legal issues, contract, negotiating, networking, and marketing. Prerequisite: ILD 130

ILD 340 EDITORIAL ILLUSTRATION

In this course, students translate text into visual images and concepts and apply illustrative solutions to design formats and page layouts. Students use research and personal references, along with an exploration of appropriate media, imagery, and style, to support the interpretation of the author's message. Prerequisites: GD 131, ILD 130

ILD 345 STORYBOARDING FOR ILLUSTRATION

With a focus on applying industry-standard storyboarding and scripting techniques to media production, students explore 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: ILD 130

ILD 350 PRODUCT AND LICENSED ILLUSTRATION

Students research, design, and execute illustration applied to manufactured, marketable, and licensed products. They develop surface illustrations for 3D forms, evaluate appropriate production technology, and justify decisions based on marketing criteria. Copyright law and product licensing are also covered. Prerequisite: ILD 130

ILD 360 CONCEPTUAL ILLUSTRATION

Students research current evolving cultures, both domestic and international, in this course. They then apply these images to create original illustrations in the genre of fantasy, humor, cartoons, and editorial commentary, developing creative original concepts in a variety of styles. Prerequisites: ILD 130, ILD 311, P 215

ILD 365 ADVANCED DIGITAL ILLUSTRATION

Using digital media, students develop an individual illustration style. They create illustrative solutions using computer technology, develop a marketable illustration style, study current industry trends, evaluate technical and aesthetic needs of illustrations, and justify illustrative solutions to problems. Prerequisite: MA 341

ILD 399 PROFESSIONAL PRACTICE

This class is an on-campus internship where the student interacts with faculty in a specific professionally oriented freelance job experience. The

student is responsible for creating and submitting a contract, incorporating elements learned in ILD 325 Business of Illustration. After the student meets with the faculty member, he/she writes the parameters of the job into the contract. By the end of the quarter, the student has a fully articulated and professionally presented project. This course is available to qualified students who obtain approval from department chair. Students may choose to take either ILD 399 or ILD 499 in the final quarter of the program.

ILD 420 ADVANCED PAINTING

This course continues to develop painting skills and further explores various painting media and techniques. Students are encouraged to begin developing an individual style for illustration. Prerequisite: ILD 320

ILD 430 TRADITIONAL ILLUSTRATION STUDIO

Students create illustrations using traditional media and develop a marketable illustration style. Topics include evaluating technical and aesthetic needs of illustrations, justifying illustration solutions to problems, and studying current illustration trends within the industry. Prerequisite: ILD 325

ILD 445 PORTFOLIO PREPARATION

Students assess their personal strengths to establish career goals, explore strategies for conducting an effective job search, and decide how to organize their illustration and design work in a pre-graduation portfolio. Guided by a faculty member or a team of faculty members, each student assembles a preliminary portfolio and identifies areas for more work or content enhancement. Interviewing, networking, self promotion, business etiquette, and presentation skills are also covered. Prerequisite: ILD 325

ILD 450 PORTFOLIO

In preparation for job interviews, students refine and present their illustration and design portfolios. They identify career paths and roles in the illustration industry, focus on marketing themselves to intended employers, and assess personal strengths and weaknesses. Students also complete a professional resumé and begin the job search. This course must be taken in the final quarter of the bachelor's degree program. Prerequisite: ILD 445 and approval of department chair in the quarter before the portfolio course is to be taken.

ILD 499 INTERNSHIP

This monitored program gives upper-level students the opportunity to work part-time with cooperating employers. Students are required to keep a log, communicate weekly with faculty, and maintain attendance requirements. This course is available to qualified students who obtain approval from department chair. Students may choose to take either ILD 499 or ILD 399 in the final quarter of the program.

IMD 100 FUNDAMENTALS OF INTERACTIVE DESIGN

This course introduces the history, terms, and technologies of the interactive design field. Students explore roles in the interactive media industry, significant organizations, and trends. They design, develop, and upload a simple Web site using basic XHTML and CSS constructs. Basic Web site production stages and issues, such as naming conventions and file organization, are also covered. Prerequisite: CAA 106

IMD 110 INTERACTIVE DESIGN CONCEPTS

This course identifies the components of the design process and explores efficient production methods, emphasizing design solutions appropriate to a targeted market. The course also stresses the process of screen design development from wireframes to comprehensives, layout and digital techniques, and the use of a grid system for multi-component screen layouts. Students employ Web Standards-compliant XHTML and CSS to implement the design concepts. Prerequisite: IMD 100

IMD 130 INTERACTIVE EXPERIENCE DESIGN

Students learn the tools and techniques needed to create rich interactive interfaces and experiences. Topics covered include: interface design patterns, multi-dimensional information design, animation for interfaces, visual design for the screen, and programming rich interactions. Prerequisites: CAA 106, MT 112 or MT 113 or MT 115

IMD 140 CONCEPTS IN MOTION DESIGN

In this introduction to motion design concepts and techniques, students create interactive motion projects using basic principles of design for timeline-based media. This course, which is only offered at The Art Institute of Atlanta, does not count for credit for Web design & interactive media, game art & design, or visual & game programming students. Prerequisite: CAA 106

IMD 200 INFORMATION ARCHITECTURE

This course introduces students to the concepts and processes of developing interactive projects that address user needs. Students research users, goals, competition, and content, and develop the navigation structure, process flow, and labeling systems that best address these needs. They prepare and present a professional information architecture proposal. Prerequisite: IMD 110

IMD 215 WEB PAGE LAYOUT AND DESIGN

Students continue to develop interface design skills using advanced Web page layout techniques and existing Web standards. The course emphasizes setting the stage for integrating interface design with programming concepts. Students use XHTML, CSS and basic JavaScript to develop Web interfaces. Prerequisite: IMD 110

IMD 220 USER-CENTERED INTERFACE DESIGN

Students learn basic design skills including typography, grid layout systems, and color strategies and apply them to the design of usable Web sites that serve the needs of a client and their users. They consider business goals, target audience, information architecture, media, usability, and delivery platform when designing projects. Prerequisite: IMD 200

IMD 230 PROGRAMMING CONCEPTS

This course is about taking creative control of the computer. Beginning with the fundamentals of programming and progressing along a track that focuses on user interaction, real-time animation, and programmatic creation, students learn to use the computer as a computational medium capable of realizing such original creations as interactive art, playful Web sites, and video games. This is the first step toward creating these types of highly interactive experiences. Prerequisite: CAA 106, MT 112 or MT 113 or MT 115

IMD 240 AUDIO FOR INTERACTIVE MEDIA

This course helps students understand the role of audio in an interactive environment. They learn the concepts and technology for digitization, optimization, and integration of audio on the Web. Prerequisites: IMD 130

IMD 300 INTERACTIVE MOTION GRAPHICS

In this course, students explore the concepts, technologies, and application of motion graphics in developing a rich media communication solution. Prerequisite: IMD 340

IMD 315 DESIGNING INTERACTIVE INTERFACES

Students refine their interactive design skills with emphasis on programming the functionality of Web interfaces. Concepts covered include: introductory programming skills, best practices for programming with existing Web standards, and using existing code libraries and frameworks for developing engaging user interfaces. Prerequisites: IMD 215

IMD 320 PRODUCTION TEAM

This course focuses on the interactive design project management process, stressing the development of the project team as key to successfully achieving project goals. Students examine the main elements required in efficient planning and execution of an interactive project and study issues of copyright and intellectual property as they relate to project implementation. They participate in a team on a realistic, client-based project. Prerequisite: IMD 220

IMD 330 DEVELOPING RICH-MEDIA APPLICATIONS

Students combine experience design concepts with advanced programming solutions. Emphasis is placed on learning object-oriented approaches to developing dynamic and reusable rich media modules. Rich media are combined with dynamic data applications to create compelling communication vehicles for advertisement, entertainment, and business solutions. Prerequisites: IMD 230

IMD 340 VIDEO FOR INTERACTIVE MEDIA

Students develop an understanding of desktop video production, post-production, and delivery concepts in context of the Internet. Topics covered include: streaming, bandwidth, compression, file formats, and frame rates. Prerequisite: IMD 130

IMD 360 NON-LINEAR NARRATIVE

Students conceptualize and develop a storyline for a non-linear narrative and develop a storyboard. They integrate interactive experiences within this narrative to create an immersive user experience. The course emphasizes selection and use of appropriate media, development tools and techniques to create integrated interactive experiences. Prerequisites: IMD 330, IMD 340

IMD 390 PORTFOLIO

Students are guided through the process of compiling their work into interactive portfolios. They apply techniques and strategies to market themselves in their chosen fields. Emphasis is placed on students assessing their most market-

able skills and designing the portfolio to best market these skills. Students not only develop an online portfolio, but also prepare a professional resumé and support documentation for projects. Students appear for a comprehensive examination and portfolio defense. This course must be taken in the final quarter of the associate's degree program. Prerequisite: Approval of the faculty committee responsible for reviewing portfolio proposals in the quarter before the portfolio course is to be taken.

