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## 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.

**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.

### 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 by law to enroll non-immigrant, international 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. 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.

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

## COLLEGE OVERVIEW



### **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 Vocational 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.

# ACADEMIC POLICIES



## General Admission Procedures and Requirements

Candidates for enrollment in Platt College San Diego must possess a high school diploma or the recognized equivalent (i.e., a General Education Development “GED” certificate) prior to enrollment.

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](http://www.platt.edu/downloads/pcsd_catalog.pdf). A printed copy will be given to the student upon enrollment.

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. Students who miss more than 20% of the scheduled hours in a technical or general education course will receive a failing grade. Nevertheless, the instructors have the prerogative to permit less than the designated 20% based on the specific requirements of each course. Extenuating circumstances may lead to an exception, but this is the decision of the instructor and the Dean of Education.

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.

## Academic Probation and Termination Policy

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

- Excessive absences
- Failure to maintain a grade point average above 2.0
- 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 Vocational 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.

Prior to a student beginning a technical course, the College will also consider giving credit through portfolio review to those applicants that have technical skills and knowledge from previous employment, technical training, or prior academic credit. This evaluation is performed by an instructor to determine that the student's knowledge is comparable to the level of coursework of the College's programs. Credit by examination is not available for General Education courses.

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 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 meet with the Registrar to apply in writing for a leave of absence. A leave of absence cannot exceed 180 days in a continuous twelve-month period. 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

# ACADEMIC POLICIES



All 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.

## Standards of Satisfactory Progress

Standards of satisfactory progress are represented by a set of academic requirements that enable Platt College to maintain a high academic standard. The academic progress assessment commences after completion of the first three modules of the program. The assessment then follows the completion of every subsequent module.

Students must meet minimum academic standards to maintain satisfactory progress:

- Minimum cumulative grade point average of 2.0
- Successful completion of at least 66.67% of attempted courses (The 66.67% represents completion of academic coursework within one-and-half times the actual time frame)

Should a student fail to meet either of the requirements he or she is placed on academic probation for a period of one module. Academic results are reviewed at the end of the probation module. If the student fails to meet the requirements during this review, he is placed on a secondary probation for one module. If the student does not meet the requirements after completion of the second probationary module, he is terminated from the program for up to six months. The Dean of Education may make an exception to the termination and assign a third probationary module for conditions such as but not inclusive to:

- The probationary module contained less than four credits;
- Student has a history of excellent academic standing;
- Student received a grade of WF and that grade is under review due to exceptional circumstances

A student who is terminated may petition for reentry after the designated time is concluded. A 500-word essay must be submitted to the Dean of Education, outlining the strategies and conditions now in place that will secure academic success. The student also must interview with the Dean. The student may reenter if they are in good financial standing and receive approval from the Dean and from the Compliance Coordinator.

Students will not receive financial aid while on academic probation for satisfactory progress.

## 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/fail	(0.0)	WF	
Withdraw/no grade(0.0)		W	
Repeat	(0.0)	R	
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.*

The WF grade indicates the student has surpassed the number of sessions in which a grade of W can be issued. The class is a chargeable repeat. The grade will not count in the grade point average calculation.

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.

## 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.

## 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. If readmitted, the student's satisfactory progress status and level will be the same as it was upon leaving the institution. For example, if a student was on a first probation, he will continue on first probation; if the student was on a second probation, he will continue on second probation.

A student who has failed the second probation may not be considered for additional financial aid unless he or she undergoes an appeal process in which the student demonstrates that the causes of the previous performance have been addressed and the student has remained out of school for at least six months. Such readmission will be allowed only once.

### **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 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**

The Bureau sunset on June 30, 2007. If students have any complaints, questions or problems which they cannot work out with the school, they may also write or call:

Department of Consumer Affairs  
Consumer Information Division  
1625 North Market Boulevard, Suite N-112  
Sacramento, CA 95834  
(800) 952-5210

# TUITION POLICIES



## **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 their contract with the College by written notice, without any penalty or obligation, and receive a full refund of any money paid, until midnight of the fifth business day after the first class they attend. "Business day" means a day on which a student is scheduled to attend class. 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 30 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 30 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 \$100 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 Vocational 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:

**Note: As of July 1, 2005 we are not required to collect the state-imposed fee; however students are still eligible for benefits of the fund.**

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

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. The school's breach or anticipatory breach of the agreement for the course of instruction
5. 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
6. The school committed fraud during the recruitment or enrollment or program participation of the student

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

## DIPLOMA: GRAPHIC DESIGN

### TERM 1

DD101 Digital Production  
DES101 Design Basics  
TYP101 Typography/Computer System Skills

### TERM 2

D102 Vector Graphics  
DSP102 Design for Print I  
PI02 Raster Graphics

### TERM 3

WD103 Introduction to Web  
DSP103 Design for Print II  
PI03 Digital Imaging

## DIPLOMA: MULTIMEDIA DESIGN

### TERM 1

DD101 Digital Production  
DES101 Design Basics  
TYP101 Typography/Computer System Skills

