



COLLEGE OVERVIEW

- 2 President's Message
- 3 History of Platt College San Diego
Mission Statement
Legal Control
Philosophy
Administration and Faculty
Information for International Students
Accreditation and Approvals
Memberships
- 4 Facilities & Equipment
Library
Non-Discrimination Policy
Degree or Diploma Awarded Upon Graduation
Change of Program and Catalog Revisions
Controlled Substance Abuse and Awareness Policy
Health, Security and Safety
- 5 Dress Code
Approval Disclosure Statement
Student Records
Student Guidance
Housing Assistance
Career Services
Audit Policy
General Admissions Procedures and Requirements

ACADEMIC POLICIES

- 6 Attendance Policy
Academic Probation and Termination Policy
Transfer of Credit to Platt College
- 7 Transfer of Credit from Platt College
General Education Course Requirements for Degree Programs
Requirements for Graduation
Leave of Absence
Dean's List Criteria
- 8 Satisfactory Academic Progress

GRIEVANCE PROCEDURE

- 9 Grading System
Definition of a Semester Credit Hour

TUITION POLICIES

- 10 Readmission Policy
Right of Privacy
Notice of Student Rights
Student Complaint and Grievance Procedure
Accrediting Commission of Career Schools and Colleges
Bureau for Private Postsecondary Education
Tuition and Fee Schedule
Financial Aid
Financial Aid Policy and Procedure
- 11 Installment Agreements and Payments on Account
Cancellation Policy
Policy on Books and Supplies
Withdrawal or Termination Refund Policy
State of California Pro-Rata Policy

- 12 Return of Federal Aid Funds
State of California Student Tuition Recovery Fund
Student Tuition Recovery Fund Disclosure

ACADEMIC PROGRAMS SUMMARY

- 13 Summary of Diploma / Degree Curricula

ACADEMIC PROGRAMS

- 14 Introduction to Academic Programs
Diploma Programs:
Clock and Credit Hours
Associate of Applied Science Degree Programs:
Clock and Credit Hours
Bachelor of Science Degree Program:
Clock and Credit Hours
Diploma: Graphic Design
Diploma: Multimedia Design
- 15 Diploma: Specialized Multimedia / Animation Design
Diploma: Specialized Advanced Animation Design
- 16 Diploma: Specialized Digital Video Production
Diploma: Specialized Advanced Digital Video Production
- 17 Diploma: Specialized Web Design
Diploma: Specialized Advanced Web
- 18 Associate of Applied Science Degree: Graphic Design
- 19 Associate of Applied Science Degree: Multimedia Design
- 20 Bachelor of Science Degree: Media Arts
(area of study in 3D Animation)
- 21 Bachelor of Science Degree: Media Arts
(area of study in Digital Video Production)
- 22 Bachelor of Science Degree: Media Arts
(area of study in Visual Effects & Compositing)
- 23 Bachelor of Science Degree: Media Arts
(area of study in Web Design)
- 24 Bachelor of Science Degree: Media Arts

COURSE DESCRIPTIONS

- 25 Course Descriptions

SUPPLEMENTS TO CATALOG

(Staff / faculty, holiday schedule, tuition rates)

- S1 Class sessions, holiday schedule, staff / faculty & instructors
- S2 Associate of Applied Science Degree: Graphic Design
- S3 Diploma: Graphic Design
- S4 Associate of Applied Science Degree: Multimedia Design
- S5 Diploma: Multimedia Design
- S6 Bachelor of Science Degree: Media Arts
- S7 Bachelor of Science Degree: Media Arts (study in Web)
- S8 Diploma: Specialized Web Design
- S9 Diploma: Advanced Specialized Web
- S10 Bachelor of Science Degree: Media Arts (study in DV)
- S11 Diploma: Specialized DV Production
- S12 Diploma: Advanced Specialized DV Production
- S13 Bachelor of Science Degree: Media Arts (study in 3D)
- S14 Diploma: Specialized Multimedia / Animation
- S15 Diploma: Specialized Advanced Animation Design
- S16 Bachelor of Science Degree: Media Arts (study in VEC)
- S17 Student Tuition Recovery Fund (STRF)

PRESIDENT'S MESSAGE



Welcome to Platt College San Diego! You are warmly invited to join us on an exciting journey of learning and accomplishment. You have been selected for this highly competitive program because of your creative talent and we welcome the opportunity to work with you in building that talent into strengths. It is a privilege to be such an important part of your life.

A diverse population of students from several countries is represented at Platt College San Diego. Experiencing cultural diversity and creating friendships from around the globe is beneficial to all, and we are extremely proud of our own cultural heritage.

A true education in Media Arts includes exposure to The Fine Arts as well as The Performing Arts. Cultural events, such as art exhibitions and various performances, are part of our co-curricular program. We endeavor to enlighten our students in a way that delivers a sophisticated appreciation of human creativity.

Providing you with a quality education is our highest priority. We are proud of our accomplishments and our educational philosophy, which places our students first. Our faculty members are working professionals in their fields, providing real-world perspective and industry standards in the classroom. We offer educational counseling and career assistance services to help prepare you for employment upon graduation.

Dedicate yourself to your program and believe in your own creative talent. Stay thoroughly involved and enthusiastic as you pursue your goals. Actively seek success and fulfillment in your educational journey.

With respect and appreciation,

Meg Leiker
President

History of Platt College San Diego

Platt College San Diego traces its origin to St. Joseph, Missouri, where the first Platt College was founded in 1879. The San Diego campus was opened in January 1980 offering a variety of drafting programs. It ceased affiliation with the Missouri school in 1985.

Beginning in 1985, Production Art, Graphic Design, Computer Graphic Design, Multimedia and Specialized Multimedia Diploma programs were added.

The selection of programs offered at Platt College San Diego was further enhanced in 1995 by the addition of Associate of Applied Science Degrees. In 2002 the College's commitment to the pursuit of academic excellence as part of career training developed further with the introduction of the Bachelor of Science Degree in Media Arts. This degree program focuses on the specialized areas of 3D Animation, Digital Video Production and Web Design.

In 2003, Platt College San Diego expanded its facilities to include more classrooms, an administration area and a library.

To this day, Platt College San Diego continues to evolve into a learning institution that believes in the natural talents of every individual and the building of those talents into career oriented strengths.

Mission Statement

The mission of Platt College San Diego is to identify the natural talents of its students and build those talents into strengths that will serve as personal assets in a career oriented society. Our mission includes the promotion of self-belief, respect for others and a commitment to the ethic of focused work. Platt College San Diego is dedicated to the pursuit of excellence through continual self-evaluation and self-improvement.

Legal Control

Platt College San Diego is incorporated under the laws of the State of California. It is operated by the Board of Directors, headed by the Chairman, Robert D. Leiker.

Philosophy

The school seeks to teach its students both traditional and contemporary skills. We create a learning environment that artistically inspires, provokes new ideas, expands talents, minds and positively challenges students' potential. The fields of our focus are perpetually developing, thus our emphasis is on providing a foundation in analytical skills to meet future challenges in an evolving job market.

Administration and Faculty

A list of administrative staff and faculty members, along with their credentials, is printed on the supplements included with this catalog.

Information for International Students

The College is authorized under Federal law to enroll non-immigrant students in its programs. A student who is not a United States citizen or eligible non-citizen is considered an international student. Upon receipt of the applicant's enrollment agreement, admission test scores, proof of English competency by means of an acceptable score on the school administered test, as well as proof of equivalency to a high school diploma in the United States, Platt College San Diego will advise the applicant of acceptance or non-acceptance.

English language services are not provided and instruction does not occur in a language other than English. A score of 173 on the computer-based TOEFL and a score of 500 on the paper-based TOEFL will also constitute proof of English competency. However, the TOEFL does not take the place of our college's Wonderlic Scholastic Level Examination for admissions.

Students enrolled in the Bachelor of Science: Media Arts Degree, Associate of Applied Science: Multimedia Design Degree or Associate of Applied Science: Graphic Design Degree are eligible for F-1 status. All international students must provide documentation to prove that sufficient funds are available to cover all tuition, fees, supplies and living costs.

All admission requirements must be met before Platt College San Diego will issue an I-20. It will then be the responsibility of the prospective student to apply for an F-1 or M-1 student visa status and cover any associated charges.

Accreditation and Approvals

The College is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC), which is listed by the U.S. Department of Education as a nationally recognized accrediting agency.

The school is approved by the Bureau of Private Postsecondary Education (BPPE).

The College is also approved for VA benefits.

Accreditation documents, government approvals, and information on membership are available for review in the administration office.

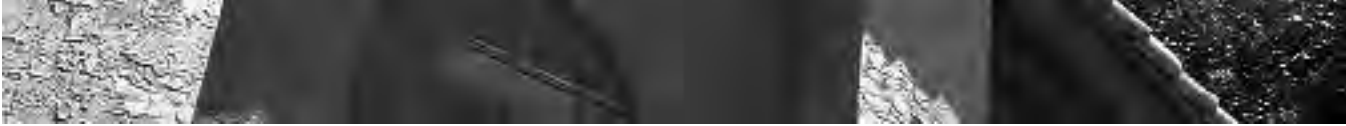
Memberships

Platt College San Diego maintains membership in the following organizations:

- American Institute of Graphic Arts (AIGA)
- Better Business Bureau (BBB)
- The California Association of Financial Aid Administrators (CASFAA)
- California Association of Private Postsecondary Schools (CAPPS)
- Career College Association (CCA)
- International Graphic Arts Education Association (IGAEA)
- National Association of Colleges and Employers (NACE)
- National Association of Student Financial Aid Administrators (NASFAA)
- National Resume Writers Association (NRWA)
- Printing Industries Association of San Diego (PIASD)
- Professional Association of Resume Writers and Career Coaches (PARW)
- Professional International Educators Roundtable (PIER)
- San Diego Regional Chamber of Commerce

Instructors at Platt College San Diego also maintain individual memberships in many relevant professional associations including the San Diego Screenwriters Association, the Ad Club of San Diego and

COLLEGE OVERVIEW



the San Diego Macintosh Multimedia Users Group. Professional organizations offer continuing education opportunities for faculty.

Facilities and Equipment

The classrooms, library, and administrative offices of the College are housed in a 16,700 square foot multi-story building located in the metropolitan area of San Diego. The facility is in close proximity to major highways and public transportation. The facilities for core curriculum courses (taught in digital labs) in terms 1 - 4 accommodate a maximum of 31 students. The core curriculum courses in terms 5 and 6 (upper division) accommodate a maximum of 12 students (in the digital labs). The general education lecture classrooms accommodate a maximum of 40 students. In all cases, class sizes are carefully controlled to provide individualized assistance, which is our hallmark. The campus is accessible to the physically challenged with designated parking and an elevator. The facilities and equipment comply with all federal, state and local ordinances relating to fire, building, health and safety codes. Equipment typical of that used in today's industry is in place in the classrooms and is available for student use. A specific list of equipment utilized in each classroom can be requested from the admissions department.

Library

The campus maintains a central library with reference material for courses of study. Resource materials include general and specific subject reference books and magazines, trade publications, computer hardware and software guides and manuals. Online computer use is available in the library and in most classrooms.

The College also maintains an online library which links the student to various research guides, Internet resources, databases and graphic design tutorials, as well as current encyclopedias, atlases and other reference materials.

Non-discrimination Policy

The College does not discriminate on any basis, including sex, age, race, national origin, creed, religion or disability. The College complies with the provisions of Title I of the Civil Rights Acts of 1964 and 1974, the Rehabilitation Act of 1973, the American Disabilities Act, and all amendments therein.

Students with disabilities who may need special accommodations in any class must notify the admissions representative prior to the class start date. All reasonable efforts will be made to provide the requested accommodations. Documentation of the student's disability and how it impacts the student's participation must also be submitted to the admissions representative.

Degree or Diploma Awarded Upon Graduation

When all requirements for graduation are successfully completed and all financial obligations have been met, Platt College San Diego graduates will be awarded a certificate entitled "Bachelor of Science Degree: Media Arts," "Associate of Applied Science Degree," or "Diploma" in their program of study.

Students who achieve a cumulative grade point average of 3.70 or higher in their degree program will achieve "graduation with honors" and be recognized for this achievement at the biannual graduation ceremony.

Change of Program and Catalog Revisions

The College reserves the right to make changes, additions, and/or adjustments to internal policies and program curriculum as deemed necessary to keep coursework current with applicable industry standards and technology. An ensuing change in tuition rates will not affect students already enrolled in a program who have been continuously enrolled since signing an Enrollment Agreement or who terminate/withdraw and return within one calendar year.

The College maintains the right to revise the catalog at any time (courses offered, number of hours, holiday calendar, internal policy, personnel, equipment, etc.) without changing the program objectives.

Controlled Substance Abuse and Awareness Policy

The College supports the "Drug-Free Schools and Communities Act" of the U.S. Congress. In cooperation with other community agencies, the school provides information designed to educate the student on the facts of substance abuse. A variety of pamphlets, books and posters are used to factually describe the effects of certain drugs on one's health. Materials that define the legal status of certain drugs and information on counseling, treatment and/or rehabilitation programs are available. Direct advisement of students may be given by the Dean of Education or appropriate administrator if deemed necessary. Use of or being under the influence of intoxicating substances or illegal drugs on campus will cause probation or termination from school.

Health, Security and Safety

The College makes every effort to provide a secure and safe learning environment free from distraction. The school facilities comply with all requirements of federal, state and local safety codes, Board of Health specifications and Fire Marshall or OSHA regulations. A CAL/OSHA Injury Prevention Program is in effect at the College and the program is maintained by the OSHA Program Administrator. Written policy and annual reports are available for review upon request in the administrative office. Forms to report hazards, accidents or crimes witnessed on campus are available in the administration office. An annual Campus Crime and Security Report is available in the Admissions Office.

Students must be responsible for their own security and safety. Consideration of the security and safety of others is also expected. The school is not responsible for personal belongings that are lost, stolen or damaged on campus or during an off-campus activity. Children and pets cannot be brought into the classroom.

Students must notify a school employee of an injury or illness either experienced or seen, of a breach in security matters, or of a crime witnessed on campus. In the case of an emergency, a school employee must be notified immediately. Employees have been instructed in how to obtain the services of the appropriate professional help in the most expedient manner.

Dress Code

The College does not have a formal dress code; however, common sense must prevail. A student wearing attire that is disruptive to fellow students will be asked to leave class, resulting in an absence. The student has the option of returning to the class in proper attire, resulting in a late arrival.

Approval Disclosure Statement

Platt College, San Diego, Inc., 6250 El Cajon Boulevard, San Diego, CA 92115-3919 has been granted institutional approval by the California Bureau for Private Postsecondary and Education pursuant to California Education Code Section 94900. Bureau approval means that the school and its operation comply with the standards established under the law for occupational instruction by private postsecondary educational institutions. Institutional approval must be reestablished every three years; the school is subject to continuous review.

All information in this school catalog is current, correct and certified as true by Robert D. Leiker, Chairman.

Student Records

Records are maintained for a period of three years on the campus. After three years records are transferred to an off-site, fire-proof, storage facility and thus may take a week or more to access. A \$20.00 fee is assessed if duplication of the file is requested.

Official transcripts are available for a \$5.00 fee per transcript requested. The request must be made in writing and include the student's name, current address and phone number, social security number, dates of attendance/date of graduation, and the address where transcripts are to be sent. The request must include the student's signature for processing to occur. A student's records may be withheld if financial obligations have not been met or if the student still needs to satisfy the portfolio review or updated resume requirements.