IMD 398 INDEPENDENT STUDY

This course offers students the opportunity to pursue advanced study within an area of interest with the approval of department chair. This course may be repeated for credit.

IMD 399 INTERNSHIP

A monitored program for upper-level students, an internship gives them the opportunity to work with cooperating employers. This course is available to qualified students who obtain approval from department chair.

IMD 405 MARKETING BASICS

Students explore search engine optimization methods (SEO), digital and analog marketing strategies to drive traffic to a Web site, traffic analysis, listing services, search integration into a site, and theory surrounding search behavior. Students investigate the relationships between usability, accessibility, information architecture, marketing, and findability, and implement strategies for creating findable content. Prerequisite: IMD 320

IMD 410 DYNAMIC WEB APPLICATIONS

Students apply user-centered design principles, database structures, and server-side scripting to design and develop content for server-based dynamic delivery. The course emphasizes design issues relating to the display of dynamic content on the screen and how that content is updated as well as delivered from databases. Prerequisite: IMD 315

IMD 420 ADVANCED INTERFACE DESIGN

Students review interface design concepts and best practices for interactive communication. Emphasis is placed on developing and presenting an experimental interactive project. They explore varied interface design approaches and develop a clearly stated design approach for their project. Students learn to critically evaluate contemporary interactive design in terms of effectively

crafting an intended user experience, and the appropriate use of technology toward those ends. Prerequisite: IMD 360

IMD 440 INTERACTIVE MESSAGE DESIGN

Students focus on the components of an interactive message, exploring the integration of media elements in composing an effective message. Prerequisites: IMD 330, IMD 360

IMD 445 USABILITY EVALUATION AND ACCESSIBILITY

This course introduces students to concepts and techniques in usability evaluation. Through theories presented in the course, students learn ways to research, design, implement, and analyze interactive projects from the perspective of usability. Students also examine the concept and methods of accessibility for digitally delivered interactive projects. They identify methods of creating accessible, standards-compliant interactive projects. Prerequisite: IMD 320

IMD 450 HISTORY OF COMMUNICATION MEDIA

A survey of major events and developments in the history of media-based communication is the focus of this course. The course explores the relationship between technology and media development and explores the impact motion media and mass communication have on society and the economy. Students explore the evolution and future trends of interactive media. Prerequisite: IMD 320

IMD 465 SENIOR PROJECT DESIGN

Students in this course work on an advanced interactive media project. They submit a proposal and concept prototype for the project. The course emphasizes content, design, and technology research, formal written communication, quality, independent critical analysis, presentation, and defense of design and communication solutions. Prerequisite: IMD 405

IMD 470 SPECIAL TOPICS

In this seminar-style course, students examine contemporary issues and trends in the field of new media design. They conduct independent research and make a professional presentation of their findings to a group of critical listeners. Prerequisite: IMD 320

IMD 480 PORTFOLIO PREPARATION AND PROFESSIONAL DEVELOPMENT

Students identify projects and get them ready for inclusion in the portfolio. The review process involves examining design and technology deci-

sions and being able to justify them. Students explore the job market and the trends in the field of interactive media. The students review the terminology, processes, roles, technologies, and players in the field. Finally, the students present their projects in order to get approval to be admitted to the portfolio class. The requirements include a resumé, business card, cover letter for a job application and a short list of jobs. Prerequisite: IMD 465

IMD 485 SENIOR PROJECT PRODUCTION

This course is a continuation of IMD 465. Students prepare, present, and defend a project suitable for professional use. The course emphasizes production values, technical sophistication, quality assurance, evaluation of the effectiveness of the product, conceptual thinking, critical analysis, written communication, and presentation skills. Prerequisite: IMD 465

IMD 490 SENIOR PORTFOLIO

Students produce a comprehensive online portfolio site, a compilation of project documentation, resumé, and business card in a unified packaged presentation. Students appear for a comprehensive oral defense on the portfolio as well as industry concepts, methods, and technologies. This course must be taken in the final quarter of the bachelor's program. Prerequisite: IMD 480 and approval of the faculty committee responsible for reviewing portfolio proposals in the quarter before the portfolio course is to be taken.

INT 120 INTRODUCTION TO INTERIOR DESIGN

This entry-level course introduces students to the profession of interior design. Students learn how the profession has evolved, what skills they need to develop to succeed as a professional, and what career opportunities exist within the profession. The course includes a basic overview of the profession, including the design process, the impact of technology on the profession, and exposure to a variety of practicing industry professionals and design organizations.

INT 130 ARCHITECTURAL DRAFTING

In this course students are introduced to basic drafting techniques, terminology, and symbology used in design, including use of equipment, lettering, and orthographic drawing. It also explores the use of freehand sketching and rendering techniques. This course is a prerequisite to all interior design studio and technical drawing courses. Prerequisite: MT 112 or MT 113

INT 133 PERSPECTIVE

In this introduction to the principles of one- and two-point perspective and the techniques to represent shade and shadow, students develop freehand sketching techniques used to communicate design ideas. Prerequisite: INT 130

INT 168 INTERIOR SPACE

Students apply the principles of 3D design to the development of interior space. Content includes the use of basic ordering principles of space and spatial theories of organization and circulation. Students develop skill and judgment in arranging and defining three-dimensional space. They graphically present their ideas through conceptual sketching, model building, and production of axonometric and orthographic drawings. Prerequisites: ART 121, INT 130

INT 232 WORKING DRAWINGS

This course is an introduction to the process of producing and using a set of contract documents for interior spaces. Course content includes formatting and cross-referencing drawings and learning to represent details, sections, and legends in CAD. Prerequisite: INT 234

INT 234 COMPUTER-AIDED DRAFTING

Students examine the hardware that makes up a CAD workstation and the operating system that enables the equipment to function as a unit. They learn to use AutoCAD to set up and manage files and create precise drawings using geometric constructions with lines, circles, arcs, text, and dimensioning. Projects include orthographic drawings. Prerequisites: CAA 106, INT 270

INT 237 VISUAL PRESENTATION

In this course students render elevations, plans, and interior perspectives using a variety of media and surfaces. Techniques for the design and construction of presentation boards are also discussed. Prerequisite: INT 133

INT 240 HISTORY OF DESIGN TO 1830

In this examination of the evolution of furniture, interiors, and design theory from the ancient world to 1830, students study the major cultural, political, social, and economic factors that affect the design of material culture, as well as the relationship of furniture and interiors to significant movements in art and architecture.

INT 258 INTERIOR MATERIALS

This course examines the characteristics and selection criteria for the identification, use, and evaluation of interior materials, finishes, and treatments. Also discussed is the impact materials have on human beings and the environment.

INT 259 TEXTILES

Students explore the nature of man-made and natural fibers and their production, uses, and characteristics. Content includes discussion of yarn, fabrics, finishes, design methods, aesthetic application, and ordering specifications.

INT 268 SPACE PLANNING

With consideration for existing building limitations such as mechanical and electrical systems, and egress and fenestration, students learn how to create functional and effective space plans. Students coordinate issues of traffic flow and circulation as they relate to the placement of partitions, and the definition of both public and private spaces within an existing building shell. Prerequisite: INT 270

INT 270 DESIGN PROCESS

This course focuses on the application of theories of design, spatial organization, and analysis of user needs to the development of a multi-level space. Content includes the development and implementation of a clearly defined design concept through the schematic phase of the design process. Students produce both sketch and finished models as means of visualizing three-dimensional space. Prerequisites: INT 133, INT 168

INT 273 DESIGN DEVELOPMENT, RESIDENTIAL

In this exploration of the design development phase of the residential design process, students make the transition from thinking conceptually to fully developing a residential interior space. Course content includes concept development, space planning, color, finishes, and furnishings selection. Materials selection and their appropriate application to the residential environment are also discussed. Prerequisites: INT 268, INT 270

INT 335 DIGITAL PRESENTATION

This course experiments with alternate methods of creating and producing interior design presentations. Combining a variety of software, reproduction methods, and manual technology, students explore ways to manipulate and integrate images and text into a cohesive graphic package.

