



# 2021 - 2023 Catalog





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## Introduction and General Information

- Licensed by the Connecticut Board of Governors of Higher Education in 1982
- Accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC)

**This is the 2022–2023 Catalog of Paier College published in July 2022.**

All students are responsible for observing the rules and regulations herein, as well as those in other official publications of The College that may be issued periodically.

The College reserves the right to change its announcements, regulations, tuition, or fees whenever such action is deemed appropriate or necessary. The College reserves the right to amend information held in this catalog and may publish updated addenda concurrent with Paier College's catalog. Current course offerings are contained in the Schedule of Courses published by The College for registration use each semester, from which selection of specific courses should be made. The schedule of courses provides course identification by section and lists times and places of meetings. This catalog does not attempt to serve those functions. This catalog was prepared for the use of potential applicants, students, and college faculty and staff. Please refer to the college website for the latest courses and policies. All photography and artwork shown in this catalog cannot be reproduced without the written permission of the individual artist and/or The College.

All addenda become part of the College catalog.

Paier College takes pride in over seventy-five years of training and educating students. We are proud of the achievements of our students and alumni. These individuals continue to receive high recognition from organizations representing the best in their chosen fields. Paier students and alumni continue to enjoy successful careers.

# General Information

## The College: Its Philosophy and Location

The school was established as the Paier School of Applied Art in 1946 by Edward T. and Adele K. Paier. The Pairs, who were both experienced in business, education, and art, initially opened the school of Applied Art in West Haven, Connecticut. In 1954, another local art school known as the Whitney School of Art failed and the Paier School assumed responsibility for continuing the education of the Whitney students. This teach-out of Whitney led to the school changing its name to Paier School of Art. In 1954, the institution moved to New Haven, Connecticut and introduced a new program in photography, appointing William Gerdes, former Dean of the Progressive School of Photography in New Haven, to head the new photography program at Paier. The resulting growth in the school's population base led to the institution moving to 6 Prospect Court in Hamden 1960 and in 1963 expanding to its location on Circular Avenue. The College continued to offer students both timeless and contemporary skills in the visual arts, as well as a solid grounding in academics and human value systems necessary for growth and success in modern society. In 2021, the school moved to the Arnold Bernard Center on University Avenue in Bridgeport, CT.

Career-oriented students can pursue study through variety of programs. The faculty is drawn from top professional ranks and provides instruction based on the creative demands of their fields. Students willing to take on new and rigorous challenges can gain the knowledge and skills necessary to find a place in the productive stream of professional art.

In addition to the exploration of ideas and technique in the curricula of The College, the programs also include studies devoted to art history, humanities, mathematics, physical science, and social science. Each of these areas includes imaginative and analytical expression of human experience with oneself, with others, and with the world. This perspective contributes to an appreciation of the unity of life and to the understanding vital to the development of mature art statements. Each of these areas, rich in verbal expression, adds depth to the use of visual symbols, and each of these areas, diverse in modes of expression, adds range of creativity to artists who are sensitive to the world about them. Commitment to these perceptions is vital to the development of today's artist and is at the core of The College's approach to education.

The school was accredited as a 4-year, degree-granting institution in 1982. The Paier College campus is currently located in Bridgeport, CT. Eight colleges and universities, as well as other cultural centers — the Yale Gallery; the Peabody Museum; the Mellon Center for British Art; the Beinecke Rare Book Library; the Shubert; Long Wharf and Yale Repertory Theaters; as well as many other visual and performing arts facilities are all within easy access to the College. Bridgeport and greater New Haven offers a wide array of restaurants, hotels, shopping malls, and historic sites, as well as entertainment and recreational areas that provide a varied and stimulating environment for Paier students. Paier is also situated easy reach of the Hartford Capital region (50 miles), New York City (61 miles), and Boston (169 miles) by car, bus, or train. Connecticut, southernmost of the New England states, offers access to beaches, lakes, rivers, mountains, and a variety of scenic and outdoor activities. In fact, all the Northeast, rich in the traditions of early America, and alive with creative energy and a long-standing commitment to education, surrounds the Paier student with almost limitless opportunities for diverse cultural experience.

## Mission Statement

The Mission of Paier College is to engage talented and inspired individuals by fostering intellectual curiosity and innovation through the delivery of a forward-thinking curriculum which reflects the evolving needs of our society. This is achieved through the promotion of a culture that values critical thinking skills, civic responsibility, and collaborative experiences.

## Accreditation, Approval, and Memberships

Paier College is licensed by the Office of Higher Education of the State of Connecticut and has been granted authority by the Connecticut Legislature to award the degrees of Master of Professional Studies, Master of Arts, Bachelor of Fine Arts, Bachelor of Arts, Bachelor of Science, Associate of Fine Arts, and Certificates.

The College is also accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC). The College is approved for the education and training of veterans and their eligible dependents under the provisions of Section 1775, Chapter 36, Title 38, United States Code, Veterans Benefits. Paier College is authorized under federal law to enroll non-immigrant alien students.