### TERM 2

D102 Vector Graphics  
DSP102 Design for Print I  
PI02 Raster Graphics

### TERM 3

WD103 Introduction to Web  
DSP103 Design for Print II  
PI03 Digital Imaging

### TERM 4

IA104 Introduction to Animation  
IV104 Introduction to DV Production  
IW104 Fundamentals of Web Design

## DIPLOMA: SPECIALIZED MULTIMEDIA / ANIMATION DESIGN

### TERM 4

IA104 Introduction to Animation  
IV104 Introduction to DV Production  
IW104 Fundamentals of Web Design

### TERM 5

AO300 Organic Modeling  
AG300 Game Character Design  
AM300 Maya Dynamics/Effects

## DIPLOMA: SPECIALIZED DIGITAL VIDEO PRODUCTION

### TERM 4

IA104 Introduction to Animation  
IV104 Introduction to DV Production  
IW104 Fundamentals of Web Design

### TERM 5

DC300 After Effects  
DP300 Video Production  
DV300 Script Writing

## DIPLOMA: SPECIALIZED ADVANCED DIGITAL VIDEO PRODUCTION

### TERM 4

IA104 Introduction to Animation  
IV104 Introduction to DV Production  
IW104 Fundamentals of Web Design

### TERM 5

DC300 After Effects  
DP300 Video Production  
DV300 Script Writing

### TERM 6

DAC400 Advanced Digital Compositing  
DAP400 Advanced Video Production  
DAS400 Sound Design and Engineering

## DIPLOMA: SPECIALIZED WEB DESIGN

### TERM 4

IA104 Introduction to Animation  
IV104 Introduction to DV Production  
IW104 Fundamentals of Web Design

### TERM 5

WA300 Flash for the Web  
WC300 Web Campaign Implementation  
WP300 Scripting for the Web

## DIPLOMA: SPECIALIZED ADVANCED WEB DESIGN

### TERM 4

IA104 Introduction to Animation  
IV104 Introduction to DV Production  
IW104 Fundamentals of Web Design

### TERM 5

WA300 Flash for the Web  
WC300 Web Campaign Implementation  
WP300 Scripting for the Web

### TERM 6

WAS400 Advanced ActionScript and Flash  
WIP400 Web Programming for Designers  
WUD400 Web Design for Usability

## ASSOCIATE OF APPLIED SCIENCE DEGREE: GRAPHIC DESIGN

### TERM 1

DD101 Digital Production  
DES101 Design Basics  
TYP101 Typography/Computer System Skills

### TERM 2

D102 Vector Graphics  
DSP102 Design for Print I  
PI02 Raster Graphics

### TERM 3

WD103 Introduction to Web  
DSP103 Design for Print II  
PI03 Digital Imaging

## ASSOCIATE OF APPLIED SCIENCE GENERAL EDUCATION

ART103 Life Drawing  
ART150 Survey Of Art History I  
ART151 Survey of Art History II  
COM105 Oral Communications  
ENG105 English Composition  
HB150 Human Behavior  
HUM105 Clay Modeling  
HUM108 Fundamentals of Drawing  
HUM150 Fundamentals of Animation  
LIT101 Introduction to Literature  
MAT103 Introduction to Algebra/Geometry  
PD100 Portfolio Development

## ASSOCIATE OF APPLIED SCIENCE DEGREE: MULTIMEDIA DESIGN

### TERM 1

DD101 Digital Production  
DES101 Design Basics  
TYP101 Typography/Computer System Skills

### TERM 2

D102 Vector Graphics  
DSP102 Design for Print I  
PI02 Raster Graphics

### TERM 3

WD103 Introduction to Web  
DSP103 Design for Print II  
PI03 Digital Imaging

### TERM 4

IA104 Introduction to Animation  
IV104 Introduction to DV Production  
IW104 Fundamentals of Web Design

## ASSOCIATE OF APPLIED SCIENCE GENERAL EDUCATION

ART103 Life Drawing  
ART150 Survey Of Art History I  
ART151 Survey of Art History II  
COM105 Oral Communications  
ENG105 English Composition  
HB150 Human Behavior  
HUM105 Clay Modeling  
HUM108 Fundamentals of Drawing  
HUM150 Fundamentals of Animation  
LIT101 Introduction to Literature  
MAT103 Introduction to Algebra/Geometry  
PD100 Portfolio Development

# ACADEMIC PROGRAMS SUMMARY - BACHELOR OF SCIENCE

## ASSOCIATE OF APPLIED SCIENCE DEGREE: GRAPHIC DESIGN

### TERM 1

DD101 Digital Production  
DES101 Design Basics  
TYP101 Typography/Computer System Skills