Issues of design, composition, and typography are addressed. Prerequisites: P 104, INT 235, INT 237

INT 341 HISTORY OF DESIGN, 1830-PRESENT

The development of nineteenth- and twentieth-century furniture and interiors from industrialization to the present is explored, along with the theoretical basis of the evolution of contemporary design. Discussion includes the history of the profession of interior design and the contributions of individual designers.

INT 343 HISTORY OF NINETEENTH- AND TWENTIETH CENTURY ARCHITECTURE

A study of the evolution of modern architecture in the nineteenth and twentieth centuries, this course discusses the theoretical basis of significant architectural styles and places architectural developments within their cultural, historical, and social contexts.

INT 352 BUILDING TECHNOLOGY AND CODES

This course surveys the principles of interior construction and the interrelationship between building materials, systems, and structure. It includes research and application of building codes and other regulations covering the public's health and welfare. Prerequisite: INT 232

INT 356 LIGHTING

Students explore the possibilities of lighting as a form-giver to interior space and the technical knowledge necessary to create a successfully illuminated interior. Prerequisite: INT 232, SC 115

INT 358 INTERIOR DETAILING

The study of materials and fabrication techniques involved in the design and installation of basic interior details for cabinetry, floor, ceiling, and walls is the focus of this course. Content includes how details are communicated in the documents package. Prerequisite: INT 232

INT 372 CORPORATE DESIGN

Focusing on the design of a corporate space from programming to presentation drawings, course content includes space planning, lighting, corporate furnishings, material and finish selection, and code applications for corporate use. Prerequisites: INT 237, INT 258, INT 273. Co-requisite: INT 352

INT 373 SPECIALTY DESIGN

Advanced space planning, emphasizing the development of sculptural space, and the concept of plan as art are studied. The course emphasizes precedent and contextual thinking in the development of creative design for a variety of interior applications. Prerequisites: INT 356, INT 372

INT 377 PROBLEMS IN RESIDENTIAL DESIGN

In this course, students explore the human factors, design requirements, and regulations governing the design of interiors for special populations and barrier-free spaces. Prerequisites: INT 273, INT 356, INT 372

INT 406 ADVANCED DETAILING

The research and design of complex casework, millwork, and interior construction details are studied in this course. Prerequisite: INT 358

INT 409 3D DIGITAL MODELING AND RENDERING

This is an advanced course using 3D Studio VIZ, AutoCAD, Architectural Desktop, and other PC software to visualize designs in three dimensions. Students learn to build precise three-dimensional models of the built environment and combine with other two- and three-dimensional graphics software to communicate design intent using photo-realistic images and walk-through simulations. Prerequisite: INT 232

INT 431 ADVANCED CORPORATE DESIGN

The design of a complex, upscale corporate interior reflects the comprehensive synthesis of problem identification, research, programming, preliminary design, and design development. The team project focuses on issues of group dynamics, the coordination of information, conflict resolution, and peer review. Prerequisites: INT 352, INT 358, INT 373, INT 377

INT 432 HOSPITALITY DESIGN

Students investigate and apply design issues, codes, and products to the development of a hospitality space. Prerequisites: INT 352, INT 358, INT 373, INT 377

INT 434 HISTORIC PRESERVATION

Theories and approaches for the interpretation and design of historic spaces and the use of historical references in contemporary interior environments are presented and explored. Prerequisites: INT 341, INT 352, INT 358, INT 373

INT 460 PROFESSIONAL PRACTICE

The principles governing the business, legal, and contractual aspects of the interior design profession for both commercial and residential applications are presented. Also addressed are factors in client relationships, marketing design services, and issues facing the design profession today. Prerequisite: Completion of one 400 level studio course.

INT 468 PORTFOLIO

In preparation for job interviews, students refine and assemble a creative body of work into a comprehensive visual package. This course must be taken in the last or next to last quarter of the program. Prerequisite: Completion of one 400-level design studio and approval of the department chair.

INT 498 INDEPENDENT STUDY

This course offers students the opportunity to pursue advanced study within an area of interest with the approval of department chair. This course may be repeated for credit.

INT 499 INTERNSHIP

This monitored program for upper-level students gives them the opportunity to work with cooperating employers. This course is available to qualified students with approval from department chair.

LS 095 LIFE SKILLS

This course is a required transitional studies course that focuses on students' successful transition into the college environment. Emphasis is on the identification and reinforcement of self-directed learning strategies, critical thinking, information literacy, interpersonal skills and personal development. Successful completion of this course is required for graduation if transitional studies are required; however, transitional studies courses do not apply towards graduation credit and are not calculated in the GPA. This class is available only at The Art Institute of Washington. Prerequisite: Academic placement testing.

MA 110 HISTORY AND TRENDS IN ANIMATION

Students explore the development of the art of animation within an historical context. The influences of society and human events, advances in technology, and major stylistic trends are discussed in terms of their impact on animation. Students also explore current directions in contemporary animation, and identify major sectors of the animation industry and career opportunities within them.

MA 131 WRITING FOR ANIMATION

Students explore the many facets of storytelling and narrative development, dealing with both conceptualization and professional structuring of a story for animation. They use techniques such as premise development, scene breakdown, and story outline, and produce a professional presentation of the process. Prerequisite: EN 101

MA 133 STORYBOARDING AND ANIMATICS

This course examines and breaks down the necessary tasks in the pre-production stage in the creation of graphics, animation, and special effects in film and video. Students produce treatments and storyboard descriptions, as well as create images for storyboards. Animatics are produced combining the written and visual into presentation formats. Prerequisites: ART 211, MA 131

MA 141 SCULPTURE FOR ANIMATORS

This course covers the basics of character construction and design from construction drawings through completed 3D models rendered in polymer clay. Students construct maquettes to help the animator visualize the character or object they are animating in three dimensions. Prerequisites: ART 211, MA 211

MA 201 INTRODUCTION TO 3D MODELING

Students are introduced to the basic concepts of object creation in a computer-based modeling environment. Topics include concepts of 3D space, methods of surface creation, surface editing, and edge loop subdivision modeling techniques. Basic texture mapping and UV layout and editing as well as basic lighting and rendering are also covered. Prerequisites: MA 141, MT 112 or MT 115

MA 211 CHARACTER AND OBJECT DESIGN

Students design and draw characters or objects for animation, learning appropriate proportion and form for an animated character or object. Prerequisite: ART 211

MA 231 INTRODUCTION TO 2D ANIMATION

Students gain a basic understanding of the process for creating two-dimensional animation sequences through both traditional methods and the computer. They learn the various principles of animation through a series of building-block projects using both traditional methods and materials as well as 2D paint and animation software to produce on-screen animations. Prerequisites: MA 110, MA 211

MA 238 INTERMEDIATE 2D ANIMATION

This course applies the basic principles of 2D animation in a computer environment. Students script, storyboard, and develop a short animation project using both traditional and computer skills. Prerequisites: MA 231, MA 251

MA 241 ADVANCED DRAWING FOR ANIMATORS

Students refresh and further develop their drawing skills in human anatomy, animal anatomy, and perspective, as well as creating 2D animated sequences using the traditional paper and pencil approach. Prerequisite: MA 211

MA 251 ACTING FOR ANIMATORS

While exploring the techniques involved in putting together expressions and movements that convey emotions, impart meaning, and tell a story, students learn how to tell a story with motion and embellish it with expression. Prerequisite: COM 105

MA 254 DYNAMIC LIFE DRAWING

This course focuses on the basic form, anatomy, and gesture of key human elements that are essential in the creation of animation. Emphasis is placed on understanding clothing, folds, and drapery, props, and action. With a thorough understanding of anatomy, students refine rendering techniques that will be helpful to future animation projects. Prerequisite: ART 211

MA 302 INTERMEDIATE 3D MODELING

Students expand their knowledge and skills in computer-based 3D modeling. Topics covered include intermediate surface creation and hard edge and organic modeling techniques. Application of modeling principles such as edge loop subdivision and clean typology are covered. Students also building upon their knowledge of texture mapping and UV layout techniques, as well as development of material and shader networks. Students also further their knowledge of camera and lighting techniques. Prerequisite: MA 201

MA 304 ADVANCED 3D MODELING

Students continue the expansion of their knowledge and skills in computer-based 3-D modeling. Topics covered include high resolution organic modeling principles and edge loop subdivision modeling techniques. Advanced texture mapping and digital painting and UV layout and editing techniques are addressed. Additionally, advanced camera and lighting techniques are explored. Prerequisite: MA 302

MA 305 BACKGROUND DESIGN AND LAYOUT

This course focuses on advanced background layout with an emphasis on perspective, composition, design basics, staging, mood, texture, and lighting. Students also explore using props as background and foreground design elements. Prerequisite: MA 133

MA 312 INTRODUCTION TO 3D ANIMATION

Students are introduced to basic three-dimensional animation techniques. Topics covered include hierarchical linking, keyframing, function curves, and animated deformers and attributes. Animated materials and textures, basic dynamics, basic particle animation, and will be addressed. Character animation and animation systems are introduced. Prerequisite: MA 238, MA 302

MA 313 PORTFOLIO FUNDAMENTALS

This course focuses on starting the print portion of a student's portfolio and enables students to begin their career search. Students should come to this class with a culmination of all of the work done up to this point. The quality of the work is evaluated and enhancements will be made to the work which will eventually be included in the final portfolio. Students also complete a professional resumé and begin their job search. Prerequisite: Permission of department chair/advisor.