All admission documents become the property of the school and are retained by the College. These documents will not be released to the student or transferred to other institutions.

Student Guidance

Platt College San Diego is committed to the practice of early intervention in the guidance of students. We are proactive in the promotion of self-belief, respect for others, and a commitment to the ethic of focused work. To achieve this all teachers follow our policy for the management of classroom misdemeanors.

A classroom misdemeanor is behavior with potential to hinder classroom activities or interfere with students achieving their full potential. Examples of classrooms misdemeanors include: repeated tardiness, lack of effort, failure to meet deadlines, excessive absences, etc.

When a teacher determines a student has committed a classroom misdemeanor, that teacher refers the offending student to the Dean of Education who personally advises the student in an effort to prevent more serious problems from occurring. The Dean of Education is responsible for implementing the attendance probation and the academic probation policies.

Housing Assistance

The College does not offer dormitory facilities or housing assistance. Information about housing rentals in the community is available online.

Career Services

The ultimate goal of Platt College San Diego is for graduates to be employed in their field of training. The school maintains a career services program designed to assist qualified students and graduates in obtaining career goals. Leads for full or part-time job opportunities are solicited from a variety of industry sources and networking opportunities. Graduates and students are encouraged to utilize these employment opportunities as they become available. The career services department advises students on interviewing skills, resumé writing and job search techniques. Career Development, Portfolio Development and Portfolio Thesis courses assist students in developing proficiency in professionalism.

Although the College cannot guarantee employment, most graduates who actively seek employment with the assistance of the career services department secure jobs in their field of training. A statistical report indicating placement percentages for each program is provided to each prospective student by the admissions department prior to enrollment.

The importance of regular class attendance and satisfactory academic progress is emphasized as qualities that influence potential employers.

Audit Policy

Any Platt College San Diego graduate may audit within five years of their graduation date any class previously completed, as determined by current course description. This five-year ceiling may be waived for students who are enrolling in a more advanced program. A student interested in auditing a class must discuss seat availability with the Registrar prior to entering the classroom.

General Admission Procedures and Requirements

Candidates for enrollment in Platt College San Diego must possess an accredited high school diploma or the recognized equivalent (i.e., a General Education Development "GED" certificate or California High School Proficiency Exam) prior to enrollment. The registrar will review on a case-by-case basis the records of the candidate who does not possess the above.

Students whose credentials are from a country other than the U.S. must have the credentials evaluated by a foreign credential evaluation agency.

All applicants must interview with an admissions representative prior to enrollment. Those interviewing in person will be given a tour of the facility to view classrooms, equipment and examples of student work.

Platt College San Diego uses an aptitude test to measure the candidate's academic preparedness to undertake college-level course work in English and mathematics. Other nationally based exams, such as the SAT exam, will be considered. In addition, the applicant's past academic performance and work experience is reviewed to determine if the individual can benefit from training at Platt College San Diego. The school catalog must be reviewed by the student prior to signing the enrollment agreement. The school catalog is available online at www.platt.edu/downloads/pcsd_catalog.pdf. A printed copy will be given to the student upon enrollment.

ACADEMIC POLICIES



A signed and accepted contract (the “Enrollment Agreement”) that outlines the details and obligations of the student and the College must be completed prior to the student’s program start date.

A former student of more than one year who was terminated or withdrawn from the program is required to reapply for admission. Reapplication for admission includes the interview process, a tour of the facility, and passage of the aptitude test. Proof of high school graduation is also required if it was not submitted during the prior admission process. Details of the readmission policy are on page 8 of this catalog. A readmitted student is governed by the policies, tuition and fees published in the catalog that is current at the time of readmission.

Attendance Policy

Regular attendance is expected of the student. Should a student miss the first class session of a new module without a valid excuse, the College may withdraw the student from the course.

Students who miss more than 20% of the scheduled hours in a course will be withdrawn from the course (refer to the Grading System section for more information). Nevertheless, the instructors have the prerogative to permit less than 20% of the scheduled hours based on the specific requirements of each course. Extenuating circumstances may lead to an exception of the withdrawal, but this is the decision of the instructor and the Dean of Education.

Three consecutive unexcused absences may result in a withdrawal from the course.

In addition, students who miss class due to unavoidable circumstances (such as illness documented by a physician, death in the family, etc) may petition for a grade of W versus WF. Students who are late to class are responsible for informing the instructor or teaching assistant at the time of their arrival to receive partial class attendance. Likewise, students leaving early must verify with the instructor or teaching assistant of their departure so correct hours of attendance will be recorded.

If a student is terminated from school for failure to meet the attendance policy, the student may apply for readmission. Readmission to school will be based on the evaluation of the Dean of Education.

Termination Policy

Platt College San Diego maintains the right to terminate enrollment from the student’s program of study. The student’s actions or behavior that will cause termination from school are explained throughout this catalog. Following is a non-inclusive summary of actions or behavior that will cause termination from school:

- Excessive absences
- Failure to maintain satisfactory academic progress
- Failure to comply with the academic policies described herein
- Conduct that is deemed detrimental to the student and classmates, staff and faculty, community or school property
- Insubordination or inappropriate behavior/comments to staff and faculty
- Immoral behavior that would bring discredit to the student and

classmates, staff and faculty, community or school in general

- Physically injuring another individual on the premises
- Destruction or theft of school property or the property of other students
- Use of, or being under the influence of, intoxicating substances or illegal drugs on campus
- Cheating or plagiarism

Transfer of Credit to Platt College

The College will consider the transfer of credits for completed coursework from other institutions. These transcripts must be submitted to the College from the institution granting the credit and must be officially signed and sealed.

If a student is receiving Title 38 Veterans benefits, the student must submit any requests for credit for prior training before certification of enrollment can be submitted to the Department of Veterans Affairs. The applying student must notify the College of any former postsecondary education, military training or occupational experiences and official transcripts from these learning institutions must be submitted to, and evaluated by, the Registrar. The Department of Veterans Affairs will then be notified of any credit granted.

To be eligible for transfer of general education credit to the College, a minimum grade of “C” or a 2.0 in the transfer course must have been achieved, and the credit must be considered comparable to the level of coursework of the College’s program and non-remedial in nature. The College will consider transfer credits from postsecondary institutions approved by the appropriate governing or accrediting agencies of their locality. The College Level Exam Program (CLEP), Advanced Placement (AP) tests, and Military Training. Vocational postsecondary institutions in California must be approved by the Bureau for Private Postsecondary and Education. Students must complete at least 25% of their coursework at the College to meet residency requirements. In addition to the degree residency of 25%, students must meet a 33% residency in all Bachelor terms (four, five, and six).

In the case of general education credits for the Associate Degree or Bachelor of Science Degree, credits from other institutions will be accepted, up to four semester credits in each of the following disciplines: Math / Science, Communication / English Language, Humanities / Social Sciences, and Art / Art History and an additional two credits in any of these four clusters (the two additional credits are not needed for the B.S. Degree). Additional courses in career and portfolio development (for a total of two credits) are required of all Associate Degree students. An additional digital portfolio independent thesis class (two credits) is required of all Bachelor Degree students.

Students who withdraw or are terminated from the College have three years to transfer in remaining general education requirements. After that period of time the student will be subject to current catalog requirements and proficiencies in current technology.

Transfer credit will appear on the transcript with a grade of TC. The credits will be included in the attempted and earned credit hour totals.

Credit-By-Exam

Platt College permits credit-by-exam for all technical courses. Credit-by-exam is available to those students who possess a well-

rounded knowledge in a particular subject and possess a well-developed portfolio or demo-reel. Students who wish to test out of general education course work may do so through the national College Level Exam Program- CLEP (www.collegeboard.com). Students who attend a Platt College technical course for more than three sessions are not eligible for credit-by-exam in that subject matter.

The lower division credit-by-exam consists of a portfolio assessment and a practical exam.

Upper division credit-by-exam is comprised of an assessment of the demo-reel, a practical exam and a written exam equivalent to the final examination for the particular class.

Transfer of Credit from Platt College

Program coursework and specific graduation requirements of institutions vary considerably. The Registrar will provide an academic transcript to a receiving institution at the written request of a student. The receiving institution will evaluate the credits earned at the College and determine the transferability of those credits.

Please note that the courses offered at Platt College San Diego will probably not be transferable to another college or university, based upon the policy of that college. For example, you might still be a freshman at another college some time in the future, even though you had earned credits at Platt College San Diego. In addition, if you earn a degree or diploma in our program, in most cases it will not serve as a basis for obtaining a higher-level degree at another college or university.

General Education Course Requirements for Degree Programs

The College believes that its comprehensive vocational training programs provide the student with the technical skills necessary for employment. This training, further enhanced by a well-rounded selection of general education courses, produces graduates who can live up to their full potential, thus personifying the school's mission. Each degree program at the College requires the completion of 18-20 semester credit hours of general education courses. See the "Academic Programs" section in this catalog for a list of general education courses offered.

Requirements for Graduation

Students graduate when they meet all academic and financial requirements. All students must complete the required number of semester credit hours for their program of study as detailed in this catalog. A minimum grade point average of 2.0 (a "C" average) or better must be earned in each technical course. A "D" is acceptable for credit in general education courses, as long as the student has a grade point average of at least 1.80 in the General Education module and an overall GPA of 2.0 or higher.

Students must meet with the Financial Aid, Career Services, and Registrar departments prior to graduation. A "Graduation Procedures" checklist will be distributed by the Registrar prior to the graduation date. The complete checklist must be turned in to the Registrar for processing.

In addition, students must complete an independent portfolio review (unless the Portfolio Development class was successfully completed as part of the program) and submit an updated resume to Career Services.

Leave of Absence

Students must apply in writing for a leave of absence. A leave of absence cannot exceed 120 days in a continuous 12-month period. Any extension of the 120-day maximum must be presented in writing and reviewed by the FA director and registrar. Approval for an additional extension is on a case-by-case basis. Under no circumstances may the number of leave days in the continuous 12-month period exceed 180 days. Only in the case of military deployment may an additional leave of absence be granted. A student may verbally request an extension of the leave prior to the conclusion of that leave, and provided he signs the request for extension within 14 calendar days of the verbal request. If unforeseen circumstances exist that prevent the student from signing the leave of absence, he must contact the registrar for further direction. If the student does not return from a leave or extension of leave on the scheduled return date, the student will automatically be terminated from the College.

Dean's List Criteria

Determination of the Dean's List will be made at the end of each academic cycle, which is comprised of two completed terms (e.g. Term 1 and Term 2 make up an academic cycle).

Consideration will be made on the basis of academic and attendance performance achieved within the academic cycle. To become a Dean's List recipient, a student must meet all of the following criteria:

- Maintain an average GPA of 3.5
- Not earn any grade below a "C"
- Not receive a "W" or "I"
- Absence will not exceed 12% per academic cycle and no more than three sessions in each module within the academic cycle

Recipients will receive a certificate and their name will be displayed in the administration office on the Dean's List. The College also recognizes students who maintain perfect attendance through an academic cycle. Students will receive a certificate of recognition.

Satisfactory Academic Progress

Standards of satisfactory progress are represented by a set of academic requirements that enable Platt College (College) to maintain a high academic standard. The academic progress assessment commences after completion of the first term/payment period of the program and will be measured at the end of term/payment period. This policy is applicable to all students regardless of the type of funding applied towards program tuition and fees.

Students must meet the following minimum academic standards to maintain satisfactory academic progress (SAP) at the end of each term/payment period.

Qualitative Measure – Cumulative Grade Point Average (CGPA)
Minimum cumulative grade point average of 2.0

Quantitative Measure - Cumulative Rate of Progress Successful completion of at least 66.67% of all attempted courses

ACADEMIC POLICIES



Maximum Time Frame – Students are required to complete their program within 150% of the standard length of the program in credit hours. The rate of progress standard given above represents a minimum rate the student would need to persist to complete within 150%

If at any time it becomes mathematically impossible for the student to complete the program within 150% of the program length, they will become ineligible for Federal financial aid funds.

How Grades Affect Satisfactory Academic Progress

Grades of W (Withdrawal), CX (Credit by Exam), and I (Incomplete) will not affect the qualitative measure of satisfactory academic progress. Grades of TC (Transfer Credit) will not count in the grade point average calculation, but will be included in the calculation of quantitative measure and will count as both attempted and earned credits.

The grade of WF (Withdraw/Fail) indicates the student surpasses the point in time in which a grade of W can be issued. The grade will not count in the grade point average calculation, but will count in the calculation of quantitative measure.

In exceptional cases, a student may petition for a grade of W even when attendance has surpassed the number of sessions in which a W can be issued. In this case, a grade of WE (Withdraw/Exception) will be granted. This grade will not count in the grade point average calculation, but will count in the calculation of quantitative measure.

When a student repeats a course, the first grade will be removed from the grade point average calculation but the credits will still count in the calculation of quantitative measure.

Should a student fail to meet either of the SAP requirements, the following will occur.

Academic/Financial Aid Warning

A student who has a cumulative grade point average between 1.67 and 1.99 and/or the cumulative rate of progress is between 51% and 66.66% at the end of the term will be placed on Academic/Financial Aid Warning. The student will be placed on this status for one term and may receive Federal financial aid funds. The student will be notified in writing of this status.

Academic/Financial Aid Probation

A student on Academic/Financial Aid Warning who does not meet SAP at the end of the warning term will become ineligible for Federal financial aid funds. Students may appeal the loss of funds by submitting a written appeal within three business days. If the appeal is approved, the student will be placed on Academic/Financial Aid Probation, and possibly an academic plan. Probation without an academic plan is only for one additional term of Federal financial aid eligibility. The student will be notified in writing of this status.

Termination

Students who have a CGPA below 1.66 and/or whose rate of progress is below 51%, at any SAP evaluation, may be terminated from the College; the length of the termination will be determined at the time of the drop. The student will be notified of this termination in writing.

Appeals

A student on Academic/Financial Aid Warning who does not meet SAP by the end of the warning term will be ineligible for Federal financial aid funds, and must appeal to be placed on Academic/Financial Aid Probation and reinstate their Federal financial aid. Students who do not receive federal financial aid must also submit an appeal. The appeal must contain an explanation of the circumstances that caused the student's inability to meet SAP. Examples of catastrophic or unavoidable events would be: injury or illness, the death of a close relative, hospitalization, or other special circumstances. The appeal must also explain what has changed in their situation that will allow the student to make satisfactory progress at the next evaluation.

An appeal must be in writing and submitted to the attention of the SAP Appeal Committee (care of the registrar) within three business days of notification of unsatisfactory progress.

Appeals will be answered in writing within three business days of receipt. If approved, the student will be permitted one of two options based on when the student can meet the academic progress standards. If denied, the student may be terminated from the College or need to make other arrangements for the payment of tuition and fees.

Option 1 – Academic/Financial Aid Probation for One Payment Period/Term:

The first option is a status of Academic/Financial Aid Probation for one payment period/term. It is expected that the student will meet SAP by the end of one term. Should the student not meet SAP by the end of the probation term, the student will become ineligible for additional Federal financial aid but may submit an additional appeal to be placed on an academic plan and have their Federal financial aid reinstated. This appeal must be submitted within three business days of the notification of failure to meet SAP. If the appeal is denied, the student may be terminated from the College or need to make other arrangements for the payment of tuition and fees.