### TERM 2

D102 Vector Graphics  
DSP102 Design for Print I  
PI02 Raster Graphics

### TERM 3

WD103 Introduction to Web  
DSP103 Design for Print II  
PI03 Digital Imaging

## ASSOCIATE OF APPLIED SCIENCE GENERAL EDUCATION

ART103 Life Drawing  
ART150 Survey Of Art History I  
ART151 Survey of Art History II  
COM105 Oral Communications  
ENG105 English Composition  
HB150 Human Behavior  
HUM105 Clay Modeling  
HUM108 Fundamentals of Drawing  
HUM150 Fundamentals of Animation  
LIT101 Introduction to Literature  
MAT103 Introduction to Algebra/Geometry  
PDI00 Portfolio Development

## BACHELOR OF SCIENCE DEGREE: MEDIA ARTS (study in 3D Animation)

### TERM 4

IA104 Introduction to Animation  
IV104 Introduction to DV Production  
IW104 Fundamentals of Web Design

### TERM 5

AO300 Organic Modeling  
AG300 Game Character Design  
AM300 Maya Dynamics / Effects

### TERM 6

AE400 Motion Builder  
AH400 Digital Character Sculpting  
AX400 Special Effects

## BACHELOR OF SCIENCE GENERAL EDUCATION

ART201 Film and Society  
BUS202 Marketing Communications  
ENG201 Creative Writing  
ENG202 Multimedia Writing  
ENV201 Environmental Science  
HUM201 Mass Communication  
HUM202 Fundamentals of Illustration  
MAT204 Business Math Concepts  
MUS201 The Enjoyment of Music  
PT200 Portfolio Thesis - Independent

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

### TERM 4

IA104 Introduction to Animation  
IV104 Introduction to DV Production  
IW104 Fundamentals of Web Design

### TERM 5

WA300 Flash for the Web  
WC300 Web Campaign Implementation  
WP300 Scripting for the Web

### TERM 6

WAS400 Advanced ActionScript and Flash  
WIP400 Web Programming for Designers  
WUD400 Web Design for Usability

## BACHELOR OF SCIENCE GENERAL EDUCATION

ART201 Film and Society  
BUS202 Marketing Communications  
ENG201 Creative Writing  
ENG202 Multimedia Writing  
ENV201 Environmental Science  
HUM201 Mass Communication  
HUM202 Fundamentals of Illustration  
MAT204 Business Math Concepts  
MUS201 The Enjoyment of Music  
PT200 Portfolio Thesis - Independent

## BACHELOR OF SCIENCE DEGREE: MEDIA ARTS (study in DV Production)

### TERM 4

IA104 Introduction to Animation  
IV104 Introduction to DV Production  
IW104 Fundamentals of Web Design

### TERM 5

DC300 After Effects  
DP300 Video Production  
DV300 Script Writing

### TERM 6

DAC400 Advanced Digital Compositing  
DAP400 Advanced Video Production  
DAS400 Sound Design and Engineering

## BACHELOR OF SCIENCE GENERAL EDUCATION

ART201 Film and Society  
BUS202 Marketing Communications  
ENG201 Creative Writing  
ENG202 Multimedia Writing  
ENV201 Environmental Science  
HUM201 Mass Communication  
HUM202 Fundamentals of Illustration  
MAT204 Business Math Concepts  
MUS201 The Enjoyment of Music  
PT200 Portfolio Thesis - Independent

## BACHELOR OF SCIENCE DEGREE: MEDIA ARTS

### TERM 4

IA104 Introduction to Animation  
IV104 Introduction to DV Production  
IW104 Fundamentals of Web Design

*Choose two of the following areas of study:*

### TERM 5 - SPECIALIZED MULTIMEDIA / ANIMATION DESIGN

AO300 Organic Modeling  
AG300 Game Character Design  
AM300 Maya Dynamics / Effects

### TERM 5 - SPECIALIZED WEB DESIGN

WA300 Flash for the Web  
WC300 Web Campaign Implementation  
WP300 Scripting for the Web

### TERM 5 - SPECIALIZED DIGITAL VIDEO PRODUCTION

DC300 After Effects  
DP300 Video Production  
DV300 Script Writing

## BACHELOR OF SCIENCE GENERAL EDUCATION

ART201 Film and Society  
BUS202 Marketing Communications  
ENG201 Creative Writing  
ENG202 Multimedia Writing  
ENV201 Environmental Science  
HUM201 Mass Communication  
HUM202 Fundamentals of Illustration  
MAT204 Business Math Concepts  
MUS201 The Enjoyment of Music  
PT200 Portfolio Thesis - Independent



## 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 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 or Web)	* 2370	Clock Hours	128	Semester Credit Hours
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\* 30 of the 2370 clock hours is earned in PT200, 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. 25-27 for full course descriptions)

#### TERM I

DD101	Digital Production
DES101	Design Basics
TYP101	Typography/Computer System Skills