MA 321 INTERMEDIATE 3D ANIMATION

Building on skills acquired in MA 312, students are introduced to intermediate 3D animation techniques that focus on character animation. The application of the traditional principles of animation as applied to CGI environment is explored. Editing and adjustment of keyframes of Feurves, and the art and concepts of CGI lip-sync animation are covered. Students also learn how to develop custom rigs. Prerequisite: MA 312

MA 322 VISUAL DEVELOPMENT

Intensive research and development are used in the planning of a fully animated product. Illustrations and concept sketches are created reflecting the time, era, location, mood, and atmosphere in which the story/project takes place. Prerequisite: MA 211

MA 324 ADVANCED 3D ANIMATION

Students build upon the CGI animation and rigging skill sets learned in MA 321 to produce a CGI animation. Students learn advanced rigging and they learn and implement advanced anima-

tion techniques. Students apply the principles of animation, story telling, and acting towards a final CGI animation. Prerequisites: MA 304, MA 321

MA 325 ADVANCED 2D ANIMATION

This is an advanced level animation course that builds on techniques learned in previous courses. Students learn how to apply action sequences to characters. Emphasis will be placed on timing, performance, character development, and interaction. Personality traits are depicted through drawings and audio tracks. The recorded voice and its effect on the animator's performance are explored. Prerequisite: MA 341

MA 327 VISUAL NARRATIVE I

Students develop their storytelling skills by penciling panels and pages of sequential art. They learn page design, panel layouts, and dealing with scripts as they relate to pencils and ink. This course is only offered at The Art Institute of Washington. Prerequisite: MA 241

MA 328 VISUAL NARRATIVE II

This course continues to develop the skills introduced in MA 327. Understanding cinematic storytelling as it relates to penciling and inking comics is strongly emphasized and students are also introduced to comic coloring and its effects. This course is only offered at The Art Institute of Washington. Prerequisite: MA 327

MA 333 ANIMATION FOR INTERACTIVE PRODUCTION

This course combines animation with facilities for integrating text, sound, images, and full-motion video into a wide variety of interactive products. Students explore the role of 2D and 3D animation in the production of interactive applications and use skills in scripting, storytelling, and animation to produce prototypes of interactive applications using multimedia software. Prerequisite: MA 341

MA 334 TEXTURE MAPPING FOR ANIMATION AND GAMES

The finished look of a 3D model is the result of a texture map that is wrapped around the model. These texture maps add detail and realism to objects without adding complexity to the model. Students in this class create bitmaps and procedural maps and learn how to apply them to simulate textures, applied designs, reflections, and other effects. Prerequisite: MA 302

MA 341 DIGITAL INK AND PAINT

This course introduces students to advanced digital rendering and painting techniques and tools for creating professional-quality storyboards, model sheets, animatics, concept art, and animation. They explore issues of color management and how to tailor the finished product for the final output medium, including video, print, film, and the Web. Prerequisites: GD 214, MA 238

MA 344 DIGITAL VIDEO EDITING

Students explore the features and functions of nonlinear video editing systems. The role of editing, compositing, and audio in the post-production process for animation and live-action is stressed. Students also explore the various options available for output and distribution of edited video. Prerequisite: MA 341

MA 345 SPECIAL EFFECTS

Students gain experience in combining live-action video with 2D and 3D animation, along with the creation and execution of special effects. Special attention is given to issues surrounding the workflow of animation in a production environment. Prerequisite: MA 321

MA 346 PRE-PRODUCTION TEAM

In this class specifically devoted to visual development of scripts for animated products, students work with existing treatments or create their own. Students will do a critical overview of the pre-production process for the animation industry. Research, visualization, art direction, and final presentations are emphasized. Work flow will follow concept development and storyboarding through to the approved animatic. Prerequisite: MA 325

MA 351 MATERIALS AND LIGHTING

In this course, students learn about lighting 3D objects, lighting movement, and establishing the relationship among background, object, reflectivity, and illusion of depth. The course focuses on the correlation between reality and computer rendition, stressing the difference between light and the technical imitation of artificial lighting. Prerequisites: MA 304, SC 115

MA 352 PRODUCTION 2D STUDIO TEAM

Students work with team members to create a completed animation that demonstrates storytelling techniques. Teamwork and communication skills, as well as time management are emphasized while maintaining a high level of quality for the finished product. Specific components of

the project with concrete goals are carried out by team members in a cooperative atmosphere. Prerequisite: MA 346

MA 398 INDEPENDENT STUDY

This course offers students the opportunity to pursue advanced study within an area of interest with the approval of department chair. This course may be repeated for credit.

MA 399 INTERNSHIP

This monitored program for upper-level students gives them the opportunity to work with cooperating employers. This course is available to qualified students with approval of the department chair.

MA 401 TEAM ANIMATION

Students work in teams on a large-scale animation project. Each team member takes a specific role in the project, which involves research, planning, execution, and presentation in a professional format. Individual roles are defined by clear parameters and concrete goals as necessary to project task assignments. Prerequisites: MA 321, MA 341

MA 412 BUSINESS FUNDAMENTALS AND CAREER DEVELOPMENT

This course provides a detailed view of the concepts, practices, strategies, legalities, and decisions involved in successfully establishing and operating an animation business. Students gain a strong working knowledge of the animation industry. Prerequisite: MA 430

MA 424 SPECIAL TOPICS IN ANIMATION

In this course, students conduct an in-depth study, write a paper, and make a professional presentation on a topic in animation. The emphasis is on collating and analyzing information, developing personal critiques, and making a comprehensive professional presentation. Prerequisite: Approval of the department chair

MA 430 SENIOR PROJECT I AND**MA 440 SENIOR PROJECT II**

Students research and submit a proposal for a research and/or development project in animation and work with individual faculty advisors. Emphasis is on systematic planning, content development, design, and technology research, as well as formal written communication, independent critical analysis, presentation, and defense. Prerequisites: MA 304, MA 324

MA 490 PORTFOLIO PRESENTATION

In this review course, students prepare individual portfolios. Emphasis is placed on professional preparation and creation of a demo tape and portfolio book. Prerequisite: MA 440. Must be taken in the final quarter

MT 0920 BEGINNING ALGEBRA

This transitional studies course includes the study of basic algebraic and geometric concepts. Specifically, the course covers real numbers, linear equations and inequalities, graphing, exponents, polynomials, and geometric concepts in solving problems of measurements, perimeter, and area. The course includes four hours of structured classes with two hours of self-directed and/or tutorial work in the transitional studies lab for a total of six hours per week. Prerequisite: Academic placement testing

MT 112 COLLEGE GEOMETRY

This course introduces students to such topics as measurements, lines, angles, polygons, congruence, similarity, areas, circles, algebraic approaches to geometry, and an introduction to coordinate geometry. Prerequisite: Academic placement testing or successful completion of MT 0920

MT 113 IDEAS OF MATHEMATICS

An introduction to some of the major themes and ideas in mathematics, including methods used in their applications, the course includes such topics as concepts of geometry set theory, algebra, statistics, and consumer mathematics. Prerequisite: Academic placement testing or successful completion of MT 0920