Option 2 – Academic/Financial Aid Probation with an Academic Plan:

If it is determined that the student needs more than one payment period/term to meet SAP, the student will be given an academic plan that, when followed, will ensure that he will meet the SAP standards by a specific time. If the student fails to meet the terms of the academic plan they will become ineligible for additional Federal financial aid and may be terminated from the College.

Academic Plans

The purpose of the academic plan is to assist the student in meeting the minimum required SAP standards by a specific point in time. The student's progress will be monitored under modified SAP standards which will be evaluated at the end of each term. The student will remain eligible for Federal financial aid funds while following the plan. Failure to meet any part of the plan will result in a loss of funds and possible termination from the College.

If failure of the academic plan was due to a catastrophic or unavoidable event (examples of acceptable circumstances would be: injury or illness, the death of a close relative, hospitalization, or other special circumstances), the student may appeal and request a modified academic plan. The appeal must contain an explanation of

the circumstances that caused the student's inability to meet the academic plan and must also explain what has changed in their situation that will allow the student to make satisfactory progress at the next evaluation. This appeal must be in writing and submitted to the attention of the SAP Appeal Committee (care of the registrar) within three business days of notification of failure to meet the academic plan. Appeals will be answered in writing within three business days of receipt.

Consequences of Not Meeting SAP

A student on Academic/Financial Aid Probation or an academic plan who does not meet SAP in the specified time frame (determined by the academic plan) will become ineligible for Federal financial aid and may be terminated from the College. The student will be notified in writing of the loss of Federal financial aid eligibility and the conditions of their termination.

Reentry after Termination

If the student has been terminated, the minimum length of the termination will be stated in writing. The student may apply for readmittance to the same program after that time frame. The student must interview with the dean of education and submit a 500-word essay that includes the strategies and conditions now in place that will secure the student's academic success. If admission is approved, the student must be in good financial standing to complete the enrollment process. Application for reentry less than one year after termination may be made in the registrar's office. Application for reentry one year or more after termination must be made through the admissions department.

The student will return on the same SAP status in place at the time of the termination and as a result the student may need to submit an appeal to have their Federal financial aid reinstated. If the student reenters and is ineligible for Federal financial aid due to SAP reasons, the student should make other payment arrangement until SAP is reestablished.

If the student has credits from a prior enrollment at the College, the student's SAP status will be determined based on the credits applicable to the new program regardless of the outcome of the prior attempt of the course. If the student is not in good SAP standing, they may need to submit an appeal to have their Federal financial aid reinstated. If the student reenters and is ineligible for Federal financial aid due to SAP reasons, the student should make other payment arrangements until SAP is reestablished.

Grading System

A student will receive a grade for any course attended more than 33%. If the student attends 33% to 59% of the sessions, a grade of WF is assigned. A student who attends 60% or more of the sessions and then withdraws will be awarded a grade of F. The F will remain unless the student successfully retakes the class, at which time the F will be removed from the grade point average calculation. Students will be allowed to repeat only one class without being charged. In cases of multiple repeats, the student will be charged for the class(es) that is repeated.

The school's grading system is as follows:

Excellent	(4.0)	A	90–100
Above Average	(3.0)	B	80–89
Average	(2.0)	C	70–79
Below Average*	(1.0)	D	60–69
Unsatisfactory	(0.0)	F	59 or below
Withdraw/Exception	(0.0)	WE	
Withdraw/fail	(0.0)	WF	
Withdraw/no grade	(0.0)	W	
TC	Transfer credit for prior training		
CX	Credit by examination/Portfolio assessment		
I	Incomplete		

**No credit is granted for a D, grade in technical courses, but is granted for General Education Courses if a cumulative 1.8 grade point is maintained for the General Education Module, and the student maintains a cumulative grade point average of 2.0.*

In cases of an emergency, a student may be issued a grade of Incomplete. The incomplete grade must be resolved within ten business days of its issuance, or a grade of F will be issued.

Grades of W (Withdrawal), CX (Credit by Exam), and I (Incomplete) will not affect the qualitative measure of satisfactory academic progress. Grades of TC (Transfer Credit) will not count in the grade point average calculation, but will be included in the calculation of quantitative measure and will count as both attempted and earned credits.

The grade of WF (Withdraw/Fail) indicates the student surpasses the point in time in which a grade of W can be issued. The grade will not count in the grade point average calculation, but will count in the calculation of quantitative measure.

In exceptional cases, a student may petition for a grade of W even when attendance has surpassed the number of sessions in which a W can be issued. In this case, a grade of WE (Withdraw/Exception) will be granted. This grade will not count in the grade point average calculation, but will count in the calculation of quantitative measure.

Definition of a Semester Credit Hour

The College measures student progress in semester credit hours, as follows:

General Education: 15 lecture hours per credit.

Technical: A combination of 30 lab hours / 15 lecture hours per credit.

Out of class work: The college approximates that for every two clock hours of general education or technical class work, one clock hour of out of class work will be completed.



Readmission Policy

A student who has withdrawn or who has been terminated from a program for unsatisfactory academic progress and/or violation of the attendance policy may apply for readmittance to the same program. A \$110 fee will be charged for each re-admission. Students returning within one calendar year will be charged tuition at the rate stated on their last Enrollment Agreement.

Right of Privacy

Under the Federal Educational Rights and Privacy Act, the school is permitted to disclose basic information about the student without prior permission unless the student specifically requests that information not be disclosed. If a student does not wish information to be released, he or she must contact the Registrar. Basic information is called directory information and at this school includes the student's name, program of study, period of attendance, and diploma or degree awarded. The exception to only providing directory information includes any agencies in connection with Financial Aid and any school officials with legitimate educational interests.

Notice of Student Rights

It is important that applicants keep a copy of their enrollment agreement, contract or application to document enrollment and tuition receipts or cancelled checks to document the total amount of tuition paid. Such information may substantiate a claim for reimbursement from the State of California STRF (Student Tuition Recovery Fund). The claim must be filed within one year of the Bureau's notice to the student of their rights under the STRF. If no notice of rights is served to the student, the claim must be filed within four years of the institution's closure. For further information or instructions, contact the Bureau at the address printed on the this page.

You may cancel your contract with the school without any penalty or obligation by midnight of the fifth business day after the first class you attend, as described in the "Notice of Cancellation" form given to you on the first class day you attend. Read the "Notice of Cancellation" form for an explanation of your cancellation rights and responsibilities. If you lose your "Notice of Cancellation" form, ask the school for another copy.

After the end of the cancellation period, you have the right to withdraw from school at any time, and you have the right to receive a refund of tuition paid. Your refund rights are described in the contract. If you lose your contract, ask the school for a copy and for a description of the refund policy, or see the Withdrawal or Termination Refund Policy.

If the school closes before you graduate, you may be entitled to a refund. Contact the Bureau for Private Postsecondary Education at the address or telephone number printed on this page for information.

Student Complaint and Grievance Procedure

Students wishing to resolve complaints regarding their grades should first contact their instructor. Other problems or complaints may be addressed to the Dean of Education.

All complaints regarding grades must be initiated no later than two weeks after the grade has been issued.

Accrediting Commission of Career Schools and Colleges

Schools accredited by the Accrediting Commission of Career Schools and Colleges must have a procedure and operational plan for handling student complaints. If a student does not feel that the school has adequately addressed a complaint or concern, the student may consider contacting the Accrediting Commission. All complaints considered by the Commission must be in written form, with permission from the complainant(s) for the Commission to forward a copy of the complaint to the school for a response. The complainant(s) will be kept informed as to the status of the complaint as well as the final resolution by the Commission. Please direct all inquiries to:

Accrediting Commission of Career Schools and
Colleges
2101 Wilson Boulevard, Suite 302
Arlington, VA 22201
(703) 247-4212

A copy of the Commission's Complaint Form is available at the school and may be obtained by contacting the administration office during school hours.

Bureau for Private Postsecondary Education

If students have any complaints, questions or problems which they cannot work out with the school, they may also write or call:

P.O. Box 980818
W. Sacramento, CA 95798-0818
(916) 431-6959

Tuition and Fee Schedule

Tuition and fees for each program are detailed in the Catalog Supplements.

Note that in addition to the obligatory fees, there is a charge of \$110 for readmission after withdrawal or termination, provided the student returns within one calendar year.

A student will be charged tuition if he or she repeats more than one course during the length of enrollment.

Financial Aid

The College is eligible to participate in Federal Department of Education Title IV Programs. Information about these programs is available from the Financial Aid Department. Brochures and pamphlets regarding student loan programs include information on specific loan types and repayment conditions, the availability of federal and state grants and the requirements for loan eligibility. These materials may be obtained in the Financial Aid Department.

Financial Aid Policy and Procedure

The College has developed the following policy and procedures to guide students applying for financial aid. An application for financial aid must be completed and submitted to the Financial Aid Department by the student, prior to the start date.



For those students selected for verification, the school will use the current Verification Guide issued by the Department of Education as the governing document. Any supporting documentation required for the application must be submitted to the Financial Aid Department no later than 45 days after notification. Title IV Funds will not be disbursed to a student with an unverified application.

If a student provides inaccurate information or false documentation and fails to correct it after being counseled, the school must refer the case to the Department of Education for resolution. No further financial aid will be disbursed (unless the Department of Education specifically allows such disbursement prior to resolution) until the verification process is complete, and the student will be liable for repayment of any Title IV Funds already disbursed.

Students are encouraged to seek tuition assistance from other possible sources such as private agencies, community grants, etc. Resource materials are available in the administrative office and via the Internet. Tuition may be paid by cash or credit card.

Installment Agreements and Payments on Account

An installment agreement will be executed at the time of enrollment for the payment of any balance of tuition and fees not covered by Title IV funds, grants, scholarships, or other sources. Parents of dependent students must personally guarantee the agreement.

The Financial Aid Department will schedule monthly payments to be submitted by the student during their enrollment period. No interest will accumulate on the unpaid balance until the final day of attendance. On the thirtieth day following the last date of attendance, a 10% interest charge will be applied per month on the unpaid balance.

Late payment fees will be applied to the account when a monthly payment becomes 20 days delinquent. The monthly late charge for active student accounts will be \$10.00 per late payment; for graduated or inactive students, the late charge will be \$15.00 per late payment.

Following graduation or the final day of attendance, the accounts of students who do not make a payment for three consecutive months or of students who fail to make other suitable payment arrangements with the school, will be submitted to a collection agency.

Cancellation Policy

Students may cancel this contract with the College by written notice, without any penalty or obligation, and receive a full refund of any money paid, through attendance at the first class session, or the seventh day after enrollment, whichever is later. "Day" is defined as a calendar day. Cancellation occurs when a student gives written notice of cancellation to the Registrar at the College's address shown on the front page of this catalog. Students can do this by mail, in person, by FAX or telegram. The notice of cancellation, if mailed must be properly addressed, with prepaid postage, and is effective on the postmark date. This notice need not take any particular form. It needs only to state that the student wishes to cancel the agreement and includes the student signature. The student will be given a two-part Notice of Cancellation form on the first day of class.

If a student cancels this agreement, the College will refund any money paid (less that for unreturned books and supplies – see below) within 45 days after their notice is received.

Policy on Books and Supplies

Materials become the property of the student once issued unless they are returned in good condition (allowing for reasonable wear and tear and in saleable condition, i.e., not marked in or on) within 10 days following the date of the student's withdrawal. There are no refunds on books for students who have completed a course.

Withdrawal or Termination Refund Policy

After the end of the cancellation period, the student also has the right to withdraw from school at any time, and the student has the right to receive a refund for the part of the program not taken. The student's refund rights are discussed below. All refunds will be paid within 45 days of the date the school determines that the student has withdrawn. The College must comply with the refund calculation policies set by both the State of California and the U.S. Department of Education.

Grounds for termination include unsatisfactory academic progress, excessive absenteeism, failure to satisfy financial obligations to the school and failure to comply with school rules. The withdrawal will be completed by the Office of the Registrar.

If the student is paying tuition and fees without the aid of federal funding, the refund calculation will then be based on the state of California regulations.

State of California Pro Rata Policy

The refund will be calculated as follows:

1. Deduct \$110 of the registration fee and the cost of books and supplies not received from the TOTAL COST for tuition, fees and services
2. Divide this figure by the number of clock hours in the program. The result is the hourly charge for the program
3. Multiply the total hours scheduled to be attended through the last day of attendance by the hourly charge
4. Add to this the cost of the books and supplies received and not returned in saleable condition, plus the registration fee
5. Subtract this figure from the total paid by the student or paid on the student's behalf

The result is the refund amount. Note that if a student received financial aid, refunds must first be made to the loan and grant programs and only if additional refund eligibility exists will the student receive a refund directly.

Return of Federal Aid Funds

The refund of institutional charges is determined by the hours attended through the last day of attendance. The amount earned by the institution is determined by the number of hours scheduled to have been attended as of last date of attendance, times the hourly tuition rate, plus the registration fee and the cost of books and supplies



received but not returned in saleable condition. The amount of school costs earned is subtracted from the amount paid and/or the amount of Federal aid to keep considering that which was not completed in the period for which funds had been provided. If the result is a positive number, a refund is due. If it is a negative number, additional amounts must be paid to the school.

The refund policy determines the amount of the tuition and fees that the school has earned. The Return to Title IV determines the amount of financial aid that, the student, has “earned.” Any unearned financial aid must be returned. Under policies established by the federal government, the responsibility to return the money is shared by the student and the school. This may result in increasing debt to the school. The Return of Title IV funds is applicable until over 60% of the calendar days in a semester have been completed. Based on the calculation, it may be the case that the school will have earned tuition funds that were initially paid by the government but must be returned to the Federal Aid Programs. Therefore, the student may leave owing additional funds to the school even though the account would have been paid in full if the student had completed the semester.

Essentially, the government assumes that it has an implicit contract with you to complete the portion of training that it has supported. For example, if the government provides \$1500 in grant funds for your tuition bills for a full semester, but you complete only a third of the semester, the government will take back two-thirds of the amount that it initially paid. Since in all likelihood, your charges for the first complete module in that semester will be more than one-third of the costs for the semester (because of books having been issued to you or because some of your anticipated aid or student payments had not yet been applied to your account), this will mean that if you drop school at that juncture, you will have more charges than aid to pay for them, even if there would have been enough aid if you had attended the full semester.

Based on the formula set by the Federal Government, Platt College San Diego will return the lesser of (1) the institutional charges times the percentage of unearned Title IV aid or (2) the total Title IV aid disbursed (or which can be disbursed through a post-withdrawal disbursement) times the percentage of unearned Title IV aid. The student would be responsible for returning the difference between what Platt College San Diego has to return and the total amount of Title IV aid that was unearned. In the case of a Federal Pell Grant or FSEOG, the student would be responsible for repaying only 50% of the amount of the grant calculated as being “unearned.” If you fail to make arrangements within 45 days to repay the amount of Federal aid that was considered not earned and which you owe back, you may not be eligible for aid should you seek to reenroll.

It is very important that you realize the very large differences between the two formulas at certain junctures. If you are contemplating dropping, you must visit the financial aid office for a discussion of the financial implications. A hypothetical refund calculation may be prepared upon your request.

State of California Student Tuition Recovery Fund

The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by California residents who were students attending schools approved by, or

registered to offer short-term career training with the Bureau for Private Postsecondary and Education.