#### TERM 2

D102	Vector Graphics
DSP102	Design for Print I
PI02	Raster Graphics

#### TERM 3

WD103	Introduction to Web
DSP103	Design for Print II
PI03	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. 25-27 for full course descriptions)

#### TERM I

DD101	Digital Production
DES101	Design Basics
TYP101	Typography/Computer System Skills

#### TERM 2

D102	Vector Graphics
DSP102	Design for Print I
PI02	Raster Graphics

#### TERM 3

WD103	Introduction to Web
DSP103	Design for Print II
PI03	Digital Imaging

#### TERM 4

IA104	Introduction to Animation
IV104	Introduction to DV Production
IW104	Fundamentals of Web Design

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.

## ACADEMIC PROGRAMS



### 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
- Proficiency in Adobe® Photoshop®, Adobe® Illustrator®, HTML, and CSS
- 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. 25-27 for full course descriptions)

##### TERM 4

IA104	Introduction to Animation
IV104	Introduction to DV Production
IW104	Fundamentals of Web Design

##### TERM 5

AO300	Organic Modeling
AG300	Game Character Design
AM300	Maya Dynamics / Effects



## 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
- Proficiency in Adobe® Photoshop®, Adobe® Illustrator®, HTML, and CSS
- 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. 25-27 for full course descriptions)

#### TERM 4

IA104	Introduction to Animation
IV104	Introduction to DV Production
IW104	Fundamentals of Web Design

#### TERM 5

DC300	After Effects
DP300	Video Production
DV300	Script Writing

## 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
- Proficiency in Adobe® Photoshop®, Adobe® Illustrator®, HTML, and CSS
- 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 DV Production Courses

(see pgs. 25-27 for full course descriptions)

#### TERM 4

IA104	Introduction to Animation
IV104	Introduction to DV Production
IW104	Fundamentals of Web Design

#### TERM 5

DC300	After Effects
DP300	Video Production
DV300	Script Writing

#### TERM 6

DAC400	Advanced Digital Compositing
DAP400	Advanced Video Production
DSD400	Sound Design and Engineering

## ACADEMIC PROGRAMS



### 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.

### 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
- Proficiency in Adobe® Photoshop®, Adobe® Illustrator®, HTML, and CSS
- An acceptable professional or educational portfolio

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
- Proficiency in Adobe® Photoshop®, Adobe® Illustrator®, HTML, and CSS
- 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. 25-27 for full course descriptions)

##### TERM 4

IA104	Introduction to Animation
IV104	Introduction to DV Production
IW104	Fundamentals of Web Design

##### TERM 5

WA300	Flash for the Web
WC300	Web Campaign Implementation
WP300	Scripting for the Web

*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. 25-27 for full course descriptions)

##### TERM 4

IA104	Introduction to Animation
IV104	Introduction to DV Production
IW104	Fundamentals of Web Design

##### TERM 5

WA300	Flash for the Web
WC300	Web Campaign Implementation
WP300	Scripting for the Web

##### TERM 6

WAS400	Advanced ActionScript and Flash
WIP400	Web Programming for Designers
WUD400	Web Design for Usability



## 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. 25-27 for full course descriptions)

#### TERM 1

DD101	Digital Production
DES101	Design Basics
TYPI01	Typography / Computer System Skills

#### TERM 2

D102	Vector Graphics
DSP102	Design for Print I
PI02	Raster Graphics

#### TERM 3

WDI03	Introduction to Web
DSP103	Design for Print II
PI03	Digital Imaging

### Associate of Applied Science General Education

#### Art

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

#### Math/Science

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

HUM105	Clay Modeling
HUM108	Fundamentals of Drawing
LIT101	Introduction of Literature
PD100	Portfolio Development

# ACADEMIC PROGRAMS



## 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. 25-27 for full course descriptions)

#### TERM 1

DD101	Digital Production
DES101	Design Basics
TYP101	Typography / Computer System Skills

#### TERM 2

D102	Vector Graphics
DSP102	Design for Print I
PI02	Raster Graphics

#### TERM 3

WDI03	Introduction to Web
DSP103	Design for Print II
PI03	Digital Imaging

#### TERM 4

IA104	Introduction to Animation
IVI04	Introduction to DV Production
IWI04	Fundamentals of Web Design

### Associate of Applied Science General Education

#### Art

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

#### Math/Science

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

HUM105	Clay Modeling
HUM108	Fundamentals of Drawing
LIT101	Introduction of Literature
PD100	Portfolio Development



## **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
- Proficiency in Adobe® Photoshop®, Adobe® Illustrator®, HTML, and CSS
- 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 (PT200) that must be reviewed and approved prior to graduation.