MT 115 APPLIED MATHEMATICS

Students in this course learn the math concepts related to creating simple scripts and implementing advanced 3D rigging concepts. They also explore logical approaches to problem solving, learn how to break down complex goals into approachable parts, and see how mathematics can apply to real-world problems. Upon completion students understand and are able to use algebraic functions, variables, and unit conversion (length and time) geometry; working with angles, degrees, and circle formulas, trigonometry; sin/cos/tan and Pythagorean theorem, collision detection, and math-based problem-solving/logic-problems. Prerequisite: Academic placement testing or successful completion of MT 0920

MT 314 STATISTICS

Statistics is a branch of applied mathematics that provides the framework for looking at uncertainty and risk in a logical and systematic way. This course introduces students to the methods used in the field of applied statistics, presenting both descriptive and inferential methods, concentrating on the application of statistical techniques to the analysis of data. Topics include basic data characteristics, such as mean, median, mode, range, and standard deviations; probabilities; confidence intervals; and both correlation and linear regression. Prerequisite: MT 112 or MT 113

P 102 PHOTOGRAPHIC DESIGN

Students experience the primary design elements of visual communication as they apply to the photograph. Topics include image structure or composition, color theory, lighting theory, and the art of the critique. Prerequisite or corequisite: P 111

P 104 DIGITAL PHOTOGRAPHIC PRODUCTION

In this introduction to electronic photoediting, students become acquainted with the concepts, hardware, and software related to digital image acquisition, manipulation, and output, including scanning, masking, layering, and retouching. Prerequisite: CAA 106

P 106 HISTORY AND SURVEY OF PHOTOGRAPHY

In this overview of photographic history, students experience the context surrounding their chosen medium. The course provides exposure to the historical and cultural influences that have made photography the powerful communication tool it is today. Prerequisite: EN 101 or approval of the department chair

P 111 PRINCIPLES OF PHOTOGRAPHY

In this foundation course, students examine the essential tools, materials, and techniques in relation to the fundamentals of photography. Topics include cameras, lenses, exposure, resolution, storage/memory, printing, and presentation. After analyzing photographs to determine their positive and negative attributes, students apply these principles to produce their own visually compelling images. Prerequisite: Approval of the department chair is required for non-majors.

P 113 VIEW CAMERA

This course offers essential experience with the large-format or view camera. Students explore the movement unique to the view camera, resulting

in skilled management of perspective and focus within their photographs. Prerequisite or co-requisite: P 111

P 200 DIGITAL PHOTOGRAPHY FOR NON-MAJORS

Intended for non-majors, this course introduces students to the fundamental terminology, concepts, and techniques of digital photography. Emphasized are the principles of using color, composition, lighting, and other techniques for overall thematic and visual effects of photographic images. Prerequisite: P 104

P 201 LIGHTING

In this introduction to the essential concepts of lighting for photography, students explore the manipulation of quantity, quality, direction, and contrast of both natural and artificial lighting. The course covers equipment and processes required to produce professional image quality in the studio and on location. Prerequisites: P 111, P 113

P 202 LOCATION PHOTOGRAPHY I

In this foundation course, students examine the essential tools, materials, and techniques for the fundamentals of digital photography, including cameras, lenses, exposure, resolution, storage and memory, printing, and presentation. They learn to apply basic principles of photographic analysis to assess the positive and negative attributes of photographs and then learn to apply those principles to produce their own visually compelling images. Prerequisite: P 203

P 203 STUDIO

With this course, students develop the ability to solve problems of photographing people through assignments designed to challenge their skills in lighting, camera operation, and commercial interpretation. All aspects of studio photography are discussed from lenses to lighting and make-up to background preparation. Prerequisite: P 201

P 204 DIGITAL PHOTOGRAPHIC ILLUSTRATION I

In this course, students explore the creative possibilities inherent to digital image editing, including compositing, montage effects, surrealist imagery, and presentation. Assignments require the application of digital processes to work demonstrating strong research, concept, and execution. Prerequisites: P 104 and one of the following: P 113, P 200, or P 215

P 205 PORTFOLIO I

The course represents a synthesis of conceptual and technical skills acquired throughout the associates degree program. Students determine specific career goals and prepare an entry-level portfolio of professional caliber, including images from the student's chosen field as well as work that demonstrates competence in all branches of the medium. Prerequisite: Approval of the department chair

P 207 DIGITAL DARKROOM

Primarily intended for photographic imaging program students, this course is an extension of P 104. Emphasis is placed on those digital techniques that correspond to traditional darkroom processes. The course addresses issues related to color theory, resolution, contrast and density controls and the production of photo-quality digital prints from scanned film and direct digital captures. Prerequisite: P 104, P 113

P 208 PHOTOJOURNALISM I

This course addresses the photograph as a narrative or illustrative medium used in support of the text content of publications. Students are required to produce photographic essays and illustrations. Prerequisites: EN 101, P 102, P 202, P 207

P 215 DIGITAL PHOTOGRAPHY FOR ILLUSTRATION

In this course, students generate original photographs to use for reference. They assemble personal photographic references and research and assemble props for photo shoots, as well as learning to archive their artwork. Prerequisite: P 104

P 300 TRENDS IN CONTEMPORARY PHOTOGRAPHY

This course explores theories, trends, and practices in contemporary photography, covering both commercial and non-commercial influences in this media. Students will investigate American, European, and global trends and study the resulting patterns in award-winning media. Projects include case studies as individuals and in groups. Prerequisites: P 102, P 106

P 301 DIGITAL PHOTOGRAPHIC ILLUSTRATION II

This course is the culmination of the digital course sequence. Students further explore emerging technologies and the professional application of digital processes to sophisticated imagery.

Advanced techniques include digital image capture, processing, printing, and presentation. Prerequisites: GD 312, P 204

P 303 LOCATION PHOTOGRAPHY II

In addition to examining more demanding examples of professional location photography, this course addresses the planning and logistics of shooting at complex locations. Emphasis is placed on imaginative application of location technique and carefully styled work. Prerequisite: P 202

P 304 ADVANCED LIGHTING

Expanding on skills developed in P 201, this course emphasizes lighting products and people both in the studio and on location. Students examine the tools and techniques of color and contrast control under all lighting conditions and are challenged to produce work that is both technically and stylistically imaginative. Prerequisite: P 203

P 305 ART DIRECTION AND PHOTOGRAPHY

This course introduces students to the principles of design, concept, and visual problem solving for photography and print as they relate to the layout and stylistic requirements of the commercial client. Prerequisites: GD 121, GD 312, P 202, and P 304 or P 308

P 306 INTERNSHIP

Students research and select a photographer in their specialty field for an internship position that is acceptable for course credit. Internship proposals must be approved by department chair. Internships enable students to gain experience in professional operations, in the areas of technique, client relations, and production. Prerequisite: Approval of department chair.

P 307 ALTERNATIVE PROCESSES

Students express their artistic visions through unconventional approaches to photography. Topics such as toy camera photography, pinhole photography, simulation of antique photographic processes, multiple exposures, and other camera and lens alternatives to digital/analog hybrids are explored. Students are required to go above and beyond the technical requirements of each assignment, allowing their aesthetic concerns to flourish. Prerequisite: P 207

P 308 ADVANCED PRINCIPLES OF PHOTOGRAPHY

Building on fundamental photography classes, students develop a greater understanding of exposure as well as photographic equipment

and processes to ensure the best possible quality in their images. Emphasis is placed on image post-production techniques and management, resulting in an efficient workflow that prepares imagery for specific end usage. Prerequisites: P 202, P 207

P 310 PHOTOJOURNALISM II

This course is an in-depth approach to political and social photojournalism. Students produce assignments related to photojournalism and editorial photography. Emphasis is placed on digital technologies and formal assignment presentation. The class is devoted to subject research and creative photography in both the fine art and commercial applications. Prerequisite: P 208

P 401 SPECIALIZATION PREPARATION

Students select the area of specialization that becomes the primary area of focus for their careers. Through research into contemporary trends, students begin to prepare a body of work that demonstrates the integration of technical skill and imagination. Prerequisite: P 305, approval of department chair.

P 402 EXIT PORTFOLIO PREPARATION

This course offers the opportunity to develop and produce projects to be included in the exit portfolio. Imagery produced speaks the language of today's marketplace, displays different styles and media, and demonstrates imaginative application of photographic technique. Prerequisites: P 401, approval of department chair.

P 403 EXIT PORTFOLIO

This course is a synthesis of the entire bachelor's degree program. Students determine specific career goals and prepare a professional entry-level general portfolio. Portfolios should demonstrate technical excellence and innovation across a diverse range of subject matter with a signature style and alignment to the needs and trends of the contemporary marketplace. Exit portfolios include studio, location, and digital images, and a commercial Web site. Prerequisites: P 402 and approval of the department chair.

