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**W**elcome to Platt College San Diego! We invite you to join us on an exciting journey of learning and accomplishment that will promote your talents, enrich your mind, and make your creative spirit soar. As a student at Platt College San Diego, you will receive a valuable education in a specialized and intimate setting.

We have a diverse population on campus, representing cultures from several countries. Our faculty are working professionals in their respective fields, providing real-world perspective and industry standards in the classroom to prepare you for employment upon graduation.

We are proud of our accomplishments at Platt College San Diego. Since our establishment in 1980, we have been a mainstay of higher education in San Diego, providing quality education in Media Arts programs to local, regional, national, and international students.

We are committed to providing you with a quality education, offering degree and diploma programs in Media Arts, Multimedia / Animation Design, Graphic Design, Digital Video Production and Web Design. We also offer career counseling services to help you each step along the way. Our goal is your success.

In return, we ask that you dedicate yourself to your program of study and assume responsibility by getting involved in all that we have to offer. You have an opportunity to learn from professionals in a hands-on environment while, at the same time, making professional contacts and lifelong friendships.

Wishing you every success,

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 within a supportive environment that stimulates the incubation of new ideas and stretches the minds and talents of its students. Because the fields in which we instruct are in a constant state of development, our emphasis is on providing a foundation in problem solving skills to meet future challenges and the needs of a changing and constantly 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. 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 in Media Arts Degree, Associate of Applied Science in Multimedia Design Degree or Associate of Applied Science in 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 of Technology (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 and Vocational Education (BPPVE).

The College is also approved for V.A. 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 Student Financial Aid Administrators (NASFAA)
- Printing Industries Association of San Diego (PIASD)
- 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 accommodate a maximum of 31 students per classroom. The general education lecture classrooms accommodate a maximum of 40 students. In all cases, class sizes are carefully controlled to provide the individualized assistance which is our hallmark. The campus is accessible to the physically challenged with designated parking and 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 their 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 in Media Arts," "Associate of Applied Science Degree," or "Diploma" in their program of study.

### 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 counseling 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.

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 which 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 which 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.

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 counsels 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 assists students in developing proficiency in professionalism.

The College cannot guarantee employment, however, 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 are emphasized as qualities that influence potential employers.



**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/platt\\_college\\_catalog.pdf](http://www.platt.edu/platt_college_catalog.pdf). A printed copy will be given to the student upon enrollment.

A signed and accepted contract (the “Enrollment Agreement”) which 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. 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. More than six absences in a technical module or three to four absences in a general education course will result in a failing grade. Nevertheless, the instructors have the prerogative to permit less than the above stated number of absences based on the specific requirements of each module or course. Should a period of 14 calendar days pass without a student attending class, or if a student does not return from a leave of absence on the scheduled date, the student will be terminated from school.

In addition, students who missed class due to unavoidable circumstances (illness documented by physician, death in family, etc.) may petition the Dean of Education requesting a grade of W versus WF. Petitions are available in the administration office.

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, a student 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 which 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 which 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 of 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 seeking an Associate of Applied Science Degree or a Bachelor of Science Degree 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 2 credits in any of these four clusters (the 2 additional credits are not needed for the B.S. Degree). Additional courses in career and portfolio development (for a total of 2 credits) are required of all Associate Degree students. An additional digital portfolio independent thesis class (2 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 graduation date. The complete checklist must be turned in to the Registrar for processing.

#### Transcript Reference Codes

- TC Transfer credit for prior training
- CX Credit by examination/Portfolio assessment

#### Make-Up Work

Make-up work may be required by an instructor if the student misses an exam or assignments due to an absence. When work is repeated, the subsequent grade will replace the first. An incomplete ("NG") must be corrected within the time frame specified by the instructor, but in no case more than 10 class days after the completion of a class. An incomplete which is not satisfied will revert to a grade of "F."

#### 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 calendar days in a continuous twelve-month period. Only in the case of military deployment may an additional leave of absence be granted. If the student does not return from a leave of absence on the scheduled return date, the student will automatically be terminated from the College.



## Standards of Satisfactory Progress

In order to be considered to be making satisfactory progress, a student must:

- Achieve a minimum cumulative grade point average of "C," and successfully complete at least 66.7% of the credits attempted (this assures that the student completes within one-and-a-half times the normal time frame for the course) OR
- Be on a period of academic probation.