## **Parking**

Refer to the Student or Employee Handbook for details.

## **Facilities**

Paier College is located at 505 University Ave. Bridgeport, CT 06604. Administrative activities, including admissions, personnel matters, consideration and disbursement of financial aid, maintenance of student records, and general administration are conducted in the offices on campus. Also, instructional activities in classrooms, studios, and laboratories designed for The College's purposes are conducted in the Arnold Bernard Center building which includes the library, the auditorium, the computer labs, and studio and exhibition spaces. The average class size is 25.

## **Facilities Capacity**

Maximum capacity for facilities spaces:

Lecture Hall – 100 students

Classroom – 40 students

Computer Lab – 40 students

Online Course – 24 students

Merten's Theater

Art Gallery

## **Student Work**

The College encourages every opportunity for students to display and show their artwork or projects/theses to promote career readiness. The College may exhibit student work, photograph artwork, and student activities for use in catalogs and other visual communication. While The College takes reasonable care to protect student work, it does not accept responsibility for its loss or damage.

## **Student Conduct**

The College is dedicated to serving as an educational setting in which all students may develop their skills and knowledge. To encourage this purpose, The College expects students to respect the rights of others, to adhere to acceptable standards of personal conduct, and to exercise freedom with maturity and responsibility. Students are expected further to comply with the policies and regulations described in the Student Handbook and other official publications of The College. Conduct inconsistent with these expectations may result in disciplinary actions.

Unacceptable behavior includes but is not limited to: academic dishonesty; damage to school property; disorderly or disruptive conduct; and the use, sale, or possession of illegal drugs, narcotics, or dangerous weapons; consumption of alcohol on campus, or at any school-sponsored activity; acting with disrespect toward a member of the school staff or another student. Possible sanctions may include financial restitution, suspension, and expulsion from The College with due concern for the procedural rights of all students. Students are provided with the Paier College Student Handbook at new student orientation.

## **Student Complaint Procedure**

Schools accredited by the Accrediting Commission of Career Schools and Colleges must have a procedure and operational plan for handling student complaints. If a student does not feel that the school has adequately addressed a complaint or concern, the student may consider contacting the Accrediting Commission. All complaints reviewed by The Commission must be in written form and should grant permission for The Commission to forward a copy of the complaint to the school for a response. This can be accomplished by filing the ACCSC Complaint Form. 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 & Colleges**  
**2101 Wilson Boulevard, Suite 302**  
**Arlington, VA 22201**  
**(703) 247-4212**



If you are not satisfied, please direct email to: [complaints@accsc.org](mailto:complaints@accsc.org)  
www.accsc.org

A copy of the ACCSC Complaint Form is available at The College and may be obtained from the Office of the President, or online at [www.accsc.org](http://www.accsc.org).

The following is an outline of The Commission's procedures for reviewing complaints: (For further information on the Commission's procedures please refer to *Section VI, Rules of Process and Procedure, Standards of Accreditation*.)

1. All complaints that are reviewed by the Commission must be in written form and should include permission from the complainant for ACCSC to forward a copy of the complaint to the school. If permission is not included in the complaint letter, the Commission will forward a copy of the ACCSC Complaint Form requesting the complainant's permission. If a complainant does not submit a signed complaint form, the Commission, at its discretion, may not be able to process the complaint. Permission is not necessary for advertising complaints since advertising is considered public information.
2. The Commission will conduct an initial review of the complaint to determine whether the complaint sets forth information or allegations that reasonably suggest that a school may not be in compliance with ACCSC standards or requirements.
  - i. If additional information or clarification is required, the Commission will send a request to the complainant. If the requested information is not received within 30 days, the complaint may be considered abandoned and not investigated by ACCSC.
  - ii. If the Commission determines after the initial review of the complaint that the information or allegations do not reasonably suggest that a school may not be in compliance with ACCSC standards or requirements, the complaint may be considered closed and not investigated by ACCSC.
  - iii. If the Commission determines after the initial review of the complaint that the information or allegations reasonably suggest that a school may not be in compliance with ACCSC standards or requirements, the Commission will forward the complaint to the school named in the complaint and will summarize the allegations, identify the ACCSC standards or requirements that the school allegedly violated, and allow the school an opportunity to respond. In the event that there is a pending on-site evaluation at the school, the on-site evaluation team and the school may be made aware of the complaint at any stage in this process. In all instances, the Commission will take the school's response to the complaint into consideration prior to rendering a decision.
3. In cases of advertising violations, the Commission will forward a copy of the advertisement to the school, citing the standard that may have been violated and requesting a response before a specific date.
4. If a news article or media broadcast carries a negative report on an ACCSC accredited school, the school is requested to respond to the statement(s) on or before a specific date.
5. The school will have an opportunity to submit a response to the complaint. The Commission will review the complaint and the response for compliance with accrediting standards and requirements.
6. If the Commission concludes that the allegations may establish a violation of ACCSC standards or requirements, the Commission will take appropriate action to require the school to achieve compliance as required and will send a letter to the complainant (and a copy to the school). A record of this file is maintained at the Commission's office.
7. If the Commission concludes that the allegations do not establish a violation of standards or requirements, The Commission will consider the complaint closed.
8. In all instances, The Commission will send a letter to the complainant and the school regarding the final disposition of the complaint, and a record of the complaint will be kept on file at the Commission's office.