Student Tuition Recovery Fund Disclosure

You must pay the state-imposed fee for the Student Tuition Recovery Fund (STRF) if all of the following applies to you:

1. You are a student, who is a California resident and prepays all or part of your tuition either by cash, guaranteed student loans, or personal loans, and
2. Your total charges are not paid by any third-party payer such as an employer, government program or other payer unless you have a separate agreement to repay the third party

You are not eligible for protection from the STRF fee, if either of the following applies:

1. You are not a California resident
2. Your total charges are paid by a third party, such as an employer, government program or other payer, and you have no separate agreement to repay the third party

The State of California created the Student tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by California residents who were students attending certain schools regulated by the Bureau for Private Postsecondary and Education.

You may be eligible for STRF if you are a California resident, prepaid tuition, paid the STRF fee and suffered an economic loss as a result of any of the following:

1. The school closed before the course of instruction was completed
2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school
3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs
4. There was a decline in the quality of the course of instruction within 30 days before the school closed or, if the decline began earlier than 30 days prior to closure, the period of decline determined by the Bureau.
5. An inability to collect on a judgment against the institution for a violation of the Act.

You may also be eligible for STRF if you were a student that was unable to collect a court judgement rendered against the school for Violation of the Private Postsecondary and Vocational Education Reform Act of 1989.

ACADEMIC PROGRAMS SUMMARY

TERM 1 GRAPHIC DESIGN

DD101 Digital Production
DES101 Design Basics
TYP101 Typography

TERM 2 GRAPHIC DESIGN

D102 Vector Graphics
DPD102 Digital Publishing
P102 Raster Graphics

TERM 3 GRAPHIC DESIGN

WD103 Intro. to Web Design & Development
DPD103 Digital Pub. for Multi. Apps. & Devices
P103 Digital Imaging

TERM 4 MULTIMEDIA DESIGN

IA104 Introduction to 3D
IV104 Introduction to Digital Video
IW104 Fundamentals of Web

TERM 5 3D ANIMATION

AO300 Organic Modeling
AG300 Electronic Game 3D Animation
AM300 Dynamics/Effects

TERM 6 3D ANIMATION

AE400 3D Character Animation
AH400 Digital Character Sculpting
AX400 Special Effects

TERM 5 DV PRODUCTION

DC300 Digital Comp. & Motion Graphics
DP300 Digital Production
DS300 Sound Design and Engineering

TERM 6 DV PRODUCTION

DAC400 Adv. Digital Comp. & Motion Graphics
DAP400 Advanced Digital Production
DSW400 Script Writing

TERM 5 WEB DESIGN

WP310 Programming for Designers
WC300 Web Campaign Implementation
WS300 Scripting for the Web

TERM 6 WEB DESIGN

WCM400 Content Mgmt. Systems for Designers
WAM400 Intro. to Web Anim. & Mobile Apps.
WUD400 Web Design for Usability

A.A.S. GENERAL EDUCATION

ANA100 Human Anatomy
ART103 Life Drawing
ART150 Survey Of Art History I
ART151 Survey of Art History II
COM105 Oral Communications
EGE101 Life Strategies
EGE105 Clay Modeling
EGE106 Fundamentals of Digital Photography
EGE108 Fundamentals of Drawing
ENG105 English Composition
HB150 Human Behavior
HUM150 Fundamentals of Animation
LIT101 Introduction to Literature
MAT103 Introduction to Algebra/Geometry
PD100 Portfolio Development
IPP100 Independent Portfolio Project (print)

B.S. GENERAL EDUCATION

ART201 Film and Society
BUS202 Marketing Communications
BUS203 Small Business Operations
ENG201 Creative Writing
ENG202 Multimedia Writing
ENG203 Writing about Literature
ENV201 Environmental Science
HUM202 Fundamentals of Illustration
HUM203 History of Graphic Design
HUM700 College Study Abroad
MAT204 Business Math Concepts
MUS201 Enjoyment of Music
IPP200 Independent Portfolio Project (digital)

DIPLOMA: GRAPHIC DESIGN

TERM 1 GRAPHIC DESIGN
TERM 2 GRAPHIC DESIGN
TERM 3 GRAPHIC DESIGN

DIPLOMA: MULTIMEDIA DESIGN

TERM 1 GRAPHIC DESIGN
TERM 2 GRAPHIC DESIGN
TERM 3 GRAPHIC DESIGN
TERM 4 MULTIMEDIA DESIGN

DIPLOMA: SPECIALIZED MULTIMEDIA / ANIMATION DESIGN

TERM 4 MULTIMEDIA DESIGN
TERM 5 3D ANIMATION

DIPLOMA: SPECIALIZED ADVANCED ANIMATION DESIGN

TERM 4 MULTIMEDIA DESIGN
TERM 5 3D ANIMATION
TERM 6 3D ANIMATION

DIPLOMA: SPECIALIZED DIGITAL VIDEO PRODUCTION

TERM 4 MULTIMEDIA DESIGN
TERM 5 DIGITAL VIDEO PRODUCTION

DIPLOMA: SPECIALIZED ADVANCED DIGITAL VIDEO PRODUCTION

TERM 4 MULTIMEDIA DESIGN
TERM 5 DIGITAL VIDEO PRODUCTION
TERM 6 DIGITAL VIDEO PRODUCTION

DIPLOMA: SPECIALIZED WEB DESIGN

TERM 4 MULTIMEDIA DESIGN
TERM 5 WEB DESIGN

DIPLOMA: SPECIALIZED ADVANCED WEB DESIGN

TERM 4 MULTIMEDIA DESIGN
TERM 5 WEB DESIGN
TERM 6 WEB DESIGN

A.A.S. DEGREE: GRAPHIC DESIGN

TERM 1 GRAPHIC DESIGN
TERM 2 GRAPHIC DESIGN
TERM 3 GRAPHIC DESIGN
A.A.S. GENERAL EDUCATION

A.A.S. DEGREE: MULTIMEDIA DESIGN

TERM 1 GRAPHIC DESIGN
TERM 2 GRAPHIC DESIGN
TERM 3 GRAPHIC DESIGN
TERM 4 MULTIMEDIA DESIGN
A.A.S. GENERAL EDUCATION

B.S. DEGREE: MEDIA ARTS

A.A.S. DEGREE: GRAPHIC DESIGN
TERM 4 MULTIMEDIA DESIGN
(Choose two of three TERM 5's)
TERM 5 3D ANIMATION
TERM 5 DIGITAL VIDEO
TERM 5 WEB DESIGN
B.S. GENERAL EDUCATION

B.S. DEGREE: MEDIA ARTS

(study in 3D Animation)

A.A.S. DEGREE: GRAPHIC DESIGN

TERM 4 MULTIMEDIA DESIGN
TERM 5 3D ANIMATION
TERM 6 3D ANIMATION
B.S. GENERAL EDUCATION

B.S. DEGREE: MEDIA ARTS

(study in DV Production)

A.A.S. DEGREE: GRAPHIC DESIGN

TERM 4 MULTIMEDIA DESIGN
TERM 5 DIGITAL VIDEO PRODUCTION
TERM 6 DIGITAL VIDEO PRODUCTION
B.S. GENERAL EDUCATION

B.S. DEGREE: MEDIA ARTS

(study in Web Design)

A.A.S. DEGREE: GRAPHIC DESIGN

TERM 4 MULTIMEDIA DESIGN
TERM 5 WEB DESIGN
TERM 6 WEB DESIGN
B.S. GENERAL EDUCATION

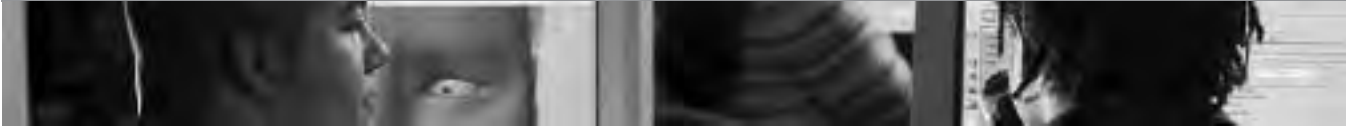
B.S. DEGREE: MEDIA ARTS

(study in Visual Effects & Compositing)

A.A.S. DEGREE: GRAPHIC DESIGN

TERM 4 MULTIMEDIA DESIGN
TERM 5
DC300 Digital Comp. & Motion Graphics
DP300 Digital Production
AM300 Dynamics/Effects
TERM 6
AE400 3D Character Animation
DAC400 Adv. Digital Comp. & Motion Graphics
AX400 Special Effects
B.S. GENERAL EDUCATION

ACADEMIC PROGRAMS



Introduction to Platt College San Diego Programs

The following pages describe the programs offered by Platt College San Diego.

Diploma Programs:

Graphic Design	900	Clock Hours	45	Semester Credit Hours
Multimedia Design	1200	Clock Hours	60	Semester Credit Hours
Specialized Multimedia / Animation Design	600	Clock Hours	30	Semester Credit Hours
Specialized Web Design	600	Clock Hours	30	Semester Credit Hours
Specialized Digital Video Production	600	Clock Hours	30	Semester Credit Hours
Specialized Advanced 3D, DV or Web	900	Clock Hours	45	Semester Credit Hours

Associate of Applied Science Degree Programs:

Graphic Design	1200	Clock Hours	65	Semester Credit Hours
Multimedia Design	1500	Clock Hours	80	Semester Credit Hours

Bachelor of Science Degree Program:

Media Arts (General, 3D, DV, VEC or Web)	* 2370	Clock Hours	128	Semester Credit Hours
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* 30 of the 2370 clock hours is earned in IPP200, a course conducted independently. The student will earn two credits upon completion of the course requirements.

DIPLOMA: GRAPHIC DESIGN

Students completing the Diploma: Graphic Design Program will have acquired the technical knowledge and the creative skills necessary for an entry-level position in the commercial art field and in the rapidly expanding field of electronic publishing. These occupations could include: production artist, advertising designer, illustrator, layout artist, line artist, web page designer and positions where computers have replaced manual workstations in the graphic design industry.

In addition to extensive training in design and composition, digital paint and illustration techniques and digital and traditional typography, training includes proper operation of a variety of equipment, knowledge of pre-press production, photo manipulation and a comprehensive understanding of the overall operation of an electronic design studio.

Graphic Design Courses

(see pgs. 25-28 for full course descriptions)

TERM 1

DD101	Digital Production
DES101	Design Basics
TYP101	Typography

TERM 2

D102	Vector Graphics
DPD102	Digital Publishing
P102	Raster Graphics

TERM 3

WD103	Introduction to Web
DPD103	Digital Publishing for Multiple Apps. and Devices
P103	Digital Imaging

Upon successful completion of Terms 1–3, a student will have completed 45 semester credit hours (900 hours of instruction) and will be issued a Diploma: Graphic Design.

DIPLOMA: MULTIMEDIA DESIGN

Upon completion of this program, the graduate will have a firm, in-depth understanding of the principles and foundation of multimedia technologies and interactive communications including Web, 3D Animation and Digital Video Production.

Students will expand their design skills by applying them in the many areas of multimedia design. It is the purpose of this course to help prepare the student for the many opportunities that this field provides. Students who graduate from this program may ultimately be employed in entry-level positions by companies that are involved with web design, 2D and 3D animation, Digital Video and Sound Editing, HTML programming, Graphical User Interface (GUI) design and layout, 3D Modeling, Texturing and Animation.

Multimedia Design Courses

(see pgs. 25-28 for full course descriptions)

TERM 1

DD101	Digital Production
DES101	Design Basics
TYP101	Typography

TERM 2

D102	Vector Graphics
DPD102	Digital Publishing
P102	Raster Graphics

TERM 3

WD103	Introduction to Web
DPD103	Digital Publishing for Multiple Apps. and Devices
P103	Digital Imaging

TERM 4

IA104	Introduction to 3D
IV104	Introduction to Digital Video
IW104	Fundamentals of Web

Upon successful completion of Terms 1–4, a student will have completed 60 semester credit hours (1200 hours of instruction) and will be issued a Diploma: Multimedia Design.

DIPLOMA: SPECIALIZED MULTIMEDIA / ANIMATION DESIGN

Upon completion of the requirements for this diploma, students will have expanded knowledge of multimedia and animation technologies as well as an understanding of how to apply aesthetic concepts and design techniques in the creation of interactive media and advanced 3D modeling and animation projects. Students will also have gained experience in the creation of special effects for electronic gaming, broadcast, and film industries. This knowledge will enhance students' creativity and expertise, enabling them to produce professional digital demo reels that will demonstrate their artistic and technical design skills to potential employers.

The multimedia animation artist is a highly skilled and specialized visual communicator with such entry-level employment opportunities as: multimedia graphics designer, web site graphics developer, 3D animator, 3D modeler, 3D lighting specialist, 3D texture artist, game level designer, special effects artist and video post production artist. The graduates of this program can compete for entry-level jobs in multimedia and 3D animation production companies that produce professional broadcast-quality products for television, technical oriented education and training, computer games and web site development, entertainment CD-ROMs, as well as in commercial post-production video facilities, visual effects houses and film production companies.

Using the skills and expertise they have acquired during their education, graduates of Platt College San Diego's Diploma: Specialized Multimedia/Animation Design Program are prepared to meet the challenges of the continually expanding and fascinating fields of Multimedia and 3D Animation.

Upon successful completion of Term 4 and Term 5, Specialized Multimedia/Animation students will have completed 30 semester credit hours (600 hours of instruction) and will be issued a Diploma: Specialized Multimedia/Animation Design.

Prerequisites:

- An Associate Degree in Graphic Design from Platt College or equivalent
- OR**
- Proficiency in Photoshop® & Illustrator®
- An acceptable professional or educational portfolio

Students must normally have an associate degree from an accredited institution prior to starting the program. However, if extenuating circumstances exist, the school may waive this as an admission. In no case, however, may a student receive the Diploma: Specialized Multimedia/Animation Design without having met this requirement.

Specialized Multimedia / Animation Design Courses

(see pgs. 25-28 for full course descriptions)

TERM 4

IA104	Introduction to 3D
IV104	Introduction to Digital Video
IW104	Fundamentals of Web

TERM 5

A0300	Organic Modeling
AG300	Electronic Game 3D Animation
AM300	Dynamics / Effects

DIPLOMA: SPECIALIZED ADVANCED ANIMATION DESIGN

The program will equip students with versatile broad range skills fit for an entry-level position in multimedia and animation design. The tools of technology introduced to the students include but are not limited to character design and development, modeling, texturing, rendering, compositing, animation, and dynamics. Mastering of such skills results in a well-rounded artists/designers able to express their visual creativity through technology and a creative process. The program starts in overview of a multimedia field: introductory courses in web design, video production and animation design. Thus the students focusing on animation design gain an understanding of the platform of media arts.

Upon completion of the introductory media arts courses students begin animation design courses that will develop their 3D art and technical skills. Classes cover numerous topics to give students a solid foundation in the following programs in which the core program is Maya® and the supplemental programs include: ZBrush (modeling), MotionBuilder (animation), Boujou (compositing), UV-layout (texturing), MudBox (modeling). The core animation design subjects are complimented by further studies in life drawing, anatomy study, sketch design, and cinematography (Adobe After Effects®). In addition to the general class subjects, students create a master project; the subject matter is chosen by the students and allows them to focus on their own personal animation graphics interests. Students work closely with the instructor to gain a strong general understanding of all of the introduced programs and will have the competitive ability to gain all of the necessary skills to succeed in the industry.