Satisfactory progress will be evaluated at the end of each module, beginning with the student's second module. Failure to achieve the above-listed requirements will result in the student being placed on academic probation for a period of one module. If the student has met the cumulative grade point average and completion rate ratio by the end of the next module, he will be returned to good standing.

If during the probationary module, the student meets the required grade and completion rate standards for that module, but still does not meet the standards cumulatively, the student will be allowed an additional period of probation. At the end of the second probationary period, the student's progress will again be assessed and if the student does not meet the standards, she will not be considered to be making satisfactory progress and will be terminated from the program.

Students are not eligible to receive financial aid while on probation.

## Grading System

A student will receive a grade for any class/module attended more than the first 33%. If the students attend beyond the first 33%, then withdraws, they will receive a failing grade for the module on their transcript. The grade will remain unless the student successfully completes a repeat of the class at which time the first grade will revert to a "R" for repeat and the second grade will become a part of the grade point average. 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, A-	90-100
Above Average	(3.0)	B+, B, B-	80-89
Average	(2.0)	C+, C, C-	70-79
Below Average*	(1.0)	D+, D, 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	

\*No credit is granted for a "D+," "D," "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.

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.

## Definition of a Semester Credit Hour

The College measures student progress in semester credit hours. A semester credit hour in technical class is defined as follows: one semester credit hour equals 20 class hours of lecture or lab. A class hour is a minimum of 50 minutes. In General Education (GE) classes one semester credit hour equals 15 class hours.

## Dean's List Criteria

Nomination to 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).

Nominations will be made on the basis of academic performance achieved within the nominating period. 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 "NG"
- Absence will not exceed 12% per academic cycle and no more than three sessions in each module with the within the academic cycle.

All Dean's List recipients will receive a certificate and their name will be displayed in the main office on the Dean's List.

## 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 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 federal rules, 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, they must contact the Registrar. Basic information is called directory information and at this school includes the student's name, program of study, period of attendance, and diploma or degree awarded. The exception to only providing directory information includes any agencies in connection with Financial Aid and any school officials with legitimate educational interests.

## Notice of Student Rights

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

## Accrediting Commission of Career Schools and Colleges of Technology

Schools accredited by the Accrediting Commission of Career Schools and Colleges of Technology 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 of Technology  
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 and Vocational Education

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

Bureau for Private Postsecondary and Vocational  
Education  
1625 North Market Blvd., Suite S 202  
Sacramento, CA 95834  
Phone Number: (916) 574-7720  
Fax Number: (916) 574-8650



## 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/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 twenty 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, is effective when postmarked, properly addressed with postage prepaid. 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.

### State of California Pro Rata Policy

The refund will be calculated as follows:

1. Deduct the registration fee of \$110 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 your last date of attendance times the hourly tuition rate, plus the registration fee and the cost of books and supplies you received but did not return in re-saleable condition. This amount of school costs earned is subtracted from the amount paid by you and/or the amount of Federal aid you may keep considering that you did not complete 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 by you 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 you, the student, have "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 your 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 nevertheless be returned to the Federal Aid Programs.

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 of 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:

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

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

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

The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by California residents who were students attending schools approved by, or registered to offer Short-term Career Training with, the Bureau for Private Postsecondary and Vocational Education.

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

1. The school closed before the course of instruction was completed.
2. The school's failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.
3. The school's failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs.
4. 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

## GRAPHIC DESIGN DIPLOMA

TERM 1	
CR101	Production for Graphic Design
DES101	Design Basics
TYP101	Typography/Computer System Skills
TERM 2	
D102	Vector Graphics
DTP102	Digital Publishing for Print I
P102	Raster Graphics
TERM 3	
D103	Introduction to Web
DTP103	Digital Publishing for Print II
P103	Digital Imaging

## MULTIMEDIA DESIGN DIPLOMA

TERM 1	
CR101	Production for Graphic Design
DES101	Design Basics
TYP101	Typography/Computer System Skills
TERM 2	
D102	Vector Graphics
DTP102	Digital Publishing for Print I
P102	Raster Graphics
TERM 3	
D103	Introduction to Web
DTP103	Digital Publishing for Print II
P103	Digital Imaging
TERM 4	
IA104	Introduction to Animation
IV104	Introduction to DV Production
IW104	Fundamentals of Web Design