For those who wish to contact the Office of Higher Education for the state of Connecticut, the address is below.

**State of Connecticut Office of Higher Education**

450 Columbus Blvd.  
Suit 707 Hartford, CT 06103  
800.842.0229  
[www.cothe.org/studentcomplaints.shtml](http://www.cothe.org/studentcomplaints.shtml)

# Admission Requirements

**See individual program descriptions for additional admission requirements and criteria.**

**Applicants are to submit proof of immunization.** See specific guidelines listed in the Measles/Mumps/Rubella/Varicella/Meningitis/COVID-19 Immunization Record Request form.

## The Portfolio (for Art & Design Students only) Review

Submitted through Slideroom™ via the Paier College website, the portfolio review, is a vital part of the admissions process. It should showcase the applicant's best and most representative works. The portfolio review, at minimum, should include examples of original, interpretative, or representational art and design work in a variety of media. All large or three-dimensional works should be exclusively submitted through SlideRoom. Pieces will be review for their reflection of skill, creativity, and potential for professional growth.

## Undergraduate Admission Requirements

To be considered for undergraduate acceptance, applicants must possess proof of high school graduation with a minimum 2.0 of a 4.0 CGPA scale, or a passing GED score, or equivalent and be beyond the age of compulsory school attendance in accordance with CT state statutes Chapter 168 Sec. 10-184. Applicants should have a well-rounded education, as gained through general education courses. Admissions will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate-level coursework or professional experience, although professional experience is not a prerequisite for admission. In some cases, Art and Design students may also provide a portfolio. Applicants must submit an application and fee, official high school transcript and supporting documents. Transfer applicants must also submit official transcripts from all colleges attended to be awarded transfer credit at Paier College.

## Homeschooled Applicants

Paier College welcomes applications from individuals who have completed all or part of their education in a homeschooled environment. Below are the application requirements for any home-schooled students:

- Academic coursework prerequisites
- Level of achievement (CGPA)
- Proof of graduation (POG): Final high school transcript with a school administrator signature and indication of a graduation date.
- Please refer to HSLDA.org or CT.gov for further information.

## Graduate Admission Requirements

Applicants must possess an undergraduate degree from an accredited college or university with at least a 2.7 out of a 4.0 CGPA. Applicants should have a well-rounded education, as gained through general education courses. Admissions will consider writing, speaking, and analytical skills, as demonstrated through college-level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit a personal essay, two (2) letters of recommendation, and a resume.

An interview is not required but is recommended.

A record of immunizations is required.

A portfolio is not required but may be an advantage in the admissions process.

Evidence of internship, volunteer, or prior employment in a related field will be viewed favorably.

## Non-Matriculated Admissions

Students who wish to enter The College and complete coursework without enrolling in a program may do so as a Non-Matriculated (NM) student. Non-matriculated (NM) study is for those who seek to gain experience and training in a particular

course without enrolling in a program. Non-matriculated students are not eligible for Title IV funding. All Non-matriculated students will follow the standard admissions procedures as outlined above.

After 15 credits, non-matriculated students may be required to have a consultation with the Admissions Office with regard to enrollment and matriculation into a program. At this point, The College may either allow a student to continue with NM study or matriculate.

If a student decides to matriculate into a program at Paier College, the student must abide by current admission requirements. This may include an admission application, portfolio, essay, transcripts etc. Upon acceptance and matriculation, applicable credits previously earned at Paier College can be applied toward the student's program of matriculation.

Non-Matriculated students are required to purchase all books and materials as defined in their courses.

Should a student want to transfer their credits, all credits earned through NM study are subject for approval at the receiving institution.

\*Those interested in non-matriculated study should contact the Admissions Office.

### **Undergraduate Non-Matriculated**

Students may take only 100 and 200 level courses or otherwise seek approval from a respective department chair for entry into advanced courses. A potential non-matriculated student must submit an application, application fee, high school transcripts. Art and Design students must submit a portfolio for review.

### **Graduate Non-Matriculated**

A potential non-matriculated graduate student must submit an application, application fee, and transcripts from an accredited college or institution showing proof of Baccalaureate. Art and Design students must submit a portfolio. Permission from the graduate faculty may need to be obtained before a non-matriculated graduate students may register for specific classes.