Upon successful completion of Terms 4 - 6, Specialized Advanced Animation Design students will have completed 45 semester credit hours (900 hours of instruction) and will be issued a Diploma: Specialized Advanced Animation Design.

Prerequisites:

- An Associate Degree in Graphic Design from Platt College or equivalent
- OR**
- Proficiency in Photoshop® & Illustrator®
- An acceptable professional or educational portfolio

Students must normally have an associate degree from an accredited institution prior to starting the program. However, if extenuating circumstances exist, the school may waive this as an admission. In no case, however, may a student receive the Diploma: Specialized Advanced Animation Design without having met this requirement.

Specialized Advanced 3D Courses

(see pgs. 25-28 for full course descriptions)

TERM 4

IA104	Introduction to 3D
IV104	Introduction to Digital Video
IW104	Fundamentals of Web

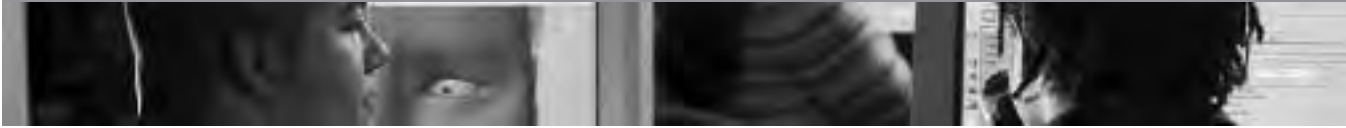
TERM 5

A0300	Organic Modeling
AG300	Electronic Game 3D Animation
AM300	Dynamics / Effects

TERM 6

AE400	Character Animation
AH400	Digital Character Sculpting
AX400	Special Effects

ACADEMIC PROGRAMS



DIPLOMA: SPECIALIZED DIGITAL VIDEO PRODUCTION

The Digital Video Production Program at Platt College prepares students for entry-level positions as video editors, motion graphics artists and digital composers. The program utilizes industry standard software, such as Adobe After Effects and Final Cut Pro utilizing HD format. Through academic requirements and hands-on projects students are provided with both practical and theoretical experience.

Students learn the basics of film/video principles, such as composition, lighting, sound design, and editing. In addition, the program covers cinematography, screenwriting fundamentals, acting and direction and production planning. Technical issues such as frame rates, compression, and film-to-video transfer are other important skills learned in this program.

Students complete a number of in-class projects involving editing techniques, special effects, color correction, text animation, compositing and green screen photography, and production planning and budgeting.

Upon successful completion of Term 4 - 5 a student will have completed 30 semester credit hours (600 hours of instruction) and will be issued a Diploma: Specialized Digital Video Production.

Prerequisites:

- An Associate Degree in Graphic Design from Platt College or equivalent
- OR**
- Proficiency in • Proficiency in Photoshop®, Illustrator® & Typography
- An acceptable professional or educational portfolio

Students must normally have an associate degree from an accredited institution prior to starting the program. However, if extenuating circumstances exist, the school may waive this as an admission. In no case, however, may a student receive the Diploma: Specialized Digital Video Production without having met this requirement.

Specialized Digital Video Production Courses

(see pgs. 25-28 for full course descriptions)

TERM 4

IA104	Introduction to 3D
IV104	Introduction to Digital Video
IW104	Fundamentals of Web

TERM 5

DC300	Digital Compositing & Motion Graphics
DP300	Digital Production
DS300	Sound Design & Engineering

DIPLOMA: SPECIALIZED ADVANCED DIGITAL VIDEO PRODUCTION

Students graduating from the program will enter the industry as video producers, editors, motion graphic artist and sound designers. Through academic requirements and hands-on projects. Students are provided with industry required practical and theoretical experience. Students will be well equipped to solve complex video production problems to create professional artistic products, incorporating a wide range of pre-production, production, post-production, and sound design techniques. Students will become well versed in After Effects, a compositing program for creating motion graphics. Numerous projects focusing on speed, trouble shooting, and rendering for multiple formats will have students prepared to enter the industry at a professional level. Advanced video production will teach students how to critically examine the elements of cinema and storytelling and how to apply material to commercial video by utilizing industry standard tools such as Final Cut Pro in HD format. Students will create original infomercials and will explore advanced projects in narrative to master the workflow for single and multiple camera editing, compositing and effects. Students will learn about contemporary and emerging video formats and will be familiarized with live switcher equipment, setup and controls; techniques will be practiced enabling students to efficiently direct, shoot and finish professional quality projects by applying cinematic storytelling to real world commercial projects. Sound design and engineering will offer an understanding of sound theory in its acoustic, digital and analog properties. To fully comprehend sound design, students will be editing sound for media such as DVDs, Motion Graphics, Film/Video, Radio and Gaming using the industry standard software, Pro Tools.

Upon successful completion of Term 4 - 6, students will have completed 45 semester credit hours (900 hours of instruction) and will be issued a Diploma: Specialized Advanced Digital Video Production.

Prerequisites:

- An Associate Degree in Graphic Design from Platt College or equivalent
- OR**
- Proficiency in • Proficiency in Photoshop®, Illustrator® & Typography
- An acceptable professional or educational portfolio

Students must normally have an associate degree from an accredited institution prior to starting the program. However, if extenuating circumstances exist, the school may waive this as an admission. In no case, however, may a student receive the Diploma: Specialized Advanced Digital Video Production without having met this requirement.

Specialized Advanced Digital Video Production Courses

(see pgs. 25-28 for full course descriptions)

TERM 4

IA104	Introduction to 3D
IV104	Introduction to Digital Video
IW104	Fundamentals of Web

TERM 5

DC300	Digital Compositing & Motion Graphics
DP300	Digital Production
DS300	Sound Design & Engineering

TERM 6

DAC400	Advanced Digital Compositing & Motion Graphics
DAP400	Advanced Digital Production
DSW400	Script Writing



DIPLOMA: SPECIALIZED WEB DESIGN

Upon completion of requirements for this program, students will have expanded their knowledge of graphic design to include the design and production of web-based material including presentations, effective use of graphics, and functional animated web sites for the Internet.

The purpose of this program is to prepare graduates for employment in the industry of Web Communications. The Web Designer is a highly skilled and specialized visual communicator with such entry-level employment opportunities as: Web graphic designer, Web technician, Web interface designer, Web 2D/3D artist, and Web programmer. In this program, students will learn how to apply their knowledge to the creation of effective and efficient animated web sites. In doing so, students will incorporate interactive multimedia elements, web programming techniques, and web animation in their projects, all the while applying design principles and aesthetics. Current industry software for coding and design will be used to teach relevant concepts. The method of instruction will be a combination of lecture, guided exercises and application of skills to the completion of projects.

Using the skills and expertise they have acquired during their education, graduates of Platt College's Specialized Web Design Diploma Program are prepared to meet the challenges of the dynamic growth industry of Web Communication.

Upon successful completion of Term 4 and Term 5, Specialized Web Design, a student will have completed 30 semester credit hours (600 hours of instruction) and will be issued a Diploma: Specialized Web Design.

Prerequisites:

- An Associate Degree in Graphic Design from Platt College or equivalent
- OR**
- Proficiency in Design Skills, Photoshop®, Illustrator®, CSS/HTML (WD103) & Typography
 - An acceptable professional or educational portfolio

Students must normally have an associate degree from an accredited institution prior to starting the program. However, if extenuating circumstances exist, the school may waive this as an admission. In no case, however, may a student receive the Diploma: Specialized Web Design without having met this requirement.

Specialized Web Design Courses

(see pgs. 25-28 for full course descriptions)

TERM 4

IA104	Introduction to 3D
IV104	Introduction to Digital Video
IW104	Fundamentals of Web

TERM 5

WP310	Programming for Designers
WC300	Web Campaign Implementation
WP300	Scripting for the Web

DIPLOMA: SPECIALIZED ADVANCED WEB

The program prepares students for a career in Web Development and Design, equips them with technological skills, design principles and techniques. The tools of technology include: HTML, CSS, ActionScript, JavaScript, XML, AJAX, and PHP. The program is structured to compliment the resulting changes in information architecture and interactive design that have catapulted the primarily print media area of graphic design into new arenas that combine audio, video, text, graphics and animation for the web. The program starts with foundation courses in design and coding for web to current. Students completing this advanced diploma will be prepared to meet the challenges the growing field of Web Design and Development offers.

Upon successful completion of Term 4 - 6, Specialized Advanced Web students will have completed 45 semester credit hours (900 hours of instruction) and will be issued a Diploma: Specialized Advanced Web.

Prerequisites:

- An Associate Degree in Graphic Design from Platt College or equivalent
- OR**
- Proficiency in Design Skills, Photoshop®, Illustrator®, CSS/HTML (WD103) & Typography
 - An acceptable professional or educational portfolio

Students must normally have an associate degree from an accredited institution prior to starting the program. However, if extenuating circumstances exist, the school may waive this as an admission. In no case, however, may a student receive the Diploma: Specialized Advanced Web without having met this requirement.

Specialized Advanced Web Courses

(see pgs. 25-28 for full course descriptions)

TERM 4

IA104	Introduction to 3D
IV104	Introduction to Digital Video
IW104	Fundamentals of Web

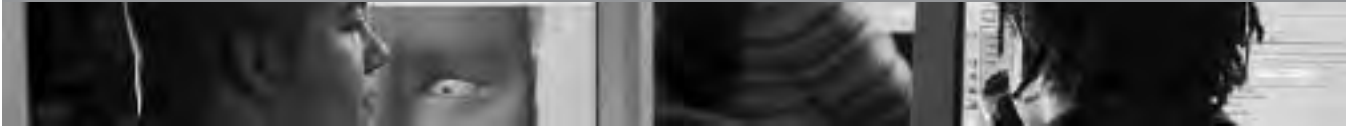
TERM 5

WP310	Programming for Designers
WC300	Web Campaign Implementation
WP300	Scripting for the Web

TERM 6

WCM400	Content Management Systems for Designers
WAM400	Intro. to Web Animation & Monile Applications
WUD400	Web Design for Usability

ACADEMIC PROGRAMS



ASSOCIATE OF APPLIED SCIENCE DEGREE: GRAPHIC DESIGN

Students completing the Graphic Design Program will have acquired the technical knowledge and the creative skills necessary for an entry-level position in the commercial art field and in the rapidly expanding field of electronic publishing. These occupations could include: production artist, advertising designer, illustrator, layout artist, line artist and positions where computers have replaced manual workstations in the graphic design industry.

In addition to extensive training in design and composition, digital paint and illustration techniques and digital and traditional typography, training includes proper operation of a variety of equipment, knowledge of pre-press production, photo manipulation, and a more comprehensive understanding of the overall operation of an electronic design studio.

The general education component will provide understanding of social and behavioral sciences, environmental science, humanities, language, art history and mathematics. The emphasis is placed on people skills, critical thinking and problem solving to prepare qualified, employable and productive employees for today's industries.

Upon successful completion of Terms 1 - 3 and General Education, a student will have completed 65 semester credit hours (1200 hours of instruction) and will be issued an Associate of Applied Science Degree: Graphic Design.

Associate of Applied Science: Graphic Design

General Education Requirements

Platt College San Diego recognizes the importance of a person having college experience in subject areas outside of his/her professional specialization. The purpose of education is to enable one to do well in a career as well as in life. Therefore, a portion of each student's education includes the areas of Mathematics / Science, English / Language, Social Sciences / Humanities, and Art. This policy assures that the student has sampled a broad range of disciplines, which will help to prepare the student to be a well-informed citizen of the modern world, as well as in the field of Media Arts. Note that in lieu of the General Education courses taught at our college, a student may transfer credit from other institutions as long as a balance of at least 4 semester credit hours in each of the four areas identified above were received, as well as 2 other required credits. Additional courses: Fundamentals of Drawing, Portfolio Development and Clay Modeling are all worth 0.67 credit each and are required of all Associate Degree students for a total of 20 credits.

Students transferring in all general education requirements must have their portfolio reviewed and approved prior to graduation.

Associate of Applied Science Degree: Graphic Design Courses

(see pgs. 25-28 for full course descriptions)

TERM 1

DD101	Digital Production
DES101	Design Basics
TYP101	Typography

TERM 2

D102	Vector Graphics
DPD102	Digital Publishing
P102	Raster Graphics

TERM 3

WD103	Introduction to Web
DPD103	Digital Publishing for Multiple Apps. and Devices
P103	Digital Imaging

Associate of Applied Science General Education

Art

ART150	Survey of Art History I
ART151	Survey of Art History II

Math/Science (two of)

ANA100	Human Anatomy
HB150	Human Behavior
MAT103	Introduction to Algebra / Geometry

Social Sciences/Humanities

ART103	Life Drawing
HUM150	Fundamentals of Animation

English/Language

COM105	Oral Communication
ENG105	English Composition

Additional Required Courses

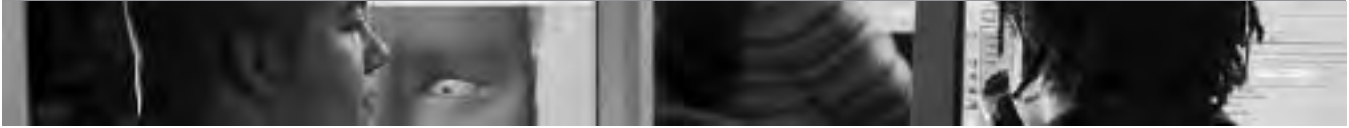
LIT101	Introduction of Literature
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PD100	Portfolio Development
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IPP100	Independent Portfolio Project (print)
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(two of four)

EGE101	Life Strategies
EGE105	Clay Modeling
EGE106	Fundamentals of Digital Photography
EGE108	Fundamentals of Drawing



ASSOCIATE OF APPLIED SCIENCE DEGREE: MULTIMEDIA DESIGN

Upon completion of this program, the graduate will have a firm, in-depth understanding of the principles and foundation of multimedia technologies including Web, 3D and Digital Video.

Students will expand their design skills by applying them in many areas of multimedia design. It is the purpose of this course to help prepare the student for the many opportunities that this field provides. Students who graduate from this program may ultimately be employed in entry-level positions by companies that are involved with Web Design, 2D and 3D Animation, Digital Video and Sound Editing, HTML Programming, Graphical User Interface (GUI) Design and Layout, 3D Modeling, Texturing and Animation.

The general education component will provide understanding of Social and Behavioral Sciences, Environmental Science, Humanities, Language, Art and Mathematics. The emphasis is placed on people skills, critical thinking skills and problem solving to prepare qualified, employable and productive personnel for today's industries.

Upon successful completion of Terms 1 - 4 and general education, a student will have completed 80 semester credit hours (1500 hours of instruction) and will be issued an Associate of Applied Science Degree: Multimedia Design.

Associate of Applied Science: Multimedia

General Education Requirements

Platt College San Diego recognizes the importance of a person having college experience in subject areas outside of his/her professional specialization. The purpose of education is to enable one to do well in a career as well as in life. Therefore, a portion of each student's education includes the areas of Mathematics / Science, English / Language, Social Sciences / Humanities, and Art. This policy assures that the student has sampled a broad range of disciplines, which will help to prepare the student to be a well-informed citizen of the modern world, as well as in the field of Media Arts. Note that in lieu of the General Education courses taught at our college, a student may transfer credit from other institutions as long as a balance of at least 4 semester credit hours in each of the four areas identified above were received, as well as 2 other required credits. Additional courses: Fundamentals of Drawing, Portfolio Development and Clay Modeling are all worth 0.67 credit each and are required of all Associate Degree students for a total of 20 credits.