P 404 SPECIALIZATION

Students use this course to fine-tune and complete their area of specialized study and the production of their specialty subject portfolio requirements. This is considered to be the most important section of the overall portfolio requirements. Prerequisite: P 403 and approval of department chair.

P 406 THE BUSINESS OF PHOTOGRAPHY

This course focuses on business practices for the independent photographer. Topics include copyrights, release practices, cost analysis, negotiations, and marketing practices. Students apply appropriate software to manage expenses and track financial status. Prerequisite: EN 102, MT 112 or MT 113, P 304

P 407 INDEPENDENT STUDY

This course offers students the opportunity to pursue advanced study within a specific area of interest with the approval of department chair. This course may be repeated for credit. Prerequisite: Approval of department chair.

PS 101 INTRODUCTION TO PSYCHOLOGY

Students are introduced to the biological bases of human behavior, consciousness, perception, learning, motivation, and emotion. The development of the human person over the life span is viewed from the perspective of personality, adjustment, psychological disorder, therapy, health, and social interaction. Prerequisite: EN 101

SC 104 NUTRITION

This course introduces the basics of nutrition. Students explore the relationship of nutrition and health in learning about the functions and sources of nutrients, including proteins, carbohydrates, fats, vitamins, minerals, and water. Some current issues are discussed, including dietary guidelines, energy balance, vitamin supplements, and food fads.

SC 105 PHYSICAL SCIENCE

In this introduction to the scientific method, students learn about the particular methods of observation and experimentation in the sciences. Specifically, students develop an integrated understanding of physics, chemistry, astronomy, earth science, and biology. Topics such as Newton's laws, the atomic model, natural selection, the genetic code, and cosmology are explored. Prerequisite: EN 101

SC 106 CHEMISTRY

This course introduces students to some basic concepts of chemistry that are particularly useful for everyday living, and especially for food science and cooking. It builds on earlier experience of science to provide students with a foundation for further learning of the chemical principles perti-

ment to our ordinary experience. The course includes demonstrations. Prerequisites: EN 101 and MT 112 or MT 113

SC 115 SCIENCE OF LIGHT

Students examine light and color in terms of physics, biology, and psychology. Topics include production and detection of light, geometric and wave optics, light and color in nature, production of colors, reaction of the eye and the brain to light and color, and psychological reaction to light. Prerequisites: EN 101 and MT 112 or MT 113

SC 116 SCIENCE OF SOUND

This course examines sound in terms of its behavior, physics, and acoustics. Acoustical behavior of sound such as reverberation, echo, and pitch are also explored. Students learn theories and principles relating to acoustics through a variety of projects used for demonstration and ear training. The course emphasizes critical thought and aural analysis. Prerequisite: MT 112 or MT 113

SC 205 HUMAN AND ANIMAL ANATOMY

In this course, students learn about basic human and animal anatomy, including the skeleton system and muscular system. They also examine the important relationship between anatomic structures and their functions in the human body or animal, an understanding of which helps animators and game artists in their work on modeling, rigging, and skinning. Prerequisites: EN 101 and MT 112 or MT 113

SC 225 PHYSICS

This course takes a practical look behind everyday phenomena to learn about why the physical world behaves the way it does. What is velocity? What is acceleration? How are they calculated? And why should the computational artist care? These are just a few of the questions this course in physics answers. Through hands-on, real-world examples combined with programming experiments, students gain a deeper understanding about the behavior of the physical world. A knowledge of physics aids students in computer scripting tasks as well as in using physics modules for 3D animation tools. Prerequisites: EN 101 and MT 112 or MT 113

SP 101 BEGINNING SPANISH CONVERSATION AND CULTURE

This course introduces students to the association between Spanish sounds and letters, and emphasizes pronunciation, vocabulary acquisition, basic grammar concepts, and the beginnings of an understanding of the Spanish-speaking commu-

nities of Latin America, the United States, and Spain. Highly integrated sections of the program, including audio, video, and computer technology, provide many opportunities to develop speaking and listening skills in situations relevant to students' lives.

SP 102 CONVERSATIONAL SPANISH

Students continue building their basic speaking and listening skills through additional instruction in beginning grammar concepts and continued vocabulary-building, as well as extensive pronunciation and conversational practice. Highly integrated sections of the program, including increased audio, video, computer, and Internet technology, provide numerous opportunities to further the development of speaking and listening skills in situations relevant to students' lives. Prerequisite: SP 101, appropriate transfer credit, or placement test.

TS 090 COLLEGE SKILLS

This course is designed to develop and strengthen skills required for success in college: efficient and meaningful comprehension of reading and lecture material and clear, competent communication in writing and speaking. In addition, students focus on strategies for success in all college courses by developing their individual learning plans. This course includes four hours of structured class time along with two hours of self-directed assignments for a total of six hours each week. Prerequisite: Academic placement testing.

VFX 110 HISTORY AND TRENDS IN MOTION GRAPHICS

This course introduces students to the growing industry of motion graphics. Students learn to analyze the graphics they see in their daily lives in terms of design, message, effectiveness, and style. The history of motion graphics, special effects, and compositing are examined, as well as the far-reaching cultural effects of influential trends using motion graphics.

VFX 140 WRITING FOR MOTION GRAPHICS

Students learn to write clear, succinct copy for use in a timeline, proof and edit copy, and compartmentalize material for presentation. Students develop competency in creating and presenting information and communicating in short format for maximized reception from the reader/viewer according to communications theory. Correspondence and proposal writing are also included in the course. Prerequisite: EN 101

VFX 150 INTRODUCTION TO BROADCAST GRAPHICS AND ANIMATION

Students are introduced to the computer as a digital post-production/compositing tool. Projects are assigned to familiarize the student with software and the digital video format general, while emphasizing concept, content, technique, and creativity through exploration. Prerequisites: CAA 106, VID 131

VFX 220 3D MODELING FOR MOTION GRAPHICS

Students learn the basics of working in 3D space with a focus on creating and animating effective 3D graphics from logos and symbols to abstract design. Students develop competency in basic polygonal modeling and texturing, 3D text, transformations and deformations, camera and lighting in the 3D interface, and rendering. Prerequisites: MA 231 or VID 150

VFX 260 APPLIED GRAPHICS FOR DIGITAL FILMMAKING AND VIDEO

This course is an in-depth exploration of the applications of graphics software for media production. Students explore how they can use these programs to improve their workflow in editing, graphics, compositing, matte creation, project organization, storyboarding, creating animatics, and troubleshooting. Prerequisite: VID 150

VFX 325 INTERMEDIATE COMPOSITING FOR BROADCAST GRAPHICS AND VISUAL EFFECTS

This course introduces students to more advanced tools for motion graphics and compositing. Students learn the theory behind the software and apply this knowledge in a variety of interfaces commonly used in the industry, thus developing more versatile skills. Special focus is placed on understanding the differences and similarities between timeline and process tree workflows. Prerequisites: VFX 150 or VFX 260

VFX 350 ADVANCED COMPOSITING FOR BROADCAST GRAPHICS

Students apply cumulative skills from program courses to create a professional quality broadcast project from concept to completion. Each student must organize, create, and composite each of the elements for their project including green-screen video, photography, illustration, and 2D and 3D animation into a dynamic, graphically cohesive, unified whole. Prerequisite: VFX 325

VFX 399 INTERNSHIP

Through a field internship experience, students can apply acquired subject matter and career/professional skills in real and practical situations. The main objectives of the internship are to allow students the opportunity to observe and participate in the operation of successful businesses related to their fields of study, gaining the experience needed to enter the field upon graduation. Prerequisite: Approval of department chair.

VFX 425 ADVANCED TOPICS IN MOTION GRAPHICS

Taken concurrently with Portfolio Development I, students focus on creating original, dynamic graphics and composites to use in their portfolios, as well as creating a short demo reel with a motion-graphic video resumé. Students also focus on advanced operations including particle effects, tracking, and color corrections as well as being challenged to research new solutions on their own. Students can work in their chosen specialties in the field. Prerequisites: VID 325, GD 344, MA 345

VFX 440 PORTFOLIO DEVELOPMENT I

This course continues the refinement of the student's digital portfolio. Students focus on meeting digital portfolio requirements, showcasing their individual strengths and areas of specialization. They also learn how to apply time management, technical and artistic skills to complete the final video. Prerequisite: Approval of department chair.