## SPECIALIZED MULTIMEDIA / ANIMATION DESIGN DIPLOMA

TERM 4	
IA104	Introduction to Animation
IV104	Introduction to DV Production
IW104	Fundamentals of Web Design
TERM 5	
AB300	Organic Modeling
AG300	Electronic Game 3D Animation
AM300	Maya Dynamics/Effects

## SPECIALIZED WEB DESIGN DIPLOMA

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

## SPECIALIZED DIGITAL VIDEO PRODUCTION DIPLOMA

TERM 4	
IA104	Introduction to Animation
IV104	Introduction to DV Production
IW104	Fundamentals of Web Design
TERM 5	
DC300	Visual Effects & Compositing
DP300	DV Editing and Post-Production
DV300	Digital Video Genre Production

## ASSOCIATE OF APPLIED SCIENCE DEGREE - GRAPHIC DESIGN

TERM 1	
CR101	Production for Graphic Design
DES101	Design Basics
TYP101	Typography/Computer System Skills
TERM 2	
D102	Vector Graphics
DTP102	Digital Publishing for Print I
P102	Raster Graphics
TERM 3	
D103	Introduction to Web
DTP103	Digital Publishing for Print II
P103	Digital Imaging

## ASSOCIATE OF APPLIED SCIENCE GENERAL EDUCATION

ART103	Life Drawing
ART150	Survey Of Art History I
ART151	Survey of Art History II
CDW	Career Development Workshop
COM105	Oral Communications
ENG105	English Composition
HB101	Human Behavior
HUM103	History of Advertising / Concept.
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	
CR101	Production for Graphic Design
DES101	Design Basics
TYP101	Typography/Computer System Skills
TERM 2	
D102	Vector Graphics
DTP102	Digital Publishing for Print I
P102	Raster Graphics
TERM 3	
D103	Introduction to Web
DTP103	Digital Publishing for Print II
P103	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
CD100	Career Development
COM105	Oral Communications
ENG105	English Composition
HB150	Human Behavior
HUM103	History of Advertising
HUM150	Fundamentals of Animation
LIT101	Introduction to Literature
MAT103	Introduction to Algebra/Geometry
PD100	Portfolio Development

## BACHELOR OF SCIENCE DEGREE - MEDIA ARTS

TERM 1	
CR101	Production for Graphic Design
DES101	Design Basics
TYP101	Typography/Computer System Skills
TERM 2	
D102	Vector Graphics
DTP102	Digital Publishing for Print I
P102	Raster Graphics
TERM 3	
D103	Introduction to Web
DTP103	Digital Publishing for Print II
P103	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
CD100	Career Development
COM105	Oral Communications
ENG105	English Composition
HB150	Human Behavior
HUM103	History of Advertising
HUM150	Fundamentals of Animation
LIT101	Introduction to Literature
MAT103	Introduction to Algebra/Geometry
PD100	Portfolio Development

## BACHELOR OF SCIENCE GENERAL EDUCATION

ART201	Film and Society
BPD201	Business Plan Development
BUS202	Marketing Communications
ENG201	Creative Writing
ENG202	Multimedia Writing
ENV201	Environmental Science
HUM201	Mass Communication
HUM202	Fundamentals of Illustration
MAT202	Business Math Concepts
MUS201	The Enjoyment of Music
PT200	Portfolio Thesis - Independent

Choose 2 of the following emphasis:

## SPECIALIZED MULTIMEDIA / ANIMATION DESIGN

AB300	Organic Modeling
AG300	Electronic Game 3D Animation
AM300	Maya Dynamics / Effects

## SPECIALIZED ADVANCED 3D GRAPHICS

AE400	Advanced Animation/Motion Graphics
AH400	High Resolution Model Making
AX400	FX and Pre-Visualization

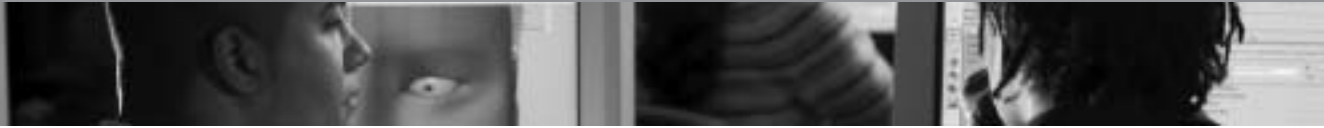
## SPECIALIZED WEB DESIGN

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

## SPECIALIZED DIGITAL VIDEO PRODUCTION

DC300	Visual Effects & Compositing
DP300	DV Editing and Post-Production
DV300	Digital Video Genre Production