### **Bachelor of Science Degree: Media Arts Courses**

(see pgs. 25-27 for full course descriptions)

#### **TERM 4**

IA104	Introduction to Animation
IV104	Introduction to DV Production
IW104	Fundamentals of Web Design

#### **TERM 5**

AO300	Organic Modeling
AG300	Game Character Design
AM300	Maya Dynamics / Effects

#### **TERM 6**

AE400	Motion Builder
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**

ENV201	Environmental Science
MAT204	Business Math Concepts

#### **Social Sciences/Humanities** (two of)

HUM201	Mass Communication
HUM202	Fundamentals of Illustration
BUS202	Marketing Communications

#### **English/Language**

ENG201	Creative Writing
ENG202	Multimedia Writing

#### **Independent Thesis**

PT200	Portfolio Thesis - Independent
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## ACADEMIC PROGRAMS



### **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
- Proficiency in Adobe® Photoshop®, Adobe® Illustrator®, HTML, and CSS
- 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 (PT200) that must be reviewed and approved prior to graduation.

#### **Bachelor of Science Degree: Media Arts Courses**

(see pgs. 25-27 for full course descriptions)

##### **TERM 4**

IA104	Introduction to Animation
IV104	Introduction to DV Production
IW104	Fundamentals of Web Design

##### **TERM 5**

DC300	After Effects
DP300	Video Production
DV300	Script Writing

##### **TERM 6**

DAC400	Advanced Digital Compositing
DAP400	Advanced Video Production
DSD400	Sound Design and Engineering

#### **Bachelor of Science General Education**

Each course is 2 credits.

##### **Art/Art History**

ART201	Film and Society
MUS201	Enjoyment of Music

##### **Math/Science**

ENV201	Environmental Science
MAT204	Business Math Concepts

##### **Social Sciences/Humanities** (two of)

HUM201	Mass Communication
HUM202	Fundamentals of Illustration
BUS202	Marketing Communications

##### **English/Language**

ENG201	Creative Writing
ENG202	Multimedia Writing

##### **Independent Thesis**

PT200	Portfolio Thesis - Independent
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## 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
- Proficiency in Adobe® Photoshop®, Adobe® Illustrator®, HTML, and CSS
- 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 (PT200) that must be reviewed and approved prior to graduation.

### Bachelor of Science Degree: Media Arts Courses

(see pgs. 25-27 for full course descriptions)

#### TERM 4

IA104	Introduction to Animation
IV104	Introduction to DV Production
IW104	Fundamentals of Web Design

#### TERM 5

WA300	Flash for the Web
WC300	Web Campaign Implementation
WP300	Scripting for the Web

#### TERM 6

WAS400	Advanced ActionScript and Flash
WIP400	Web Programming for Designers
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

ENV201	Environmental Science
MAT204	Business Math Concepts

#### Social Sciences/Humanities (two of)

HUM201	Mass Communication
HUM202	Fundamentals of Illustration
BUS202	Marketing Communications

#### English/Language

ENG201	Creative Writing
ENG202	Multimedia Writing

#### Independent Thesis

PT200	Portfolio Thesis - Independent
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## 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
- Proficiency in Adobe® Photoshop®, Adobe® Illustrator®, HTML, and CSS
- An acceptable professional or educational portfolio

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 (PT200) that must be reviewed and approved prior to graduation.

#### Bachelor of Science Degree: Media Arts Courses

(see pgs. 25-27 for full course descriptions)

##### TERM 4

IA104	Introduction to Animation
IV104	Introduction to DV Production
IW104	Fundamentals of Web Design

Choose two of the following areas of study:

##### Specialized Multimedia / Animation Design

AO300	Organic Modeling
AG300	Game Character Design
AM300	Maya Dynamics / Effects

##### Specialized Web Design

WA300	Flash for the Web
WC300	Web Campaign Implementation
WP300	Scripting for the Web

##### Specialized Digital Video Production

DC300	After Effects
DP300	Video Production
DV300	Script Writing

#### Bachelor of Science General Education

Each course is 2 credits.

##### Art

ART201	Film and Society
MUS201	Enjoyment of Music

##### Math/Science

ENV201	Environmental Science
MAT204	Business Math Concepts

##### Social Sciences/Humanities (two of)

HUM201	Mass Communication
HUM202	Fundamentals of Illustration
BUS202	Marketing Communications

##### English/Language

ENG201	Creative Writing
ENG202	Multimedia Writing

##### Independent Thesis

PT200	Portfolio Thesis - Independent
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## **AE400 Motion Builder**

(5.00 semester credit hours/100 clock hours)  
This course takes students through the production pipeline of bringing a 3D character to life. Beginning with prepping the character in Maya, importing and animating using MotionBuilder, and finally exporting back to Maya for rendering. Students will also learn character animation techniques and lip syncing as well as applying motion capture data to their model.