VFX 450 SENIOR PROJECT

Students apply cumulative skills from program courses to create a professional quality broadcast project from concept to completion. Students organize, create, and composite each of the elements for their project including greenscreen video, photography, illustration, 2D and 3D animation, dynamics, graphic design, digital paint, and corporate identity to formulate a cohesive, unified whole. Prerequisite: Approval of department chair.

VFX 490 PORTFOLIO DEVELOPMENT II

In this course, students compile the digital portion of their portfolio, assess its strengths and weaknesses, correct those weaknesses and augment its strengths to produce a professional demonstration tape. Students apply time and resource management principles to the development and production of visual special effects projects. Prerequisites: VFX 440 and approval of the department chair.

VGP 126 OBJECT-ORIENTED PROGRAMMING

This course covers the concepts and principles in writing object-oriented programs, addressing such key aspects as classes and hierarchies, input/output constructs, data structures, exception handling features, and graphical user interface (GUI). Prerequisite: GAD 221

VGP 200 GAMING ALGORITHMS

Graphics programming involves understanding complex mathematical concepts from trigonometry to matrix algebra. Students learn to use the foundational mathematical concepts involving angles and tangents, vector manipulation in 2D and 3D spaces, matrix manipulation and spatial transformations. Students apply these concepts to 3D space in order to transform, scale, move, and detect collisions between 2D and 3D objects within their applications. Prerequisites: VGP 126, MT 115

VGP 215 PROGRAMMING FOR SHADING AND DYNAMICS

Proper shading enhances the visual effects of a model, a character, and/or an environment in animation and game. Students learn to apply programming features to create effects of shading in a 3D animation or game work. They learn how to create more advanced scripts to enhance the dynamics of graphic images in animation and game design. In addition, students link shaders to major 3D animation applications. Prerequisites: VGP 240, VGP 260

VGP 220 DATABASE CONCEPTS AND SOFTWARE DEVELOPMENT

Organizing, storing, and efficiently accessing large amounts of data are integral to software applications. Students learn the most important techniques for managing data stored in memory or in a database. Students also learn the fundamental concepts involved in software development including design documentation, development models, and client relations. Prerequisite: VGP 240

VGP 240 INTRODUCTION TO DATA STRUCTURES

Developing games involves finding time- and space-efficient algorithms for storing, searching, and manipulating large datasets. Students learn to model, implement, and use a variety of efficient data structures including lists, trees, and graphs. They understand how to analyze the time and space efficiency of different data structures. Prerequisite: VGP 200

VGP 260 LOGIC AND REPRESENTATION

Application development requires understanding fundamental logic representation and manipulation. Students learn logical reasoning, set theory, number theory, and graph theory from a practical perspective. They understand how to represent logical thoughts and reason about statement truth. Students are able to use these concepts to develop more robust applications. Prerequisite: VGP 200

VGP 310 NETWORK TRANSMISSION AND DATA COMPRESSION

Games rely on network communications to provide interactive experiences to geographically separated players. Effectively utilizing limited network bandwidth enables the gameplay experience to be more fluid and seamless. Students understand how to use network communications in their applications and how to represent data efficiently to consume fewer resources and limit bandwidth consumption. Prerequisite: VGP 220

VGP 321 ARTIFICIAL INTELLIGENCE AND MULTIPLAYER GAMES

This course enables students to explore ways to represent knowledge and state in Artificial Intelligence (A.I.) and to incorporate A.I. elements in the development and design of games. Students explore delivering complex interaction with A.I. elements over a multiplayer game that can be accessed and played on the Internet. Prerequisite: VGP 310

VGP 325 PROGRAMMING FOR VISUAL SIMULATIONS

Computer simulation is widely used in game development to promote realistic gameplay. Visual simulations require understanding and implementing physics mechanics in a 3D environment. Students understand how physics is modeled in computer applications and are able to develop physics-based realistic applications suitable for scientific projects. Prerequisites: VGP 321, VGP 215, SC 225

VGP 341 LEVEL DESIGN I

This course teaches students to analyze and break down the gameplay needs of the overall project in order to create specific level designs. Students learn to create 2D maps, design level elements, add structures and objects and create balanced gameplay through combining these disciplines. Programming students develop advanced game engine scripting skills to embed new assets created and designed by art and design students. Prerequisite: VGP 321

VGP 350 SKELETAL ANIMATION

Games use a variety of tools to model human and animal movement including animation and motion capture. This course introduces 3D model rigging and animation, motion capture, and programmatic animation. Students use these techniques to provide basic movements to game characters and interpolate between them to provide seamless changes from one movement to another. Prerequisites: VGP 200, SC 205, MA 201

VGP 402 INTERACTIVE GAME PROTOTYPING

In this course, students create and produce a stand-alone game prototype demonstrating game design principles acquired in preceding courses, while they fine tune their game engine scripting and development skills. Programming students work with game art & design students to embed art assets and levels into the game engine base. Prerequisites: VGP 341

VGP 403 ADVANCED GAME PROTOTYPING

Building on concepts learned in VGP 402, students create and produce a stand-alone game prototype demonstrating game design principles acquired in preceding courses, while they fine tune their game engine scripting and development skills. Students work with game art & design students to embed art assets and levels into the game engine base. Emphasis is placed on modification of the game engine to support unique and creative features involved in gameplay. Prerequisite: VGP 402

VGP 490 PORTFOLIO PREPARATION

In this course, students review information learned in previous courses and prepare individual portfolios. Students' individual strengths and preferences are showcased by a collection representative of their studies. An emphasis is placed on the creation of a playable game prototype, a demo tape, and traditional portfolio book. Prerequisite: Approval of the faculty committee responsible for reviewing existing work in the quarter before the portfolio course is to be taken.

VID 101 INTRODUCTION TO VIDEO PRODUCTION

Students are introduced to the aesthetics and techniques of telling a story for the screen through the video production process. Films, reading, lectures, and hands-on practical experience in beginning camera techniques, lighting, and audio are practiced. Students gain fundamental knowledge

of theory and techniques from which they can progress to more advanced studies and projects in the field.

VID 102 INTRODUCTION TO AUDIO PRODUCTION

This course focuses on voice, music, and sound effects and the impact they have on the visual image. It addresses the principles of recording sound and explains sound characteristics, basic acoustics, ergonomics, and proper audio recording techniques for field and studio recording, as well as time code and mixing. Digital formats are examined in the context of audio-for-video post-production. Prerequisite: VID 101

VID 110 HISTORY OF MOTION MEDIA AND MASS COMMUNICATION

In this survey of major events and development in the history of motion media and mass communication, students focus on the relationship between technology and media development, and investigate the impact that motion media and mass communication have on society and the economy. Prerequisites: EN 101, VID 101

VID 121 DIGITAL CINEMATOGRAPHY

Students are introduced to the video camera as a technical and creative tool for communication and art by emphasizing camera technology and operation, as well as industry techniques and standards of composition and sequencing. Students get hands-on operation of industry-standard production equipment. Prerequisite: VID 101

VID 131 INTRODUCTION TO VIDEO EDITING

In this course, students examine the essential work that goes into television and video projects after the writing, directing, lighting, camera, and talent duties have been completed. Topics include project enhancement such as special effects, music, cutaways, and applause. Exercises demonstrate the marriage of art and tape in the edit suite. Films, readings, lectures, and hands-on practical experience are used to maximize the learning process. Prerequisites: VID 102, VID 121 or AU 200, CAA 106

VID 140 INTRODUCTION TO VIDEO LIGHTING

Students learn the basic creative and technical aspects of lighting for television, with an emphasis on lighting design. Topics include light types and

accessories (such as scrims, flags, and gobos), electrical schematics, and safety in the studio and on location. Prerequisite: VID 121

VID 150 INTRODUCTION TO MOTION GRAPHICS

Students are introduced to the computer as a digital post-production/compositing tool. Projects are assigned to familiarize the student with software and the digital video format in general, while emphasizing concept, content, technique, and creativity through exploration. Prerequisite: VID 131

VID 175 INTERMEDIATE EDITING

This course covers the operation of nonlinear editing systems. Students learn the terms and technologies associated with nonlinear editing, and demonstrate the ability to edit a sequence to tell a story. Prerequisite: VID 150

VID 176 ADVANCED EDITING

This course delivers comprehensive, real-world skills that professionals use every day. Using editing software, students learn the art of crafting a story, correcting continuity and screen direction errors, and refining rough cuts. They discover which tools and techniques are best in making editing choices in dialogue, action, comedy, chases, fights, interviews, documentaries, music videos, and multi-camera projects. Prerequisites: VID 131, VID 175