Students transferring in all general education requirements must have their portfolio reviewed and approved prior to graduation.

Associate of Applied Science Degree: Multimedia Courses

(see pgs. 25-28 for full course descriptions)

TERM 1

- DD101 Digital Production
- DES101 Design Basics
- TYP101 Typography

TERM 2

- D102 Vector Graphics
- DPD102 Digital Publishing
- P102 Raster Graphics

TERM 3

- WD103 Introduction to Web
- DPD103 Digital Publishing for Multiple Apps. and Devices
- P103 Digital Imaging

TERM 4

- IA104 Introduction to 3D
- IV104 Introduction to Digital Video
- IW104 Fundamentals of Web

Associate of Applied Science General Education

Art

- ART150 Survey of Art History I
- ART151 Survey of Art History II

Math/Science (two of)

- ANA100 Human Anatomy
- HB150 Human Behavior
- MAT103 Introduction to Algebra / Geometry

Social Sciences/Humanities

- ART103 Life Drawing
- HUM150 Fundamentals of Animation

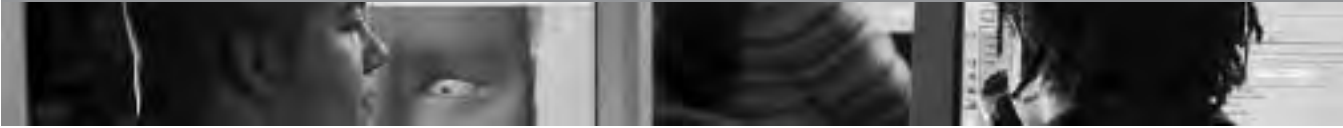
English/Language

- COM105 Oral Communication
- ENG105 English Composition

Additional Required Courses

- LIT101 Introduction of Literature
- PD100 Portfolio Development
- OR**
- IPP100 Independent Portfolio Project (print)
- (two of four)
- EGE101 Life Strategies
- EGE105 Clay Modeling
- EGE106 Fundamentals of Digital Photography
- EGE108 Fundamentals of Drawing

ACADEMIC PROGRAMS



BACHELOR OF SCIENCE DEGREE: MEDIA ARTS *(area of study in 3D Animation)*

The Bachelor of Science Degree in Media Arts Program prepares students in a broad range of design and technology skills for a career in multimedia and design.

The tools of technology, from digital imaging to 3D modeling, have permeated the art and design-making process, resulting in a new breed of designers expressing their visual creativity through technology. The resulting changes in information architecture and interactive design have catapulted the primarily print media area of graphic design into new arenas that meld audio, video, text, graphics and animation.

The program starts with foundation courses in traditional and computer Graphic Design, which promote creativity and develop an understanding of visual language.

Starting in the third academic year, students will begin 3D Graphics courses that will develop their 3D art and technical skills. Classes cover numerous topics to give students a solid foundation in the Maya® program. The core 3D subjects covered include Nurbs/Subdivision/Polygon, key frame animation, and the many stages of game art. Further studies in life drawing, sketch design, and cinematography (Adobe After Effects®) are also covered. In addition to the general class subjects, students create a master project; the subject matter is chosen by the student and allows them to focus on their own personal 3D interests. Students will work closely with the instructor to gain a strong general understanding of Maya® and will have the competitive ability to gain entry-level employment in the 3D industry.

Finally, students will enrich their learning experience with general education courses.

Upon successful completion of the program, students will be prepared to provide an employer with multiple skills in a full range of media arts. For example, a company might want to hire an entry-level individual who could film a commercial, design and print brochures, and maintain the company's website. Thus, a media arts graduate will provide an employer with skills in a broad area of design related to the new media arts enhanced by a general education.

Prerequisites:

- An Associate Degree in Graphic Design from Platt College or equivalent
- OR**
- Proficiency in Photoshop® & Illustrator®
 - An acceptable professional or educational portfolio

Upon successful completion of all Associate Degree requirements, Terms 4 - 6, and the required General Education Courses, a student will have completed 128 semester credit hours (2370 hours of instruction) and will be issued a Bachelor of Science Degree: Media Arts.

Bachelor of Science Degree: Media Arts

General Education Requirements

Students must complete all course requirements for the Associate of Applied Science Degree in Graphic Design as well as Introduction to Multimedia courses of Term Four. In the third academic year, the students will specifically concentrate on disciplines of Animation and Advanced 3D Graphics. As is the case with the Associate Degree programs, a student is required to take 4 credits in each of four disciplines: Art, Mathematics / Science, Social Sciences / Humanities, and English / Language. Students may select from the below offerings. In no case, may the same credit be used for the Associate and the Bachelor of Science Degree. Students must also create a digital portfolio (IPP200) that must be reviewed and approved prior to graduation.

Bachelor of Science Degree: Media Arts Courses

(see pgs. 25-28 for full course descriptions)

TERM 4

IA104	Introduction to 3D
IV104	Introduction to Digital Video
IW104	Fundamentals of Web

TERM 5

A0300	Organic Modeling
AG300	Electronic Game 3D Animation
AM300	Dynamics / Effects

TERM 6

AE400	Character Animation
AH400	Digital Character Sculpting
AX400	Special Effects

Bachelor of Science General Education

Each course is 2 credits.

Art/Art History

ART201	Film and Society
MUS201	Enjoyment of Music

Math/Science (two of)

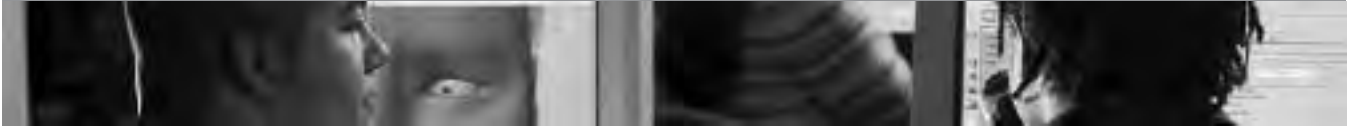
BUS203	Small Business Operations
ENV201	Environmental Science
MAT204	Business Math Concepts

Social Sciences/Humanities (two of)

HUM202	Fundamentals of Illustration
HUM203	History of Graphic Design
HUM700	College Study Abroad
BUS202	Marketing Communications

English/Language (two of)

ENG201	Creative Writing
ENG202	Multimedia Writing
ENG203	Writing about Literature
IPP200	Independent Portfolio Project (digital)



BACHELOR OF SCIENCE DEGREE: MEDIA ARTS *(area of study in Digital Video Production)*

Students graduating from the program will enter the industry as video producers, editors, motion graphic artist and sound designers. Through academic requirements and hands-on projects students are provided with industry required practical and theoretical experience.

Upon completion of the program students will be well equipped to solve complex video production problems to create professional artistic products, incorporating a wide range of pre-production, production, post production, and sound design techniques.

Students will become well versed in After Effects, a compositing program for creating motion graphics. Numerous projects focusing on speed, trouble shooting, and rendering for multiple formats will prepare students to enter the industry.

Advanced video production will teach students how to critically examine the elements of cinema and storytelling and how to apply material to commercial video by utilizing industry standard tools such as Final Cut Pro in HD format. Students will create original infomercials and will explore advanced projects in narrative to master the workflow for single and multiple camera editing, compositing and effects. Students will learn about contemporary and emerging video formats and will be familiarized with live switcher equipment, setup and controls; techniques will be practiced enabling students to efficiently direct, shoot and finish professional quality projects by applying cinematic storytelling to real world commercial projects.

Sound design and engineering will offer an understanding of sound theory in its acoustic, digital and analog properties. To fully comprehend sound design, students will be editing sound for media such as DVDs, Motion Graphics, Film/Video, Radio and Gaming using the industry standard software, Pro Tools LE.

Our advanced digital production program reacts to the rapidly evolving film and video industry, including conventional to high definition resolution and digital output.

Prerequisites:

- An Associate Degree in Graphic Design from Platt College or equivalent
- OR**
- Proficiency in Photoshop®, Illustrator® & Typography
 - An acceptable professional or educational portfolio

Upon successful completion of all Associate Degree requirements, Terms 4 - 6, and the required General Education courses, a student will have completed 128 semester credit hours (2370 hours of instruction) and will be issued a Bachelor of Science Degree: Media Arts.

Bachelor of Science Degree: Media Arts

General Education Requirements

Students must complete all course requirements for the Associate of Applied Science Degree in Graphic Design as well as Introduction to Multimedia courses of Term Four. In the third academic year, the students will specifically concentrate on disciplines of Video Production and Advanced Video Production. As is the case with the Associate Degree programs, a student is required to take 4 credits in each of four disciplines: Art, Mathematics / Science, Social Sciences / Humanities, and English / Language. Students may select from the below offerings. In no case, may the same credit be used for the Associate and the Bachelor of Science Degree. Students must also create a digital portfolio (IPP200) that must be reviewed and approved prior to graduation.

Bachelor of Science Degree: Media Arts Courses

(see pgs. 25-28 for full course descriptions)

TERM 4

IA104	Introduction to 3D
IV104	Introduction to Digital Video
IW104	Fundamentals of Web

TERM 5

DC300	Digital Compositing & Motion Graphics
DP300	Digital Production
DS300	Sound Design & Engineering

TERM 6

DAC400	Advanced Digital Compositing & Motion Graphics
DAP400	Advanced Digital Production
DSW400	Script Writing

Bachelor of Science General Education

Each course is 2 credits.

Art/Art History

ART201	Film and Society
MUS201	Enjoyment of Music

Math/Science (two of)

BUS203	Small Business Operations
ENV201	Environmental Science
MAT204	Business Math Concepts

Social Sciences/Humanities (two of)

HUM202	Fundamentals of Illustration
HUM203	History of Graphic Design
HUM700	College Study Abroad
BUS202	Marketing Communications

English/Language (two of)

ENG201	Creative Writing
ENG202	Multimedia Writing
ENG203	Writing about Literature
IPP200	Independent Portfolio Project (digital)

ACADEMIC PROGRAMS



BACHELOR OF SCIENCE DEGREE: MEDIA ARTS (*area of study in Visual Effects & Compositing*)

The Bachelor of Science Degree: Media Arts (study in Visual Effects & Compositing) Program prepares students in a broad range of design and technology skills for a career in multimedia and design. The tools of technology, from digital imaging to 3D modeling, have permeated the art and design-making process, resulting in designers expressing their visual creativity through current technology. The resulting changes in information architecture and interactive design have catapulted the primarily print media area of graphic design into new arenas that melt audio, video, text, graphics and animation. The program starts with foundation courses in traditional and computer Graphic Design, which promotes creativity and will develop an understanding of visual language. Starting in the third academic year, students will begin focusing on visual effects and compositing along with editing.

The program – Visual Effects and Compositing - focuses on creating and integrating digital content applicable to post production editing, lighting / filming techniques, dynamic effects and compositing digital elements with live action footage.

Students graduating from the program will enter the industry as post-production artists, performance capture editors, compositors, motion graphic designers, visual effects artists, and video editors.

Upon completion of the program students will be well equipped to solve complex compositing and digital effects problems to create professional artistic products, incorporating a wide range of tasks in post-production, compositing and digital effects areas.

Video editing, compositing digital effects with live action, filming, motion tracking, advanced rendering and lighting, and 3D / 2D compositing are highlights of this course.

Prerequisites:

- An Associate Degree in Graphic Design from Platt College or equivalent

OR

- Proficiency in Photoshop®, Illustrator® & Typography
- An acceptable professional or educational portfolio

Upon successful completion of all Associate Degree requirements, Terms 4 - 6, and the required General Education Courses, a student will have completed 128 semester credit hours (2370 hours of instruction) and will be issued a Bachelor of Science Degree: Media Arts.

Bachelor of Science Degree: Media Arts

General Education Requirements

Students must complete all course requirements for the Associate of Applied Science Degree: Graphic Design as well as Introduction to Multimedia courses of Term Four. In the third academic year, the students will specifically concentrate on disciplines of Visual Effects and Compositing. As is the case with the Associate Degree programs, a student is required to take 4 credits in each of four disciplines: Art, Mathematics / Science, Social Sciences / Humanities, and English / Language. Students may select from the below offerings. In no case, may the same credit be used for the Associate and the Bachelor of Science Degree. Students must also create a digital portfolio (IPP200) that must be reviewed and approved prior to graduation.

Bachelor of Science Degree: Media Arts Courses

(see pgs. 25-28 for full course descriptions)

TERM 4

IA104	Introduction to 3D
IV104	Introduction to Digital Video
IW104	Fundamentals of Web

TERM 5

AM300	Dynamics / Effects
DC300	Digital Compositing & Motion Graphics
DP300	Digital Production

TERM 6

AX400	Special Effects
DAC400	Advanced Digital Compositing & Motion Graphics
AE400	Character Animation

Bachelor of Science General Education

Each course is 2 credits.

Art/Art History

ART201	Film and Society
MUS201	Enjoyment of Music

Math/Science (two of)

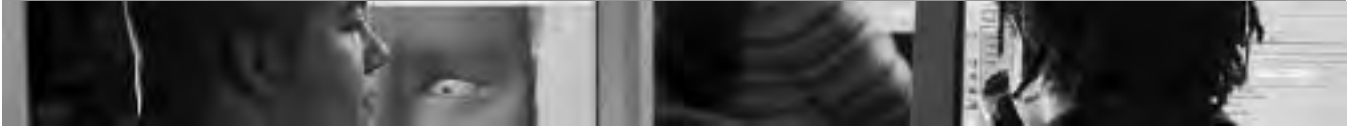
BUS203	Small Business Operations
ENV201	Environmental Science
MAT204	Business Math Concepts

Social Sciences/Humanities (two of)

HUM202	Fundamentals of Illustration
HUM203	History of Graphic Design
HUM700	College Study Abroad
BUS202	Marketing Communications

English/Language (two of)

ENG201	Creative Writing
ENG202	Multimedia Writing
ENG203	Writing about Literature
IPP200	Independent Portfolio Project (digital)



BACHELOR OF SCIENCE DEGREE: MEDIA ARTS (area of study in Web Design)

The Bachelor of Science Degree: Media Arts (area of study in Web Design) prepares students for a career in web development and design.

This program is structured to compliment the resulting changes in information architecture and interactive design that have catapulted the primarily print media area of graphic design into new arenas that combine audio, video, text, graphics, animation and commerce for the web. Specific programming languages emphasized: HTML, CSS, ActionScript, JavaScript, XML, AJAX and PHP.

The program starts with foundation courses in design and coding for web to current web standards. Students then continue with web courses developing their online design principles and expand their technical skills. Further studies in design principles and typography, image manipulation and cinematography are also covered.

In addition to the general class subjects, students graduate with an online web portfolio along with several other completed master web projects.

Finally, students will enrich their learning experience with general education courses.

Upon successful completion of the program, students will be prepared to provide an employer with multiple skills in a full range of media arts. For example, a company might want to hire an entry-level individual who could film a commercial, design and print brochures, and maintain the company's website. Thus, a media arts graduate will provide an employer with skills in a broad area of design related to the new media arts enhanced by a general education.