# ACADEMIC PROGRAMS



## Introduction to Platt College San Diego Programs

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

### Diploma Programs:

Graphic Design	900	Clock Hours	45	Semester Credit Hours
Multimedia Design	1200	Clock Hours	60	Semester Credit Hours
Specialized Multimedia / Animation Design	600	Clock Hours	30	Semester Credit Hours
Specialized Web Design	600	Clock Hours	30	Semester Credit Hours
Specialized Digital Video Production	600	Clock Hours	30	Semester Credit Hours

### 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	* 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.

## GRAPHIC DESIGN DIPLOMA

Students completing the Graphic Design Diploma 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 Diploma Courses

(see pgs. 21-23 for full course descriptions)

#### TERM 1

CR101	Production for Graphic Design
DES101	Design Basics
TYP101	Typography/Computer System Skills

#### TERM 2

D102	Vector Graphics
DTP102	Digital Publishing for Print I
P102	Raster Graphics

#### TERM 3

D103	Introduction to Web
DTP103	Digital Publishing for Print II
P103	Digital Imaging

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

## MULTIMEDIA DESIGN DIPLOMA

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. 21-23 for full course descriptions)

#### TERM 1

CR101	Production for Graphic Design
DES101	Design Basics
TYP101	Typography/Computer System Skills

#### TERM 2

D102	Vector Graphics
DTP102	Digital Publishing for Print I
P102	Raster Graphics

#### TERM 3

D103	Introduction to Web
DTP103	Digital Publishing for Print II
P103	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 Multimedia Design Diploma.



## SPECIALIZED MULTIMEDIA / ANIMATION DESIGN DIPLOMA

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 exciting digital content for an interactive portfolio on CD-ROM and video tape reel, which 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 Specialized Multimedia/Animation Design Diploma 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 Specialized Multimedia/Animation Design Diploma.

### Prerequisites:

- An Associate Degree in Graphic Design from Platt College or equivalent.
- Proficiency in Adobe® Photoshop®, Adobe® Illustrator® and HTML.
- 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 Specialized Multimedia/Animation Design Diploma without having met this requirement.

### Specialized Multimedia / Animation Design Courses

(see pgs. 21-23 for full course descriptions)

#### TERM 4

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

#### TERM 5

AB300	Organic Modeling
AG300	Electronic Game 3D Animation
AM300	Maya Dynamics / Effects

# ACADEMIC PROGRAMS



## SPECIALIZED DIGITAL VIDEO PRODUCTION DIPLOMA

The Digital Video Production Program at Platt College prepares students for entry-level positions as video editors, motion graphics artists, and digital compositors. The program utilizes industry-standard software, such as Adobe After Effects, Ultimatte, and Final Cut Pro, enabling students to create high-quality work. Through hands-on course work, students are provided practical experience useful in real world situations.

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 and Term 5, Specialized Digital Video Production, a student will have completed 30 semester credit hours (600 hours of instruction) and will be issued a Specialized Digital Video Production Diploma.

## SPECIALIZED WEB DESIGN DIPLOMA

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.

### Prerequisites:

- An Associate Degree in Graphic Design from Platt College or equivalent.
- Proficiency in Adobe® Photoshop®, Adobe® Illustrator® and HTML.
- 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 Specialized Digital Video Production Diploma without having met this requirement.

### Specialized Digital Video Production Courses (see pgs. 21-23 for full course descriptions)

#### TERM 4

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

#### TERM 5

DC300	Visual Effects & Compositing
DP300	DV Editing and Post-Production
DV300	Digital Video Genre Production

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 Specialized Web Design Diploma.

### Prerequisites:

- An Associate Degree in Graphic Design from Platt College or equivalent.
- Proficiency in Adobe® Photoshop®, Adobe® Illustrator® and HTML.
- 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 Specialized Web Design Diploma without having met this requirement.