VID 210 SCRIPTWRITING I

Students practice writing scripts that convey messages in a clear, effective, direct style that communicates to specific audiences. Emphasis is placed on developing concepts and researching, planning, and writing scripts for commercials, public service announcements, promotional videos, news stories, and video for corporations and non-profit organizations. Basic storyboard layouts and techniques are also examined. Prerequisites: EN 101, VID 101

VID 212 DIRECTING THE DOCUMENTARY

In this in-depth look at the director's world in television and film, students explore the director's role, responsibilities, and methods of working in all phases of preproduction, production, and post-production. Prerequisites: VID 131, VID 140, VID 210

VID 216 DIRECTING THE NARRATIVE

This course takes an in-depth look at the director's world in television and film, and specifically at the director's work with on-camera talent. Students explore the director's role, responsibilities, and methods of working in all phases of preproduc-

tion, production, and postproduction — but first with talent, including both professional and nonprofessional actors. Prerequisites: VID 131, VID 140, VID 210

VID 250 TELEVISION PRODUCTION

This course is an introduction to the principles of multi-camera production for both studio and remote locations. Emphasis is placed on preproduction, lighting, and equipment set-up. Through a series of lectures, in-class demonstrations, supervised hands-on practice, and in-class discussions, exercises, and critiques, students gain a basic understanding of the practical and theoretical aspects of the topic. Students demonstrate knowledge of equipment and techniques in their own projects and in critiquing other projects. Prerequisites: VID 102, VID 140

VID 255 ADVANCED VIDEOGRAPHY AND LIGHTING

This course advances students' knowledge and use of cameras and lighting by exploring the visual and technical aspects of digital filmmaking. Emphasis is placed on integrating audio production, camera placement, and lighting concepts as the integral supporting nexus to this creative process. This elective course is available only in Atlanta. Prerequisites: VID 131, VID 140

VID 260 DIGITAL FILMMAKING ON LOCATION

Students are immersed in the process of professional field production, shooting on location from a developed script and storyboard. Pre-production and production processes are emphasized. Prerequisites: VID 131, VID 140, VID 210

VID 300 VIDEO PORTFOLIO

Students assemble their best work in a portfolio videotape and DVD showing their capabilities as a camera operator, director, editor, and graphic designer. Students also produce mailers and business cards to prepare for their entry into the industry. Prerequisite: Approval of the department chair.

VID 310 SCRIPTWRITING II

In this specialized writing course for digital media production, students learn the unique characteristics and techniques of media writing for linear, interactive, and Web media. Students apply their writing skills to create original narrative scripts, scripts adapted from literary and non-fiction sources, interactive and Web projects, commercials,

and documentaries. Students also learn to research and pitch media writing projects. Prerequisites: EN 102, IMD 100, VID 210

VID 323 PROJECT MANAGEMENT

In this specialized project management course for digital media production, students learn to organize personnel, equipment, and a variety of other media assets for production purposes. The course emphasizes skills and techniques for goal-setting, strategic planning, organization, communication, risk management, efficiency, and cost effectiveness. Students develop a workable plan and timetable to create a professional, career-oriented portfolio with examples of digital video, interactive Web content, graphic design, and animation. Prerequisite: VID 310

VID 322 ADVANCED DOCUMENTARY PRODUCTION

This elective course explores the various camera and lighting techniques used in digital filmmaking and video production. Discussions cover the general concepts and principles of camera moves and lighting techniques. Students focus on applying lighting techniques to create the desired visual effects. Prerequisites: VID 175, VID 212, VID 260, VID 310

VID 327 INTERMEDIATE MOTION GRAPHICS

Focused on concepts and techniques of compositing and integration, this course enables students to assemble media content elements for overall design and prepare the final product for delivery. Students learn to manage various digital media files and process them to finalize the media content design. Prerequisite: VID 176

VID 330 DIGITAL MEDIA FOR THE WEB

Students learn the functions and principles of streaming media server software and hardware, as well as coordination of camera-to-server operations for Webcast. Students also study the past, present, and future of streaming media and learn to compare and contrast existing streaming technologies, and how each benefits different clients and situations. Prerequisites: IMD 130, VID 175

VID 333 ART OF PRODUCING AND DIRECTING

It is an art in itself to organize and direct digital filmmaking and video production. This course focuses on the production processes and perfor-

mances from the perspectives of a producer and director and develops the student's talent for this unique art form. Prerequisite: VID 322

VID 340 MEDIA DELIVERY SYSTEMS AND DISTRIBUTION

This course addresses the end phase of media production — delivery and distribution. Students study a variety of media delivery methods and systems and determine the advantages and limitations of each. They also examine the relationship between delivery systems and distribution methods and evaluate the relative efficiency, cost, and effectiveness of each. Prerequisites: IMD 100, VID 175

VID 345 DIGITAL MEDIA PRODUCTION

In this advanced directing course, students learn how to make a low-budget, highly creative short film with minimal crew, equipment, and expense. Students develop and apply inventive approaches to scriptwriting, shooting, sound gathering, and editing, and gain hands-on experience in every aspect of making a narrative movie. Prerequisites: VID 140, VID 175, VID 210, VID 213 or VID 310

VID 350 MEDIA BUSINESS AND LAW

This course covers multiple facets of the media business. Topics include the business plan, production budget, business proposal, business contracts, business ethics, government regulations, copyright, and other business laws. Students learn course materials through lecture, discussion, research, writing, and presentation. Prerequisite: VID 323

VID 355 MEDIA DESIGN WORKSHOP

Working in production teams, students in this workshop class work with real clients, usually representatives of nonprofit organizations. Guided by faculty, students interview the client to determine expectations and work in teams to design and produce the media content for an intended delivery system. Prerequisite: May be taken in one of the last four quarters.

VID 360 SHORT FORM MEDIA PRODUCTION

This course discusses short form as a genre of media production and its features in subject matter and style. Students learn to produce short-form news, information, and dramatic content for delivery. Prerequisites: VID 250, VID 260. May be taken in one of the last four quarters.

VID 364 MEDIA SPECIAL EFFECTS

Students explore the disciplines used in finalizing a digital film or video project using compositing software. The class reinforces compositing concepts, techniques and vocabulary from previous classes and introduces more sophisticated tools and techniques. Technical skills used include advanced compositing techniques, typography, animation, and design. Prerequisite: VID 325

VID 375 TEAM MEDIA PRODUCTION

This is a production course in which students work in teams to plan, design, develop, and execute a special production project. Guided by faculty, students set up realistic production goals and work toward full achievement of such goals. Emphasis is placed on the complete production process and team interactivities and accomplishments. Prerequisite: Approval of department chair.

VID 377 MANAGEMENT OF POST-PRODUCTION

This course focuses on the management of the post-production process and develops students' talent and ability to coordinate a variety of assembling, editing, and compositing processes and activities. Prerequisite: VID 325

VID 390 PORTFOLIO PREPARATION

Students assess their personal strengths to establish a career goal and decide how to organize their media design and production work in a graduation portfolio. Guided by a faculty member or a team of faculty members, each student assembles a preliminary portfolio and identifies areas for more work and/or content enhancement. Prerequisite: Approval of the department chair.

VID 398 INDEPENDENT STUDY

This course offers students the opportunity to pursue advanced study within an area of interest with the approval of the department chair. This course may be repeated for credit.

VID 399 INTERNSHIP

Through a field internship experience, students learn to apply acquired subject matter and career/professional skills in a real and practical situation. Students gain experience they need to enter the field when they graduate. Prerequisite: Approval of department chair

VID 400 SENIOR PORTFOLIO

Building on the preliminary collection of work from VID 390, students determine and design the final organization and presentation of the gradua-

tion portfolio. Each student is expected to present and defend the portfolio to a faculty committee. Prerequisites: VID 390 and approval of the department faculty in the quarter the course is taken.

VID 445 PROFESSIONAL OPPORTUNITIES IN DIGITAL FILMMAKING AND VIDEO PRODUCTION

This course prepares students for the business environment and the transition into the digital filmmaking, video, and audio professions. The course emphasizes the concepts of professionalism and self-marketing in the field. Professional development tools are presented, including resumé and cover letter writing, interviewing, and networking skills. Business operations practices such as negotiation of contracts, negotiating skills, pricing and estimation of services, and ethical guidelines are addressed. Prerequisites: EN 102, MT 112 or MT 113