### **International Student Admissions**

Paier College welcomes foreign students. The College is authorized under federal law to enroll non-immigrant alien students. The following guidelines should be followed in seeking admission:

1. Foreign students should be prepared to meet all requirements for admission. If transcripts are not in English and/or the American System of Credits, please refer to [NACES.org/members](http://NACES.org/members) for more information.
2. They must be verified by a credentialed service (for example, [WES.org](http://WES.org) or similar) into the American System of Credits on a course-by-course basis.
3. They should have sufficient knowledge of the English language to complete courses successfully. If their first language is not English, the Test of English as a Foreign Language (TOEFL) should be taken, with a minimum score of 92 achieved. Alternately acceptable is the successful completion IELTS of level 6.5. Information is available from the U.S. embassies and consulates, or from TOEFL Educational Testing Service, Princeton, NJ 08540-6155 U.S.A. Test results should be sent to admissions office of the College. Arrangements can be made through Paier College for local English-as-a-second-language (ESL) placement testing and training; for more information please see [SEVIS.gov](http://SEVIS.gov).
4. There is no financial aid available from The College for foreign students. Therefore, such students must submit a certified financial statement indicating ability to pay for studies, travel, and all other living expenses for the duration of the visa, or to provide evidence of equivalent sponsorship.
5. They should not leave their home countries without a letter confirming admission to Paier College, and a U.S. Department of Justice Immigration and Naturalization Service Form SEVIS I-20, which will be provided by The College, after the student has accepted an offer of admission.
6. They should make certain that their passports and visas are in order before departing from their country.
7. Both secondary and post-secondary transcripts must also be verified to be equivalent to a United States secondary or post-secondary education. Potential students can find out information on how to obtain this verification by going to [NACES.org/members](http://NACES.org/members).

### **Admission Procedures**

Paier College utilizes an electronic application process through Slideroom®. A \$25 non-refundable application fee must be received before the application will be reviewed by the admission committee. Students applying to any Art or Design programs may also be required to upload samples of their artwork (portfolio) as a criteria for admission. A decision on acceptance will follow the receipt of all the necessary application materials, actions, and supporting documents.

A deposit is required to reserve your spot at Paier College and to register for classes. The deposit is a prepayment of your tuition and not an additional fee. The deposit may be refundable (please refer to our refund policy for further information).

- The part-time or non-matriculated deposit (registered for 11 credits and under) is \$125
- The fulltime deposit (registered for 12 credits or more) is \$300
- Under certain conditions (please see the refund policy), the reservation deposit may be waived.

If housing is offered, an additional housing deposit may be required.

## **Transfer Students**

Paier College will consider as transfer applicants those students who have been enrolled in a program of credit courses at another accredited college or university.

These applicants may be given transfer credit for appropriate course work in accordance with The College's policies. A course description or syllabus may be required for the review for transfer credit. The transfer applicant must meet all the other standard admissions requirements.

To satisfy program completion at Paier, a transfer student must complete at least 25 % of their degree at Paier College.

**\*\*Students awarded 75% of the required credits through transfer of credit or prior learning experience into Paier may not be awarded credit for independent study in the remaining 25% of the curriculum.**

The criteria for the award of transfer credit are as follows:

1. The course work must have been completed in another accredited college or university; The course offered in transfer for a required course at Paier must have at least a grade of C or better.
2. Transfer credits are evaluated by the Registrar or Dean in conjunction with The College faculty.
3. A course description or syllabus may be required for the review for transfer credit
4. For international students – a course evaluation transcribed into the American Educational System is required for acceptance.

## **Transfer Credit Evaluation Procedure**

### **New Students at Paier**

1. All collegiate transcripts should be sent to the admission department as part of the application for admission supporting documents.
2. Once a prospective student gains acceptance the Registrar or Dean in conjunction with faculty (as needed) will review courses for transfer.
3. A transfer credit evaluation will be provided to the student detailing the proposed transfer credits.
4. After a prospective student matriculates official transfer credits will be awarded and will remain on the student's transcript.

### **Active Student Transfer Credit Procedure**

1. Active Paier students wanting to take courses concurrently at another college are required to obtain approval in writing from the Dean, a Permission for Transfer Credit form may be required for transfer credit pre-approval.
2. Once approval has been obtained it is the student's responsibility to submit official transcripts from the alternate institution to the Registrar for evaluation.
3. A transfer credit evaluation will be provided to the student detailing the proposed transfer credits.
4. Transfer credits will be awarded and documented on the student's official transcript after the alternate institution's transcript is received.

## **Advanced Placement and CLEP Testing**

Paier College will consider credit and/or advanced placement based on the results of AP and/or CLEP testing. Credit and/or advanced placement will be determined by the Registrar for courses. Scores should be sent directly to Paier College at the time of testing.

## Program Matriculation

Once a student has been accepted, enrolled and has progressed toward a program (past add/drop period) the student is considered a matriculated student at Paier College. Matriculated students who qualify may be eligible for title IV financial aid funding. Students may be enrolled in only one program of the College at a time. Certificate study, for example, may precede or follow degree study, but cannot be taken simultaneously with degree study. Students entering a second program will receive credit for required courses taken in prior study.

## Non-Matriculated Students

Students may opt to take coursework without enrolling in a program. The Admissions Procedure must be followed to determine whether such study will be appropriate. Advice from the faculty and staff on course work will be available as needed. Students will receive transcripts of grades at the end of each semester for completed course work. matriculated students will have preference over non-matriculated students if class size has reached maximum enrollment.