Prerequisites:

- An Associate Degree in Graphic Design from Platt College or equivalent
- OR**
- Proficiency in Design Skills, Photoshop®, Illustrator®, CSS/HTML (WD103) & Typography
- An acceptable professional or educational portfolio

Upon successful completion of all Associate Degree requirements, Terms 4 - 6, and the required General Education Courses, a student will have completed 128 semester credit hours (2370 hours of instruction) and will be issued a Bachelor of Science Degree: Media Arts.

Bachelor of Science Degree: Media Arts

General Education Requirements

Students must complete all course requirements for the Associate of Applied Science Degree: Graphic Design as well as Introduction to Multimedia courses of Term Four. In the third academic year, the students will specifically concentrate on disciplines of Web Design and Advanced Web Design. As is the case with the Associate Degree programs, a student is required to take 4 credits in each of four disciplines: Art, Mathematics / Science, Social Sciences / Humanities, and English / Language. Students may select from the below offerings. In no case, may the same credit be used for the Associate and the Bachelor of Science Degree. Students must also create a digital portfolio (IPP200) that must be reviewed and approved prior to graduation.

Bachelor of Science Degree: Media Arts Courses

(see pgs. 25-28 for full course descriptions)

TERM 4

IA104	Introduction to 3D
IV104	Introduction to Digital Video
IW104	Fundamentals of Web

TERM 5

WP310	Programming for Designers
WC300	Web Campaign Implementation
WP300	Scripting for the Web

TERM 6

WCM400	Content Management Systems for Designers
WAM400	Intro. to Web Animation & Monile Applications
WUD400	Web Design for Usability

Bachelor of Science General Education

Each course is 2 credits.

Art/Art History

ART201	Film and Society
MUS201	Enjoyment of Music

Math/Science (two of)

BUS203	Small Business Operations
ENV201	Environmental Science
MAT204	Business Math Concepts

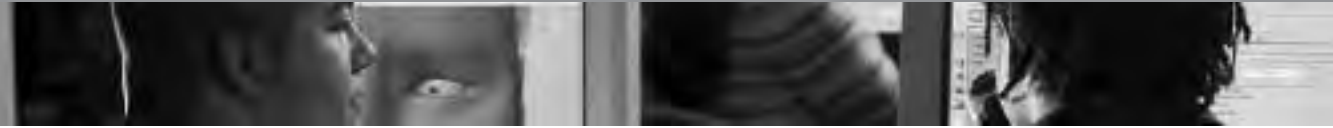
Social Sciences/Humanities (two of)

HUM202	Fundamentals of Illustration
HUM203	History of Graphic Design
HUM700	College Study Abroad
BUS202	Marketing Communications

English/Language (two of)

ENG201	Creative Writing
ENG202	Multimedia Writing
ENG203	Writing about Literature
IPP200	Independent Portfolio Project (digital)

ACADEMIC PROGRAMS



BACHELOR OF SCIENCE DEGREE: MEDIA ARTS

The Bachelor of Science Degree: Media Arts Program prepares students in a broad range of design and technology skills for a career in multimedia and design.

The tools of technology, from digital imaging to 3D modeling, have permeated the art and design-making process, resulting in a new breed of designers expressing their visual creativity through technology. The resulting changes in information architecture and interactive design have catapulted the primarily print media area of graphic design into new arenas that meld audio, video, text, graphics and animation.

The program starts with foundation courses in traditional and computer graphic design, which promote creativity and develop an understanding of visual language. Starting in the third academic year, students will select two areas of study from among the following areas: animation, web design or digital video production.

Finally, students will enrich their learning experience with general education courses.

Upon successful completion of the program, students will be prepared to provide an employer with multiple skills in a full range of media arts. For example, a company might want to hire an entry-level individual who could film a commercial, design and print brochures, and maintain the company's website. Thus, a media arts graduate will provide an employer with skills in a broad area of design related to the new media arts enhanced by a general education.

Prerequisites:

- An Associate Degree in Graphic Design from Platt College or equivalent
- OR**
- Proficiency in Design Skills, Photoshop®, Illustrator®, CSS/HTML (WD103) & Typography

Upon successful completion of all Associate Degree requirements, Term Four, two specialized areas of study, and the required General Education Courses, a student will have completed 128 semester credit hours (2370 hours of instruction) and will be issued a Bachelor of Science Degree: Media Arts.

Bachelor of Science Degree: Media Arts

General Education Requirements

Students must complete all course requirements for the Associate of Applied Science Degree: Graphic Design as well as Introduction to Multimedia courses of Term Four listed on page 18. In the third academic year, the students will select two areas of study from the following disciplines of animation, web design or digital video production. As is the case with the Associate Degree programs, a student is required to take 4 credits in each of four disciplines: Art, Math / Science, Social Sciences / Humanities, and English / Language. Students may select from the below offerings. In no case, may the same credit be used for the Associate and the Bachelor of Science Degree. Students must also create a digital portfolio (IPP200) that must be reviewed and approved prior to graduation.

Bachelor of Science Degree: Media Arts Courses

(see pgs. 25-28 for full course descriptions)

TERM 4

IA104	Introduction to 3D
IV104	Introduction to Digital Video
IW104	Fundamentals of Web

Choose two of the following areas of study:

Specialized Multimedia / Animation Design

AO300	Organic Modeling
AG300	Electronic Game 3D Animation
AM300	Dynamics / Effects

Specialized Web Design

WP310	Programming for Designers
WC300	Web Campaign Implementation
WP300	Scripting for the Web

Specialized Digital Video Production

DC300	Digital Compositing & Motion Graphics
DP300	Digital Production
DS300	Sound Design & Engineering

Bachelor of Science General Education

Each course is 2 credits.

Art/Art History

ART201	Film and Society
MUS201	Enjoyment of Music

Math/Science (two of)

BUS203	Small Business Operations
ENV201	Environmental Science
MAT204	Business Math Concepts

Social Sciences/Humanities (two of)

HUM202	Fundamentals of Illustration
HUM203	History of Graphic Design
HUM700	College Study Abroad
BUS202	Marketing Communications

English/Language (two of)

ENG201	Creative Writing
ENG202	Multimedia Writing
ENG203	Writing about Literature
IPP200	Independent Portfolio Project (digital)

AE400 3D Character Animation

(5.00 semester credit hours/100 clock hours)
3D Character Animation (AE400) takes students through animation using both key frame techniques and motion capture. Students will be introduced to the Principles of Animation as well as other industry techniques to help breathe life into digital characters. Students will also gain exposure to MotionBuilder and learn how to work with and modify motion capture data.

AG300 Electronic Game 3D Animation

(5.00 semester credit hours/100 clock hours)
Electronic Game 3D Animation (AG300) offers the use of 3D animation in the electronic game industry. Emphasis is placed on proper modeling techniques, low polygon models, environments, and UV texturing. In-game characters are created with seamless and deformable skin. Joints are created and rigged properly for inverse kinematics. Design documents and conceptual art are created prior to actual production.

AH400 Digital Character Sculpting

(5.00 semester credit hours/100 clock hours)
Digital Character Sculpting (AH400) focuses on mastering high-end 3D modeling. Focus is placed on both software modeling tools and artistic sculpturing talent. A variety of models with proper modeling techniques, tips and tricks are covered. Final projects consist of a student's choice model demonstrating all of the modeling skills learned (Maya, ZBrush, Mudbox).

AM300 Dynamics / Effects

(5.00 semester credit hours/100 clock hours)
Dynamic Effects (AM300) will introduce students to the Dynamic tool-set in Autodesk's Maya. The main emphasis of projects will be based on effect use of fluid containers, nParticles, and nCloth. Rigid / Passive Bodies and Constraints will also be explored. Students will be concentrating on creating realistic looking particle simulations for effects, which includes techniques in animation, lighting, and rendering.

ANA100 Human Anatomy

(2.00 semester credit hours/30 clock hours)
Human Anatomy (ANA100) focuses on essential principles and basic physiology of human anatomy. Through the study of musculoskeletal organization students will gain a flexible understanding of a human body and its functions, along with an understanding of a figure in three dimensions. The course concentrates on skin, bones, muscles and aging.

A0300 Organic Modeling

(5.00 semester credit hours/100 clock hours)
Organic Modeling (A0300) emphasizes the use of 3D animation for organic models, such as humans and creatures. Focus is placed on anatomically correct body parts and proportions. Models created with subdivision surfaces are animated to perform lip-synching and facial animation. In addition, software is used to grow realistic hair, eyebrows and eyelashes.

ART103 Life Drawing

(2.00 semester credit hours/30 clock hours)
Life Drawing (ART103) is an introduction to creating drawings based on in-class observations of a range of artist's models. The class also provides an overview of the

drawing process as a form of visual thinking in relation to rendering the human figure. A variety of techniques and materials are used ranging from charcoal and graphite to color pastels..

ART150 Survey Of Art History I

(2.00 semester credit hours/30 clock hours)
Survey of Art History I (ART150) explores the development of Western Art from prehistory to the 14th century. The sessions involve visual examination as well as discussion of societal and historical context, and are constructed as a survey of all the aspects shaping each art period. Lectures feature slides of artwork and architecture, respective musical examples, excerpts from literature, and relevant connections to contemporary art-related issues and events.

ART151 Survey of Art History II

(2.00 semester credit hours/30 clock hours)
Survey of Art History II (ART151) explores the development of Western Art from the 14th century to the present. The sessions involve visual examination as well as discussion of societal and historical context, and are constructed as a survey of all the aspects shaping each art period or movement. Lectures feature slides of artwork and architecture, respective musical examples, excerpts from literature, and relevant connections to contemporary art-related issues and events.

ART201 Film and Society

(2.00 semester credit hours/30 clock hours)
Film and Society (ART201) explores the modern venue of film for conveying story, message and moral value. The course will analyze theme, story, plots, symbolism, direction, editing, and camera work. Analytical skills, comparison and mainly historical-critical evaluation will be applied in the discussion of documentary film, animation, art films and both independent and commercial films.

AX400 Special Effects

(5.00 semester credit hours/100 clock hours)
Special Effects (AX400) focuses on the lighting and rendering stages of the production pipeline using Mental Ray. This includes how to control shadows and reflections as well as rendering different materials like glass and metal. The final project will cover 3D camera tracking with Boujou and compositing with After Effects.

BUS202 Marketing Communications

(2.00 semester credit hours/30 clock hours)
In Marketing Communications (BUS202), students will learn to perform fundamental market research, develop a strong brand, build an engaged community, and communicate authentically with customers. The course will be driven by the development of a Marketing Plan, created by student marketing teams, which will incorporate the use of online technology and social media -- including the application of blogs and social networking accounts. Marketing teams will create a web-based platform (e.g., a team wiki, such as Central Desktop www.centraldesktop.com or Google docs), which will serve as a focal point for coordination of project work and meetings. The course will culminate in a presentation of a marketing package, which conveys a specific marketing message aimed at a specific customer with a specific demographic and psychographic profile.

BUS203 Small Business Operations

(2.00 semester credit hours/30 clock hours)
Small Business Operations (BUS203) explores the creation and operation of small businesses through the study of entrepreneurship, investigation of debt and equity structures, and the analysis of accounting procedures, financial statements and taxation requirements. Additionally, students will create and present a business plan.

COM105 Oral Communications

(2.00 semester credit hours/30 clock hours)
Oral Communication (COM105) aims to provide students with an understanding of oral communication theory and application. Students learn and practice several forms of communication including: speaking to inform, speaking to persuade, historical speaking, and preparing presentations.

D102 Vector Graphics

(5.00 semester credit hours/100 clock hours)
Introduction to Vector Graphics (D102) is an introduction to vector illustration using Adobe Illustrator. Emphasis will be placed on mastering the pen tool, layers, combining shapes, gradients, gradient mesh and preparation of files for commercial printing. The course focuses on both technical as well as creative processes applied toward design applications.

DAC400 Advanced Digital Compositing & Motion Graphics

(5.00 semester credit hours/100 clock hours)
Advanced Digital Compositing and Motion Graphics (DAC400) will demonstrate how to solve creative, complex, industry-level compositing problems, such as multiple effects, pre-comp/nesting, optimizing performance, masking/roto-scoping, and rendering. A full range of keyboard shortcuts will be incorporated. The course will also cover advanced capturing and exporting of DV and HDV footage. General video/audio editing will also be included.

DAP400 Advanced Digital Production

(5.00 semester credit hours/100 clock hours)
Advanced Digital Production (DAP300) will examine the elements of cinema and storytelling from the film world. Students will apply the knowledge from prerequisite courses to the creation of a high quality short film. It is a goal of the course that this film be used as a central portfolio piece.

Students will explore the following roles: director, editor, producer, cinematographer, writer, compositor, and sound-specialist. Students will imitate a professional dynamic group environment and will also learn about scouting, auditions, budgeting, permits and venues for distribution. Students will utilize the industry-standard tools of Final Cut Studio and learning HD formats.

DC300 Digital Compositing & Motion Graphics

(5.00 semester credit hours/100 clock hours)
Digital Compositing and Motion Graphics (DC300) explores the world of digital compositing and motion graphics. Digital compositing consists of the process of assembling multiple images to make a final image for print, motion pictures or screen. The students will be introduced to basic compositing techniques and motion graphics using

COURSE DESCRIPTIONS

Adobe After Effects. The course will offer an understanding of pre-production for After Effects, green screen, lighting, key-framing, creating mattes, animating text, syncing to audio and exporting movies.

DD101 Digital Production

(5.00 semester credit hours/100 clock hours)

Digital Production (DD101) will focus on the hardware and software needed for Digital Print Production. The skills introduced are: printing processes, use of color, layout techniques, basic Bezier curve construction, image editing, and in-depth use of the layout program used in the industry, Adobe InDesign. Also included are the basic business practices, freelance fundamentals and working ethics. The course also offers basic software orientation in Adobe Illustrator and Photoshop along with introducing differences in Mac and PC platforms.

DES101 Design Basics

(5.00 semester credit hours/100 clock hours)

Design Basics (DES101) explores the principles and processes of designing, brainstorming and theme development. Students will learn comping skills including marker/pencils/ink, 1, 2 & 3-point perspective and line art techniques. Theories will include color psychology, color theory and Gestalt psychology. The course also explores the concept of "design as a lifestyle" requiring formal research, writing, and presentations. Design styles, perspectives, figures, and trends will also be introduced in historical concepts. Photography as a medium will be used to practice elements of design along with understanding the historical, technical and commercial aspects of photography.

DP300 Digital Production

(5.00 semester credit hours/100 clock hours)

Digital Production (DP300) covers the production process, including pre-production, production and post-production. Much of the emphasis will be on learning the production tools. Students will gain hands on experience in the use of different types of cameras, lenses, lighting and sound recording equipment. Students will also learn techniques in planning and preparing for the production process. In post-production, students learn the fundamentals of media asset management, advanced editing techniques and different delivery methods with an emphasis on video compression for the web.

DS300 Sound Design and Engineering

(5.00 semester credit hours/100 clock hours)

Sound Design and Engineering (DS300) explains the role of audio in visual media and explores the production of sound for picture using Pro Tools. Students will learn fundamental technical and artistic processes involved in creating effective audio for picture, and will achieve a basic level of proficiency using Pro Tools as an audio production platform. No prior audio experience is required.

DPD102 Digital Publishing

(5.00 semester credit hours/100 clock hours)

Digital Publishing (DPD102) is an introduction to page layout and design utilizing Adobe InDesign. It explores the design and creation of print-ready publications and introduces tools for effectively combining text and graphics. Some of the main focuses of the course include creative typography, graphic reproductions, and design and compositions principles.