## **AG300 Game Character Design**

(5.00 semester credit hours/100 clock hours)  
The course offers the use of 3D animation in the electronic game industry. Emphasis is placed on proper modeling techniques, low polygon count models and 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)  
This course focuses on mastering high-end 3D modeling. Focus is placed on both software modeling tools and artistic sculpturing talent. A variety of models will be covered during the course. Proper modeling techniques, tips and tricks are covered. Final model project is student's choice, designed to be the culmination of all modeling skills learned. (Maya, ZBrush, Mudbox)

## **AM300 Maya Dynamics / Effects**

(5.00 semester credit hours/100 clock hours)  
Students will learn fundamentals of using Maya nParticles, nCloth, and Fluids to create a wide range of special effects including fire, water, fur, cloth, and hair. This class will also cover the rendering and compositing stages of the production pipeline using Maya and After Effects.

## **AO300 Organic Modeling**

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

## **ART103 Life Drawing**

(2.00 semester credit hours/30 clock hours)  
This course 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 through a variety of techniques and art-making materials ranging from charcoal and graphite to color pastels.

## **ART150 Survey Of Art History I**

(2.00 semester credit hours/30 clock hours)  
The course serves as an understanding of the development of Western Art. The sessions will present contextual evolution of society via the history of art, constructed as a survey of all the aspects shaping our society and each art period. This course concentrates on the development from the prehistoric art to the 15th century. Each lecture will be accompanied by slides of the artwork, respective classical music, and excerpts from literature.

## **ART151 Survey of Art History II**

(2.00 semester credit hours/30 clock hours)  
The course serves as an understanding of the development of western art. The sessions will present contextual evolution of society via the history of art, constructed as a survey of all the aspects shaping our society and each art period. This course concentrates on the development from the 15th century to the present. Each lecture will be accompanied by slides of the artwork, respective classical music, and excerpts from literature.

## **ART201 Film and Society**

(2.00 semester credit hours/30 clock hours)  
This course 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)  
This course focuses on the lighting and rendering stages of the production pipeline using Maya Software and 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)  
This course provides a thorough understanding of the fundamental principles of product and service strategies, pricing, marketing channels and supply chain management, integrated marketing communications – advertising, sales promotion, public relations, direct marketing, media strategy, personal selling and self promotion.

## **COM105 Oral Communications**

(2.00 semester credit hours/30 clock hours)  
This class is designed to make students comfortable and proficient when speaking in both a small group and "public" settings. Students will develop heightened critical thinking through research, argument, and analysis. Students in any field of our graphic design program need these skills to communicate their creative vision in their personal and professional life.

## **DI02 Vector Graphics**

(5.00 semester credit hours/100 clock hours)  
Introduction to vector or object oriented drawing concepts and practices. Emphasis is placed on developing good drawing skills. Topics include illustration, composition, typesetting, image transformation, simulation of spatial depth and PostScript image preparation for commercial printing. Good design practices and composition are emphasized.

## **DAC400 Advanced Digital Compositing**

(5.00 semester credit hours/100 clock hours)  
This class will demonstrate to students how to solve complex industry-level compositing cases which incorporate a wide range of techniques as are: multiple effects, pre-comp/nesting, optimizing performance, masking/roto-scoping, rendering and a full range of keyboard shortcuts; class will also cover advanced capturing and exporting DV and HDV footage and general video/audio editing.

## **DAP400 Advanced Video Production**

(5.00 semester credit hours/100 clock hours)  
The course will examine the elements of cinema and storytelling from the film world, and apply them to the world of commercial video. Utilizing the industry-standard tools of Final Cut Studio and learning HD formats, students will explore advanced projects in narrative and electronic news-gathering or live event/studio setting.

## **DC300 After Effects**

(5.00 semester credit hours/100 clock hours)  
In this course students will use After Effects to create motion graphics, key out color using green/blue screen techniques, motion tracking, and compositing video and animation. There will be a focus on keyframing, masking and using alpha channels. Projects include animated logos, titles, and rendering for broadcast.

## **DDI01 Digital Production**

(5.00 semester credit hours/100 clock hours)  
This course covers specific printing processes such as halftones and screens (1-color), duotones and overlay techniques (2-color), photo sizing, 4-color process printing, manual color separation and basic layout, imposition and bindery. Class introduced digital printing processes and techniques using InDesign for page layout and output of files. Studio business practices such as pricing, estimating and time tracking are also introduced.

## **DES101 Design Basics**

(5.00 semester credit hours/100 clock hours)  
An exploration of, and training in, the principles and processes of design, brainstorming and theme development. Comping skills (including marker/pencils/ink), 1, 2, and 3-point perspective, line art techniques, color theory and template use.

## COURSE DESCRIPTIONS

### **DP300 Video Production**

(5.00 semester credit hours/100 clock hours)  
Hands-on training in: production planning, camera techniques, lighting, audio and advanced non-linear editing. Students will work independently or in small groups to develop, shoot, edit, and deliver digital video projects while also learning compression and delivery standards.