## Non-Matriculated Study

Students may elect for non-matriculated study. Non-matriculated (NM) study is for those who seek to gain experience and training in a particular course without enrolling in a program. Non-matriculated students are not eligible for Title IV funding (financial aid).

After 15 credits, non-matriculated students may be required to have a consultation with the Admissions Office with regard to enrollment and matriculation into a program. At this point, The College may either allow a student to continue with NM study or matriculate.

If a student decides to matriculate into a program at Paier College, the student must abide by current admission requirements. This may include an admission application, portfolio, essay, transcripts etc. Upon acceptance and matriculation, applicable credits previously earned at Paier College can be applied toward the student's program of matriculation.

Non-Matriculated students are required to purchase all books and materials as defined in their courses. Should a student want to transfer their credits, all credits earned through NM study are subject for approval at the receiving institution.

\*Those interested in non-matriculated study should contact the Admissions Office.

## Program Readmission and Re-entry

Program readmission is meant for students who **have not attended classes at Paier for more than one year**. Students who wish to be readmitted must follow the admission guidelines listed above.

NOTE: Students who are readmitted are subject to the most recent degree requirements and policies.

Program re-entry is intended for students who **have not attended classes at Paier for less than one year**.

NOTE: student may resume their studies from the degree requirements and policies in which they withdrew.

To qualify for re-entry, the student must:

1. Have been in good academic standing; or evidence of improved study potential.
2. Have satisfied all College financial requirements, including any associated with financial aid;
3. Submit a Petition for Re-entry form to the Registrar.

If the Petition for Re-Entry is approved, the student will be allowed to register for classes.

Any veteran who withdraws in order to perform military service will be readmitted with the same academic status he or she had when last in attendance at The College.

## Persons with Disabilities

Persons with disabilities are encouraged to apply for admission. The College actively seeks to develop and maintain reasonable accommodations for all students. In order, to obtain reasonable accommodations students may petition the Dean of Academics Office.

## Completion of Programs

Completion time may vary according to the semester hours taken and completed successfully each semester, and the courses selected.

Level of Program	Typical Length to Completion in Months
Certificate	8-15 months
Associate	22 months
Bachelor	47 months
Master	24 months

Most courses, particularly sequential courses, are offered only in one semester with indications noted in the course (*F=Fall*, *S=Spring*). Students should review their matriculation guides carefully, and consult with their advisors concerning availability and completion dates.

## Statement of Non-Discrimination

Paier College admits students regardless of race, religion, gender, sexual orientation, disability, ethnic or cultural origination, and age to all the rights, privileges, programs, and activities generally accorded or made available to students of the College. Also, the College does not discriminate on the basis of the above characteristics in the administration of its educational policies, admissions policies, scholarships and loan programs, or any other College-administered programs.

## International Students

Paier College welcomes international students. The College is authorized under federal law to enroll non-immigrant alien students.

The following guidelines should be followed in seeking admission:

1. International students should be prepared to meet all requirements for admission.
2. If transcripts are not in English and/or the American System of Credits, lookup accreditations for WES.org, etc. they must be verified by a credentialed service into the American system of credits
3. The student should have sufficient knowledge of the English language to complete courses successfully. If their first language is not English, the Test of English as a Foreign Language (TOEFL) should be taken, and a minimum score of 500 Need to research scores is advised. Alternately acceptable is the successful completion ELS of level 109. Information is available from the U.S. embassies and consulates, or from TOEFL Educational Testing Service, Princeton, NJ 08540-6155 U.S.A. Test results should be sent to admissions office of the College. Arrangements can be made through Paier College for local English-as-a-second-language (ESL) placement testing and training;
4. There is no financial aid available from the College for foreign students. Therefore, such students must submit a certified financial statement indicating ability to pay for studies, travel, and all other living expenses for the duration of the visa, or to provide evidence of equivalent sponsorship.
5. The student should not leave their home countries without a letter confirming admission to the College, and a U.S. Department of Justice Immigration and Naturalization Service Form SEVIS I-20, which will be provided by the College, after the student has accepted an offer of admission;
6. The student should make certain that their passports and visas are in order before departing from their countries.
7. Both secondary and post-secondary transcripts must also be verified by a third party evaluation service to be equivalent to a United States secondary or post-secondary education. Paier College prefers NACES sponsored evaluation service: <https://www.naces.org/members>

# Academic Information

## Academic Policy Responsibility

Students are responsible for being aware of, and abiding by, all academic policies of the College indicated in this Catalog. Academic requirements govern the curricula and courses of the College and may be specified in the syllabi distributed to students by instructors at the beginning of each course. Faculty advisors, the Division Directors, Department Chairs, and the Dean are available to aid students in interpreting and meeting these requirements, but the student is responsible for fulfilling them. At the end of a student's program of study, a review is made to determine that all College academic requirements have been met. If they have not been satisfied, the program credential will be withheld pending proper completion of the requirements.