### Specialized Web Design Courses (see pgs. 21-23 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



## ASSOCIATE OF APPLIED SCIENCE DEGREE IN 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, electronic paint and illustration techniques, 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 math. 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 in 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 Math/Science, Communication/Language, Social Sciences/Humanities, and Art/Art History. 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: Career Development, Portfolio Development and History of Advertising 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 in Graphic Design Courses

(see pgs. 21-23 for full course descriptions)

#### TERM 1

CR101	Production for Graphic Design
DES101	Design Basics
TYP101	Typography/Computer System Skills

#### TERM 2

D102	Vector Graphics
DTP102	Digital Publishing for Print I
P102	Raster Graphics

#### TERM 3

D103	Introduction to Web
DTP103	Digital Publishing for Print II
P103	Digital Imaging

### Associate of Applied Science General Education

#### Art/Art History

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/Languages

COM105	Oral Communication
ENG105	English Composition

#### Additional Required Courses

CD100	Career Development
HUM103	History of Advertising
LIT101	Introduction of Literature
PD100	Portfolio Development

# ACADEMIC PROGRAMS



## ASSOCIATE OF APPLIED SCIENCE DEGREE IN 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 History and Math. 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 in Multimedia Design.

### Associate of Applied Science in 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 Math/Science, Communication/Language, Social Sciences/Humanities, and Art/Art History. 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: Career Development, Portfolio Development and History of Advertising 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 in Multimedia Courses (see pgs. 21-23 for full course descriptions)

#### TERM 1

CR101	Production for Graphic Design
DES101	Design Basics
TYP101	Typography/Computer System Skills

#### TERM 2

D102	Vector Graphics
DTP102	Digital Publishing for Print I
P102	Raster Graphics

#### TERM 3

D103	Introduction to Web
DTP103	Digital Publishing for Print II
P103	Digital Imaging

#### TERM 4

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

### Associate of Applied Science General Education

#### Art/Art History

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/Languages

COM105	Oral Communication
ENG105	English Composition

#### Additional Required Courses

CD100	Career Development
HUM103	History of Advertising
LIT101	Introduction of Literature
PD100	Portfolio Development



## BACHELOR OF SCIENCE DEGREE IN MEDIA ARTS

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 select two areas of concentration 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.

### Prerequisite:

- An Associate Degree in Graphic Design from Platt College or equivalent.
- Proficiency in Adobe® Photoshop®, Adobe® Illustrator® and HTML.
- 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 in Media Arts.

### Bachelor of Science Degree in 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 listed on page 18. In the third academic year, the students will select two areas of concentration 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 / Art History, Math / Science, Social Sciences / Humanities, and Communications/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 (PT100) that must be reviewed and approved prior to graduation.

### Bachelor of Science Degree in Media Arts Courses (see pgs. 21-23 for full course descriptions)

#### TERM 4

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

Choose 2 of the following emphasis:

#### Specialized Multimedia / Animation Design

AB300	Organic Modeling
AG300	Electronic Game 3D Animation
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	Visual Effects & Compositing
DP300	DV Editing and Post-production
DV300	Digital Video Genre Production

### 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
MAT202	Business Math Concepts

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

HUM201	Mass Communication
HUM202	Fundamentals of Illustration
BUS202	Marketing Communications
OR	
BPD201	Business Plan Development

#### English/Languages

ENG201	Creative Writing
ENG202	Multimedia Writing

#### Independent Thesis

PT200	Portfolio Thesis - Independent
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# ACADEMIC PROGRAMS



## BACHELOR OF SCIENCE DEGREE IN MEDIA ARTS (emphasis 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 which 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.

### Prerequisite:

- An Associate Degree in Graphic Design from Platt College or equivalent.
- Proficiency in Adobe® Photoshop®, Adobe® Illustrator® and HTML.
- 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 in Media Arts.

### Bachelor of Science Degree in 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 listed on page 18. In the third academic year, the students will specifically concentration 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 / Art History, Math / Science, Social Sciences / Humanities, and Communications/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 (PT100) that must be reviewed and approved prior to graduation.