### **DSD400 Sound Design and Engineering**

(5.00 semester credit hours/100 clock hours)  
This course explains the role of audio in visual media and in 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 an intermediate level proficiency using Pro Tools and an audio production platform. No prior audio experience is expected.

### **DSPI02 Design for Print I**

(5.00 semester credit hours/100 clock hours)  
Introduction to electronic desktop publishing including page layout, page design, professional typesetting practices, typographic considerations, image resolution requirements and pre-press requirements. Industry related business practices and standards are emphasized.

### **DSPI03 Design for Print II**

(5.00 semester credit hours/100 clock hours)  
Advanced electronic publishing processes are covered. This includes: pre-flight for pre-press, die-strike construction, long document setup, master pages, pagination, font management and increasing speed on the computer. Includes in depth discussion of commercial printing issues, including: trapping, file preparation and organization, paper selection and special printing techniques. Emphasis is also placed on effective use of design.

### **DV300 Script Writing**

(5.00 semester credit hours/100 clock hours)  
The course serves as an introduction to screenwriting with an emphasis on formatting, three act story structure, storyboarding, character development, plot devices, and an overview of the Hollywood and Indie production business. Students will conceptualize and write an original screenplay and receive guidance on marketing their script.

### **ENG105 English Composition**

(2.00 semester credit hours/30 clock hours)  
This course provides the student 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)  
This course 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)  
This course will equip students with fundamental understanding of multimedia writing e.g. web page writing, copywriting, script writing and script formats, critique writing, storyboarding, and more. Developing clear coherent, tight, and original writing skills will be especially mastered. Thus, the students will leave the class equipped with a strong understanding of grammar and style, able to embrace any multimedia task.

### **ENV201 Environmental Science**

(2.00 semester credit hours/30 clock hours)  
This class will explore the interrelationships between humans, their economy, and the natural world. It will focus on several subject areas as case studies to look at different approaches to assessing and dealing with environmental problems. These subject areas will include food/agriculture, water resources, global warming, biodiversity conservation and energy research.

### **HBI50 Human Behavior**

(2.00 semester credit hours/30 clock hours)  
This general education course presents concepts and principles of psychology, the science concerned with understanding and explaining mental processes and behavior. Topics include: human learning, thinking, motivation, sensation and perception.

### **HUM105 Clay Modeling**

(0.67 semester credit hours/10 clock hours)  
The class offers an exploration of the fundamentals of clay modeling by exploring the principles, concepts and processes of design of an original clay character and its development. The process includes brainstorming, rough drafts of the character and final clay execution. The knowledge gained in the class will compliment any application of original character in 3D animation, Flash animation, game design, film & video.

### **HUM108 Fundamentals of Drawing**

(0.67 semester credit hours/10 clock hours)  
This course will focus on the fundamentals of drawing: 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.

### **HUM150 Fundamentals of Animation**

(2.00 semester credit hours/30 clock hours)  
The course teaches the basic understanding and concepts of storyboarding; fundamentals of animation through keyframing; conceptualization for claymation and paper-mache; operation of digital camera and computer manipulation of photographs.

### **HUM201 Mass Communication**

(2.00 semester credit hours/30 clock hours)  
A survey of the forms, functions, effects and controls of the mass media – motion pictures, television, radio, books, magazines, newspapers and new computer technologies.

### **HUM202 Fundamentals of Illustration**

(2.00 semester credit hours/30 clock hours)  
This course 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 of illustration and students will gain a better understanding of the impact of illustration.

### **HUM700 College Study Abroad**

(2.00 credits)  
The course is based upon Study Abroad to various world destinations providing students with a personal insight into different cultures, history, arts, public life and lifestyles. Students are guided by docents in museums and galleries, explore architecture with local certified professional guides, receive many lectures on art, tradition, history and public life of chosen country of visit.

- Students must sign for the Study Abroad credit no later than thirty (30) days prior the departure.

- Students will meet with the instructor two times before the departure – first (1.) meeting will be organizational with provision of explanation of the syllabus and a reading list, at the second (2.) meeting prior the departure the students will announce to the instructor the chosen literature and plans for the projects. Upon the arrival from abroad the students will meet with the instructor again discussing the material for research and projects. Individual consultations will follow. Final meeting will be held when the academic work will be turned in.

- The final work will be turned in six (6) weeks after the arrival from the Study Abroad or by the student's graduation date – whatever will come first.

Student will receive a grade of CX upon successful completion of this course.

## **IA104 Introduction to Animation**

(5.00 semester credit hours/100 clock hours)

An introduction to 3D and 3D applications, techniques, and theory. Students learn and practice the fundamental methods of modeling, texturing, and animation. Logo animation, video game environment and an inverse kinematics walk-cycle are highlights of this course.