## Degree - Seeking Candidates

Degree-seeking students are those, either full-time or part-time, who have been admitted and matriculated () into a program of study leading to an Associate of Fine Arts or Bachelor of Fine Arts degree.

## Certificate - Seeking Candidates

Certificate-seeking students are those, either full-time or part-time, who have been admitted and matriculated into a program of study leading to a Certificate.

*Nonmatriculated students are those who have enrolled in courses without following a prescribed program of study. Should a non-matriculated student decide to enter a program, the procedures described for admission must be completed.*

## Full-time Students

Full-time students are those who carry 12 or more undergraduate semester hours OR 9 graduate semester hours of study per semester.

## Part-time Students

Part-time students are those who carry between 1-11 undergraduate semester hours OR 1-8 graduate semester hours of study per semester.

## Academic Credit

Instruction is organized within a semester system, each semester based on 15 weeks of classes. A clock hour is 50 minutes in length. One semester hour of credit is awarded for one clock hour of lecture or for two hours of studio work per week through the semester. With the understanding that home assignments and/or projects are an integral part of each course, a student may expect an average of two hours outside the class per week for every hour spent in the classroom.

## Hours of Study

Students are required to complete 125 -130 semester hours (credits) of study for the degree of Bachelor of Fine Arts as specified in the requirements of their programs. Students are also required to complete a minimum of 120 credits for a Bachelor of Arts or sciences or a total of 60-64 semester hours (credit) is required for the degree of Associate in Fine Arts or in Science. Master level students are required to complete 36-38 semester hours of study. Total program clock hours (contact time) are shown in the above table and in program descriptions.

## Satisfactory Academic Progress (SAP)

All students are required to follow the Satisfactory Academic Progress (SAP) table below. If a student has satisfied the table below, they will be considered to be in good academic standing.

### Paier College SAP Policy:

#### Graduate Programs

<b>Qualitative Scale</b> Credits attempted 1-36 = 3.0 min CGPA
<b>Quantitative Scale</b> Credits attempted 1-36= 66.7% SCR

### Bachelor and Associate's Degree

<b>Qualitative Scale</b> Credits attempted 1-17 = 1.5 min CGPA	<b>Qualitative Scale</b> Credits Attempted 18-51 = 1.7 min CGPA	<b>Qualitative Scale</b> Credits Attempted 51+ = 2.0 min CGPA
<b>Quantitative Scale</b> Credits attempted 1-17 = 50% SCR	<b>Quantitative Scale</b> Credits Attempted 18-29 = 66.7% SCR	<b>Quantitative Scale</b> Credits Attempted 30+ = 66.7% SCR

### Certificate Programs

<b>Qualitative Scale</b> Credits attempted 1-17 = 1.5 min CGPA	<b>Qualitative Scale</b> Credits attempted 18+ = 2.0 min CGPA
<b>Quantitative Scale</b> Credits attempted 1-17 = 50% SCR	<b>Quantitative Scale</b> Credits Attempted 18+ = 66.7% SCR

### Definitions:

Quality Points – The number of quality points for each course are determined by multiplying the numeric value of a letter grade (on Paier's 4.0 scale) by the amount of credits for the class.

CGPA - Cumulative Grade Point Average – This is a historical running grade point average. It is calculated by dividing credits **attempted** by the quality points.

MT – Maximum Timeframe. This is the maximum allowable timeframe in which a student has to complete their degree. All students may not exceed 150% of the credits required for the program. For example: A Bachelor of Fine Arts in Photography Program requires 130 credits for completion. A student may not attempt more than 195 credits to earn this degree.

SCR – Satisfactory Completion Rate. This is the rate at which a student progresses toward degree completion before they are not on pace to meet the MT. Student must stay on pace as outlined by our tables above. Once The College determines a student is not on pace to satisfy MT, loss of financial aid and or dismissal may result.

\*Note: Transfer credits **do not** calculate into a student's CGPA, but **will** calculate into credits earned toward Maximum Timeframe (MT) and Satisfactory Completion Rate (SCR) as related to SAP.

\*Students who change their program of study will have **only the courses that are required for the new program calculated toward SAP**. All other courses required for the old program of study are factored into CGPA but not MT or SCR.

### Below is the policy at Paier College for SAP progress:

- If a student meets or exceeds threshold – no action taken
- If a student has an "Incomplete" grade for that term, then no SAP action can be taken until receipt of final grade for outstanding Incomplete.
- Students who fall below either of the thresholds above will receive a letter of Warning. They must return to good standing as outlined by the thresholds by the end of the next semester.
- Students may return to good standing when they mathematically satisfy the qualitative/quantitative table above. Re-taking failed courses or courses with a lowly earned grade is a faster route to returning to good standing as the newest grade overwrites the old earned grade when calculating CGPA and SAP.
- Students who return to good standing will have their warning removed
- Students who after one semester of warning do not return to good standing will be dismissed from the school and or have their financial aid terminated. This will be noted in the student record system. The student has the right to appeal. The appeal will be sent to the Dean of Academics.
- Students who win their appeal, return to school and must appeal for their aid if necessary as well. Those students will also be moved to the Probation status in the student record system signifying that they were once dismissed. They will



have one term to return to good standing OR make progress as deemed by a committee. If not, they will return to dismissed status.