DPD103 Digital Publishing for Multiple Applications & Devices

(5.00 semester credit hours/100 clock hours)

Advanced electronic publishing processes are covered. Digital Publishing for Multiple Applications and Devices (DPD103) builds on knowledge of prerequisite courses of page and design layout, raster graphics and vector graphics. The course will utilize the elements of design - typography, layout, and composition in designing elaborate multiple page documents. The course will also introduce the trend of "dual-use" publications for conventional print and tablet/mobile devices. The student will produce interactive elaborate designs of publications that employ video, animation, and interactive graphics.

DSW400 Script Writing

(5.00 semester credit hours/100 clock hours)

Script Writing (DSW400) will introduce many components of short story screenwriting, focusing specifically on *The Hero's Journey*, short and featured film analysis, genre analysis, and television writing. The emphasis is on students' original writing, storyboarding, and character development. Each student will be required to produce a ten-page script for a short film.

EGE101 Life Strategies

(0.67 semester credit hours/10 clock hours)

Life Strategies (EGE101) teaches the application of SMART (specific, measurable, attainable, realistic, and timely) goal setting. The aim of the course is to encourage observation of behavior and personal growth in areas such as health awareness, fitness, nutrition and stress. The students will be guided to create, apply and re-evaluate goals to help achieve the best possible outcomes that lead to an overall healthy lifestyle.

EGE105 Clay Modeling

(0.67 semester credit hours/10 clock hours)

Clay Modeling (EGE105) offers an exploration of the fundamentals of clay modeling. Students will explore the principles, concepts and processes of clay modeling by designing and developing an original clay character. The process includes brainstorming, rough drafts of the character and final clay execution. The knowledge gained in the course will compliment any application of original character in 3D animation, Flash animation, game design, or film and video.

EGE106 Fundamentals of Digital Photography

(0.67 semester credit hours/10 clock hours)

Fundamentals of Digital Photography (EGE106) offer students an understanding of the features and controls of a digital camera. Lighting, perspective, related exposure and lens purpose will be covered. Students will explore techniques for classic assignments including portraits, product shots, indoor and outdoor location shoots, and fast-action. The course will also cover the management of digital assets through editing, printing, archiving and preparation for various digital media.

EGE108 Fundamentals of Drawing

(0.67 semester credit hours/10 clock hours)

Fundamentals of Drawing (EGE108) will focus on the fundamentals of drawing, including: elements of line, composition, proportion, spatial relationships, perspective, volume, light and shadow, foreshortening, value and

texture. The course will enhance students' observational sensibilities and enable their application to their work. The notion of visual perception will be explored and students will learn how to record what they observe. Students will become familiar with various ways in which the elements, principles of design and composition improve their creative approach and critical judgment.

ENG105 English Composition

(2.00 semester credit hours/30 clock hours)

English Composition (ENG105) provides students with an overview of effective written communication methods for an academic setting. The student will develop skills in writing unified, coherent, well-developed essays using correct grammar and effective sentence structure.

ENG201 Creative Writing

(2.00 semester credit hours/30 clock hours)

Creative Writing (ENG201) will concern itself with the problems (and satisfactions) of writing fiction, whether it is a short story, a play, or story line for an interactive game. Through analysis of published pieces and each other's work, the course will explore a variety of narrative techniques and students will become familiar with the basic tools of the fiction writer, including: methods of characterization, point of view, dialogue, clarity of expression, character, mood and scene. The fine art of revision will also be emphasized.

ENG202 Multimedia Writing

(2.00 semester credit hours/30 clock hours)

Multimedia Writing (ENG202) will provide students with a fundamental understanding of multimedia writing, including: web page writing, copywriting, script writing, script formats, critique writing, storyboarding, and more. The focus will be on developing clear, coherent, tight, and original writing skills that include a strong understanding of grammar and style.

ENG203 Writing about Literature

(2.00 semester credit hours/30 clock hours)

Writing about Literature (ENG203) serves as an introduction to writing about literary work. Students will be presented with a set of literary works from various genres for close examination. They will be initiated into a process of writing sound analysis and well-defined thoughts about the presented texts. The goal of the course is to equip students with tools enabling them to produce clear, well-organized, well-developed, and grammatically and stylistically sound creative pieces about literature. The course will also include tools for argumentative writing about literature.

ENV201 Environmental Science

(2.00 semester credit hours/30 clock hours)

Environmental Science (ENV201) aims to provide students with an overall understanding of ecosystems, environmental problems and solutions, and the role of human impact on the environment. Students will be engaged in critical thinking, analysis, critique, and persuasion. An interdisciplinary approach to learning Environmental Science including economics, politics, history and humanities will be utilized.

HB150 Human Behavior

(2.00 semester credit hours/30 clock hours)
Human Behavior (HB150) is the study of individual behaviors and mental processes (how we perceive, learn, and interpret the various items of information we receive through our senses). This course will familiarize students with the history of psychology, theoretical orientations and schools of thought. Man's early development, current popular issues, the basic elements of personality, and abnormal behavior will also be explored.

HUM150 Fundamentals of Animation

(2.00 semester credit hours/30 clock hours)
Fundamentals of Animation (HUM150) explore the fundamentals of 2D animation through theory and practical application. The basic concepts of animation are covered, including: character design and development, character environment, storyboarding, and key framing. The course will prepare students for the next level of producing animations or short videos either in 2D or 3D as well as set precedence for the creative process.

HUM202 Fundamentals of Illustration

(2.00 semester credit hours/30 clock hours)
Fundamentals of Illustration (HUM201) will explore the techniques and key historical developments of illustration. Students learn the process of concept building and how to visibly depict ideas in illustrations. Working in a variety of media such as markers, colored pencils, and watercolor, students demonstrate knowledge of design, color and rendering skills. Each project will explore the imaginative, expressive and meaningful influence and impact of illustration.

HUM203 History of Graphic Design

(2.00 semester credit hours/30 clock hours)
History of Graphic Design (HUM203) will explore how graphic design responded to and influenced international, social, political, and technological developments dating from the antiquity. Emphasis will be on print and photography from 1840 to 2000 and the relationship of these media to other visual arts and design media.

HUM700 College Study Abroad

(2.00 credits)
College Study Abroad (HUM700) is optional and is available to students who choose to participate in the annual Platt College San Diego Study Abroad Program. Each year an overseas destination is selected and an educational program, which is based on that destination, are developed. Students gain personal insight into different cultures, history, arts, public life and lifestyles. Activities include guided tours by docents in museums and galleries, an overview of the architecture with local certified professional guides, and several lectures on art, tradition, history and public life for the country selected to visit.

Students must sign up for the Study Abroad credit no later than thirty (30) days prior to departure. Students will meet with the instructor two times before the departure. The first meeting will be organizational. The syllabus and reading list will be provided and explained, and any questions regarding the course requirements will be answered. At the second meeting students will submit the chosen literature and project plans to the instructor.

Upon return from abroad the students will meet with the instructor to further discuss research material and project

plans. Individual consultations will follow between instructor and student. The completed projects will be submitted six weeks after returning from abroad or by the student's graduation date, whichever comes first. Students will receive a grade of CX upon successful completion of this course.

IA104 Introduction to Animation

(5.00 semester credit hours/100 clock hours)
Introduction to 3D (IA104) introduces students to 3D and 3D applications, techniques, and theory with an emphasis on Autodesk's Maya. Students will learn and practice the fundamental methods of modeling, texturing, and animation. Polygon Modeling, UV Texture Mapping, and Logo Animation are highlights of this course.

IPP100 Independent Portfolio Project (print)

(0.67 semester credit hours)
No transfer credit accepted for this course.
As an outcome of Independent Portfolio Project (print) (IPP100) students will create a print portfolio to demonstrate the skills and knowledge they have acquired in their program. Emphasis will be placed on presentation skills and strategies suitable for gaining employment.

IPP200 Independent Portfolio Project (digital)

(2.00 semester credit hours)
No transfer credit accepted for this course.
As an outcome of Independent Portfolio Project (digital) (IPP200) students will create a digital portfolio (demo reel and web page) to demonstrate the skills and knowledge they have acquired in their specialized program. Emphasis will be placed on presentation skills and strategies suitable for gaining employment.

IV104 Introduction to Digital Video Production

(5.00 semester credit hours/100 clock hours)
Introduction to Digital Video (IV104) offers the fundamentals of Digital Video Production from pre-production (planning, storyboarding) to production (shooting, lighting, sound, green screen) to post production (editing, compositing, titles, audio). Professional film and video analyses, genre division and film fundamental elements will be studied. Video compression, with an emphasis on web delivery, will be introduced. Apple Final Cut Pro (FCP) software is used as a tool.

IW104 Fundamentals of Web Design

(5.00 semester credit hours/100 clock hours)
Fundamentals of Web (IW104) will offer a strong foundation in web design, Graphical User Interface (GUI) and web page structure. Topics will include HTML, CSS, FTP, project management, usability and interactive design strategies. Beginning concepts of programming (PHP and JavaScript), behaviors and CMS (Content Management Systems) will also be introduced.

LIT101 Introduction to Literature

(2.00 semester credit hours/30 clock hours)
Introduction to Literature (LIT101) serves as an introduction to literature and creative writing. As such it will initiate the students to the realm of prose, poetry and drama and will contribute to the appreciation of intrinsic beauty of a written text. Through analyzing examples of literature, attending a poetry reading, a theater piece, and mainly creative writing inspired by the known literature, the students will acquire an understanding of the different

genres in literature and the principles of character, conflict, point of view, setting, symbolism, figurative language, tone, and theme.

MAT103 Introduction to Algebra / Geometry

(2.00 semester credit hours/30 clock hours)
Introduction to Algebra and Geometry (MAT103) covers elementary algebraic and geometric concepts, which include: fractions, decimals, the solving and graphing of linear equations in one and two variables, polynomial expressions, and geometric properties of lines, angles, and triangles.

MAT204 Business Math Concepts

(2.00 semester credit hours/30 clock hours)
Business Math Concepts (MAT204) begins with a brief review of basic mathematics and goes on to introduce key business topics such as bank services, payroll, annuities, stocks and bonds, and business and consumer loans. Practical examples are used throughout to illustrate the relevance of the material and proper calculation and decision-making.

MUS201 The Enjoyment of Music

(2.00 semester credit hours/30 clock hours)
The Enjoyment of Music (MUS201) will provide students with an introduction to the music world and an understanding of the fundamentals, principles, categories and vocabulary of music. Students will also learn how to comprehend the distinctions of particular eras of Western music. Through the examination of music samples spanning medieval time to present, and through creating music together, students will explore an approach to enhance their personal enjoyment of music.

P102 Raster Graphics

(5.00 semester credit hours/100 clock hours)
Introduction to Raster Graphics (P102) is an introduction to pixel editing software, which includes image acquisition, color theory, resolution for commercial printing, and photo retouching. Industry standards as established by the NAPP (National Association of Photoshop Professionals) are emphasized. Technical efficiency in Adobe Photoshop and creative approaches toward design problem resolution are goals of the course.

P103 Digital Imaging

(5.00 semester credit hours/100 clock hours)
Digital Imaging (P103) covers advanced digital imaging concepts including: file output, system configuration / calibration / troubleshooting, color correction, advanced photo manipulation and special effects. Advanced digital drawing techniques including: masks, blends, and other advanced techniques are also covered. Students learn to integrate artwork created from various applications into the final project, as well as how to use the various applications more efficiently. Emphasis is placed on effective use of design. The flexibility of print design suitable for online platform is also introduced.

PD100 Portfolio Development

(0.67 semester credit hours/10 clock hours)
No transfer credit accepted for this course.
As an outcome of Portfolio Development (PD100) students will create a portfolio of work that reflects the skills they have acquired in their respective program. Students will also receive instruction and gain practical experience in the presentation of their portfolio.

COURSE DESCRIPTIONS

TYP101 Typography

(5.00 semester credit hours/100 clock hours)

Typography (TYP101) Introduces the students to the basic functions of Adobe InDesign. The emphasis is on typography in the study of graphic design and multimedia design. The various assignments and exercises focus on the primary concerns and disciplines of typography such as choosing typefaces, modifying type through kerning, tracking, and leading. The choice of appropriate typefaces will also be addressed in the development of page layout and in the design of combination marks and logo design.

WAM400 Introduction to Web Animation & Mobile Applications

(5.00 semester credit hours/100 clock hours)

Introduction to Web Animation and Mobile Applications (WAM400) will equip students with the ability to design and develop dynamic interactive banners and applications for mobile devices using Flash and ActionScript. The content of the course also includes advanced video and audio integration. Emphasis is on assets, site management, usability issues, and interactive design.

WC300 Web Campaign Implementation

(5.00 semester credit hours/100 clock hours)

Web Campaign Implementation (WC300) gives students experience with the process of conceptualizing and implementing a corporate web site by developing a cohesive web site campaign. Focus is on the "pre-design" stage of web development. Students will storyboard the campaign, create interface pieces for client presentations, and flowchart web site functionality and navigation paths. User interface issues - both desktop and mobile -as well as web marketing strategies are discussed. Emphasis is placed on team cooperation, efficient use of design, effective marketing, web resources, and application of interface design fundamentals toward the creation of a positive user experience.

WCM400 Content Management Systems for Designers

(5.00 semester credit hours/100 clock hours)

Content Management Systems for Designers (WCM400) serves as an introduction to utilizing Content Management Systems for web development. Using WordPress, students will learn the concepts and structures relevant to building client websites, communities, portfolios and blogs. By the end of the course, students will be equipped to set up, manage content, design themes, utilize community-built plugins and write their own plugins. Topics covered will include: Practical applications and benefits of a CMS, WordPress theme architecture, WordPress plugin creation and the plugin API, WordPress widgets and sidebars, participating in the WordPress community.

WD103 Introduction to Web Design & Development

(5.00 semester credit hours/100 clock hours)

Introduction to Web Design and Development (WD103) introduces students to web design and development. Languages such as HTML & CSS will be covered using text editors. Graphics production for User Interface design and web page structure will also be covered. The course will aim to provide students with an understanding of the functionality of the Internet and the World Wide Web. Students will receive instruction that will enable them to create, edit and link HTML documents using a text editor. Students will learn to control and unify website styles using CSS. Students will also create web graphics and upload their personal websites and resumes to the World Wide Web using FTP.

WP310 Web Programming for Designers

(5.00 semester credit hours/100 clock hours)

Programming for Designers (WP310) serves as an introduction to programming with PHP and MySQL. Topics covered will provide students with a perspective and comprehension of the programming process, as well as an understanding of how to design and implement flexible, dynamic systems. Designing for user-driven applications will be a focus.

WS300 Scripting for the Web

(5.00 semester credit hours/100 clock hours)

Scripting for the Web (WS300) gives students experience with interactive web site creation. Students are taught web-programming concepts such as HTML, jQuery, AJAX, JavaScript, PHP and CSS. Media presentation, framesets, forms, CGI, FTP and other hosting concepts are also covered. Students will use industry standard software to create a portfolio web site to showcase all of their design work.

WUD400 Design for Usability

(5.00 semester credit hours/100 clock hours)

Design for Usability (WUD400) aims to immerse students in user experience principles and practices in web application design. The course will focus on user-centered and task-centered interface flows. Problem-solving and risk management will be stressed. Through hands-on user testing and design process, students will leave with a greater understanding of how to balance user needs, business goals and technology to create truly engaging web experiences.