## **IV104 Introduction to Digital Video Production**

(5.00 semester credit hours/100 clock hours)

This course will focus on the fundamentals of non-linear editing. We cover all aspects of digital video from pre-production, production and post-production. Technical concerns as well as creative approaches will be covered. The class will consist of lectures, lessons, in-class exercises, and a series of projects.

## **IW104 Fundamentals of Web Design**

(5.00 semester credit hours/100 clock hours)

This course will offer a strong foundation in web design, Graphical User Interface (GUI) and web page structure. Topics will include: (X)HTML, CSS, FTP, Flash animation and ActionScript, project management and interactive design strategies.

## **LIT101 Introduction to Literature**

(2.00 semester credit hours/30 clock hours)

This survey of literature includes the analysis of literary elements such as character, conflict, point of view, setting, symbolism, figurative language, tone and theme. The course is designed to help the student improve reading, comprehension and analytical writing skills.

## **MAT103 Introduction to Algebra / Geometry**

(2.00 semester credit hours/30 clock hours)

This course covers elementary algebraic and geometry 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)

This course 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 course serves as an introduction to the music world with the explanation of the principles, categories and vocabulary of music. Through the music samples (spanning medieval time to present) and through creating music together, the students will be advised how to approach and thus enjoy music, how to understand the fundamentals of music,

and how to comprehend the distinctions of the particular eras of Western music.

## **PI02 Raster Graphics**

(5.00 semester credit hours/100 clock hours)

Introduction to pixel editing software including 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.

## **PI03 Digital Imaging**

(5.00 semester credit hours/100 clock hours)

Covers advanced digital imaging concepts including: file output, system configuration / calibration / troubleshooting, color correction, advanced photo manipulation and special effects. Also covers advanced digital drawing techniques including: masks, blends, and other advanced techniques. 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.

## **PD100 Portfolio Development**

(0.67 semester credit hours/10 clock hours)

*No transfer credit accepted for this course.*

Students will create a portfolio of work that reflects the skills they have acquired in their respective programs. Students will also receive instruction and gain practical experience in the presentation of their portfolio.

## **PT200 Portfolio Thesis - Independent**

(2.00 semester credit hours)

*No transfer credit accepted for this course.*

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.

## **TYP101 Typography / Computer System Skills**

(5.00 semester credit hours/100 clock hours)

An introduction to typography for the graphic design student. Topics include: type identification, type faces and families, type comping, letter and word spacing, copy-fitting, designing with type, type as a communication tool and basic computer system skills.

## **WA300 Flash for the Web**

(5.00 semester credit hours/100 clock hours)

This class is designed to give students experience with Adobe Flash and other tools to create interactive web pages. Students learn how to create and then translate vector and raster imagery into animation and web sites. These techniques are useful for creating interactive experiences. Usability and interactive design issues are also emphasized.

## **WAS400 Advanced ActionScript and Flash**

(5.00 semester credit hours/100 clock hours)

The course focuses on more advanced ActionScript with a focus on dynamic and complex applications. The class builds upon the foundation laid in Term 5 – Web Design courses. Advanced video and audio integration is also part of the curriculum. Emphasis is placed on assets and sites management as well as usability issues.

## **WC300 Web Campaign Implementation**

(5.00 semester credit hours/100 clock hours)

This class gives students experience with the process of conceptualizing and implementing a corporate web site. Focus is on usability, navigation, writing content for the web, intranet and extranet design concepts, accessibility and Section 508 compliance, SEO, SEM and other web marketing concepts. Students will coordinate an effective web based campaign for a fictitious corporate client. Working in groups, students will create a web site for fictitious client and explore all aspects of corporate web site creation. Emphasis is placed on efficient and effective use of design and web resources, and application of interface design fundamentals toward the creation of a usable and functional web site.

## **WD103 Introduction to Web**

(5.00 semester credit hours/100 clock hours)

The course offers beginning to intermediate web site design concepts including: HTML, CSS, FTP, interface design, graphics optimization, typography and animation. Concepts in resolution independent design and web site usability are also covered.

## **WIP400 Web Programming for Designers**

(5.00 semester credit hours/100 clock hours)

The course serves as an introduction to programming for designers. The students will gain a new perspective and comprehension of the programming process and will understand how design facilitates dynamic applications, and what may be the limits of design and how design helps to stimulate usability.

## **WP300 Scripting for the Web**

(5.00 semester credit hours/100 clock hours)

This class gives students experience with interactive web site creation. Students are taught web programming concepts such as DHTML, JavaScript, and CSS2. Also covered: media presentation, forms and CGI concepts, PHP, FTP and other hosting concepts. Students will use industry standard software to create a portfolio web site to showcase all of their design work.

## **WUD400 Web Design for Usability**

(5.00 semester credit hours/100 clock hours)

The course serves as an introduction to usability principles. The content focuses on user-centered interface design and its practical applications using new technologies, such as CSS, DOM Scripting, DHTML and Ajax.

## NOTES