### **Procedure:**

#### **Good Standing and Warning:**

- The College shall run a SAP (Satisfactory Academic Progress) report after each semester. (Fall, Spring, Summer) to determine who is in good standing.
- Students are in good academic standing if they meet the thresholds above.
- If students do not meet the scale above, they are considered to be “not in good standing” with The College.
- Students who fall below the thresholds above go on Warning status in the Student Record System and get a letter sent home and in their folder. They will have one semester to return to good standing or be dismissed/lose aid.
- During this term, the student will be assigned a special academic advisor and have weekly meetings to check their progress toward returning to good standing. All advisement must be documented in student notes

#### **Dismissal:**

- If after one semester of warning the student still does not make progress, then they must be dismissed in the student record system.
- If the student appeals and wins, they must be placed on probation in the student record system.
- After one term, if the students meets SAP, then then can be returned to good standing. If not, they will be dismissed again in the record system.
- Students may have unlimited appeals.

#### **Appeal process for students:**

- Student must write letter of appeal containing:
  - A- Why they did not meet SAP
  - B- The circumstances under which it occurred, w/ supporting documentation
  - C- A detailed plan as to how they correct their studies (cannot simply say they will try harder)

#### **Once Letter is Received by The College:**

- Dean to compile an odd-numbered quorum of Faculty and Administration to vote on the appeal
- If appeal denied, then the student may not return. Student is dismissed, with letter to student as documentation.
- If appeal granted:
  - A The student must also appeal for their financial aid to be reinstated (to also be facilitated by Dean and Financial Aid Office)
  - B If granted, student is on probation and have 1 semester (unless otherwise noted) to get back to good standing
  - C If denied, the student loses their Title IV funding and may pay with alternate funding until good standing is reached and aid can be reinstated. (one-term, unless otherwise noted – see above)

### **Degree Requirements**

The College offers a variety of degree programs with required courses for completion. Specific courses in the program listing may be changed within these requirements. Electives in academic studies may include the following distributions in the bachelorette and associate degree programs: three semester hours each of study from the humanities, mathematics, physical science, social science; and three semester hours from a discipline of choice.

### **Enrollment at Other Colleges**

Approval in writing from the Dean of the College, is required before students enrolled in programs at Paier may take courses and receive transfer credit for work completed concurrently at other institutions. A Permission for Transfer Credit form may be required for transfer credit pre-approval at other institutions of higher education.

## **Final Assessment**

All faculty members conduct final examinations, thesis projects or other appropriate concluding activities.

## **Course Substitution**

Substitution of a course must receive permission from the appropriate department chair, and then be approved by the Dean. Students must complete a Course Substitution Form, and submit it to the Office of the Registrar, before attending the new class.

## **Special Assessment**

Students who fail to appear at the scheduled time for any assessment may ask for permission to take a special (make-up) examination or concluding assessment. It is the prerogative of the instructor to determine whether or not a special assessment will be given. If such a request is denied, a grade of "F" will stand for the missed assessment.

## **CLEP Exams**

Although Paier does not administer the test themselves, up to 50% of the undergraduate academic requirements of the diploma and degree programs may be met by means of successful CLEP tests taken elsewhere.

## **Dean's List**

Undergraduate students qualify for the Dean's List if they complete at least twelve credits per semester in Paier College courses, are matriculated in a degree or certificate program, and have a quality point average of 3.5 or better for the semester.

Undergraduate students qualify for the Dean's list who have:

- Taken a full-time credit load (12+ credits) in that semester and have achieved a 3.5 or higher semester GPA
- Part-time students must take a minimum of 6 credits per semester and achieve a 3.5 or higher within one academic year. The Academic year is defined as courses taken between July 1 and June 30.

Graduate students do not qualify for Dean's list at this time as they are expected to maintain an extraordinary level of academic mastery throughout their degree program.

## **Graduation Requirements**

In order to qualify for graduation, a student must be matriculated and have:

1. passed all required courses in the program;
2. undergraduate students must have achieved a cumulative quality-point average of 2.0 or better. Graduate students must have achieved a cumulative quality-point average of 2.5 or better.
3. filed with the Office of the Registrar a completed application for graduation; and
4. fulfilled all financial obligations to the College.

Students are encouraged to attend Commencement ceremonies.

## **Transcripts of Study**

On written request from the student, the Office of the Registrar will send an official transcript to other institutions or potential employers. A fee of \$10 is charged for each transcript. Although Paier College, is accredited by Accrediting Commission of Career Schools and Colleges, the College can offer no guarantee of the extent to which other institutions of higher education will accept the credits. The fee to replace a degree, diploma, or certificate is \$25. Transcripts are not sent to students who have a balance with the Business Office.