### Bachelor of Science Degree in Media Arts Courses (see pgs. 21-23 for full course descriptions)

#### TERM 4

IA104	Introduction to Animation
IV104	Introduction to DV Production
IW104	Fundamentals of Web Design
Specialized Multimedia / Animation Design	
AB300	Organic Modeling
AG300	Electronic Game 3D Animation
AM300	Maya Dynamics / Effects
Specialized Advanced 3D Graphics	
AE400	Advanced Animation / Motion Capture
AH400	High Resolution Model Making
AX400	FX and Pre-visualization

### 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
MAT202	Business Math Concepts

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

HUM201	Mass Communication
HUM202	Fundamentals of Illustration
BUS202	Marketing Communications
OR	
BPD201	Business Plan Development

#### English/Languages

ENG201	Creative Writing
ENG202	Multimedia Writing

#### Independent Thesis

PT200	Portfolio Thesis - Independent
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## AB300 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-synching and facial animation. In addition, software is used to grow realistic hair, eyebrows and eyelashes.

## AE400 Advanced Animation/Motion Capture

(5.00 semester credit hours/100 clock hours)

This course focuses on the creation of environmental art for the 3D electronic game industry. Emphasis is placed on the rules and limitations for creating usable game related artwork. Proper modeling, texturing, rigging, and effects covered. The schedule of the course flows from initial concept to final animation of props, vehicles, and environments.

## AG300 Electronic Game 3D Animation

(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 High Resolution Model Making

(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.

## AM300 Maya Dynamics / Effects

(5.00 semester credit hours/100 clock hours)

The course teaches high-resolution output of 3D graphics suitable for broadcast or film work. Students, as a team, create a dynamic/effect driven short animation. Topics include: compositing, particles, rigid/softbodies, fields and general Maya dynamic issues. Emphasis is placed on realistic modeling techniques, set lighting, and shadow, multi-layer surfacing, and photorealistic rendering.

## ART103 Life Drawing

(2.00 semester credit hours/30 clock hours)

The 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 FX and Pre-Visualization

(5.00 semester credit hours/100 clock hours)

This course focuses on the creation of visual effects based on a pre-written script. Students are given a script to storyboard and design shots. Artwork is developed under the concept of pre-visualization. Students create low-end pre-viz graphics to design shots. Final shots are replaced with high-end dynamics and particle animations. Emphasis is placed on use of the camera, rendering, dynamics, and 3D animation work habits.

## BPD201 Business Plan Development

(2.00 semester credit hours/30 clock hours)

Through the creation of a business plan for a company of their choosing, the student will learn the basic preparations of a business plan, marketing strategy and competitive analysis, management and ownership issues, and administration, organization and personnel issues. The student will also learn about financial data and projections, and strategic planning.

## 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.

## CD100 Career Development

(0.67 semester credit hours/10 clock hours)

No transfer credit accepted for this course.

This course provides information and tools which can be used as an aid in securing employment. Students will practice interviewing skills and resume writing.

## 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.

## CR101 Production for Graphic Design

(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. Studio business practices such as pricing, estimating and time tracking are also introduced.

## D102 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 are strongly encouraged.

## D103 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.

## DC300 Visual Effects & Compositing

(5.00 semester credit hours/100 clock hours)

This course focuses on the creation of 2D visual effects in digital video productions with an emphasis on keyframing, green screen, compositing and proper rendering techniques. Students will conceptualize and create an original title sequence for a movie, TV, or video game.

## 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 Digital Video Editing and Post-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.

### DTP102 Digital Publishing 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.

### DTP103 Digital Publishing 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 Digital Video Genre Production

(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 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.

### HB150 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.

### HUM103 History of Advertising

(0.67 semester credit hours/10 clock hours)  
This course focuses on how messages can be constructed through images using subject matter, editing, scale, color, and composition. Analyze and define creative challenges in message making. Explore nontraditional design options.

### 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.

### 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.

### IWV104 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, WYSIWIG editors, JavaScript, 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 basic algebraic concepts including: fractions, decimals, and working with variables so that students can be prepared for the course in essential elements of geometry.

### MAT202 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.

**P102 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.

**P103 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 dynamic media and animation for web pages. Students learn how to create and then translate vector and raster imagery into animation and web applications. These techniques are useful for creating interactive experiences. Usability and interactive design issues are also emphasized.

**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. Students will coordinate an effective web based campaign for a fictitious corporate client. Working in groups, students will bid for their project, create a web site for that client and explore all aspects of corporate web site creation. Emphasis is placed on team cooperation, 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.

**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, CSS1 and CSS2. Also covered: media presentation, framesets, forms and CGI concepts, FTP and other hosting concepts. Students will use industry standard software to create a portfolio web site to showcase all of their design work.