## **Privacy Right of Students**

The Family Education Rights and Privacy Act provides that post-secondary institutions must provide student access to official records directly related to them. An opportunity to challenge such records on the grounds that they are inaccurate, misleading, or otherwise inappropriate will be provided if requested by the student. Students' grades are released only to them, or at their written request, to designated individuals or institutions.

The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education. FERPA gives parents certain rights with respect to their children's education records. These rights transfer to the student when he or she reaches the age of 18 or attends a school beyond the high school level. Students to whom the rights have transferred are "eligible students."

- Parents or eligible students have the right to inspect and review the student's education records maintained by the school. Schools are not required to provide copies of records unless, for reasons such as great distance, it is impossible for parents or eligible students to review the records. Schools may charge a fee for copies.
- Parents or eligible students have the right to request that a school correct records which they believe to be inaccurate or misleading. If the school decides not to amend the record, the parent or eligible student then has the right to a formal hearing. After the hearing, if the school still decides not to amend the record, the parent or eligible student has the right to place a statement with the record setting forth his or her view about the contested information.
- Generally, schools must have written permission from the parent or eligible student in order to release any information from a student's education record. However, FERPA allows schools to disclose those records, without consent, to the following parties or under the following conditions (34 CFR § 99.31):
  - School officials with legitimate educational interest;
  - Other schools to which a student is transferring;
  - Specified officials for audit or evaluation purposes;
  - Appropriate parties in connection with financial aid to a student;
  - Organizations conducting certain studies for or on behalf of the school;
  - Accrediting organizations;
  - To comply with a judicial order or lawfully issued subpoena;
  - Appropriate officials in cases of health and safety emergencies; and
  - State and local authorities, within a juvenile justice system, pursuant to specific State law.

Schools may disclose, without consent, "directory" information such as a student's name, address, telephone number, date and place of birth, honors and awards, and dates of attendance. However, schools must tell parents and eligible students about directory information and allow parents and eligible students a reasonable amount of time to request that the school not disclose directory information about them. Schools must notify parents and eligible students annually of their rights under FERPA. The actual means of notification (special letter, inclusion in a PTA bulletin, student handbook, or newspaper article) is left to the discretion of each school.

### **Dismissal or expulsion from the College**

Grounds for student dismissal prior to program completion include, but are not limited to, unsatisfactory achievement, excessive absence, irregular conduct, failure to meet financial obligations to The College, or violation of the Conduct Code or Enrollment Agreement.

### **Honors List for Graduation**

To be eligible for undergraduate graduation honors, a student must meet the residency requirement (as listed in the catalog).

#### **Cum Laude**

The degree or certificate is conferred with honors to students who earn a grade point average of 3.25 to 3.49

#### **Magna Cum Laude**

The degree or certificate is conferred with honors to students who earn a grade point average of 3.5 to 3.749.

#### **Summa Cum Laude**

The degree or certificate is conferred with honors to students who earn a grade point average of 3.75 or higher.

In exceptional circumstances, such as grave illness, a request for extended time may be made in writing to the Dean. Such a request must be approved first and signed by the instructor and must contain a final date for completion of the course. In the absence of such circumstances, and if the required work has not been completed by the appropriate date, the instructor shall provide a final grade based upon the quality of the work completed as weighed against the total requirements of the course.

The number of quality points received in a course is determined by multiplying the semester hours of credit in the course by the value of the grade earned (*e.g., an A earned in a three-semester-hour course will result in twelve quality points*). The average is computed by dividing the total number of quality points by the total number of attempted semester hours. If a course is repeated, the quality point average of the student will be recomputed on the basis of the higher grade. Unless received in clerical error or for delayed work, F grades cannot be removed; however, when the course is repeated and passed, a slant bar will be placed

through the F. In the case of matriculated students, required courses in which F grades have been received must be repeated and passed. Before the student may take advanced course(s), the failed prerequisite course(s) must be repeated.

Graduate students are not eligible for recognition as they are expected to degrees at an elevated level of

### Change of Grade

A grade filed with the Registrar's Office is a part of the student and The College. It is only when a procedural error has evaluation of student work or in grade. In no case will the grade be accordance with criteria applied to class. If an instructor agrees that an occurred, the grade will be changed authorization of the instructor of approval of the Dean. The initials staff member entering the grade records shall be noted upon the authorization.

### Grade Reports (Report Card)

A final grade report, indicating the earned by the student in each credit be distributed to the student at the semester. The following grading to indicate and evaluate the student's cards are not sent to students who have a balance with the business office.

GRADE	NUMERICAL EQUIVALENT	QUALITY POINTS
<b>A</b>	93 – 99	4.0
<b>A-</b>	90 – 92	3.7
<b>B+</b>	87 – 89	3.3
<b>B</b>	83 – 86	3.0
<b>B-</b>	80 – 82	2.7
<b>C+</b>	77 – 79	2.3
<b>C</b>	73 – 76	2.0
<b>C-</b>	70 – 72	1.7
<b>D+</b>	65 – 69	1.3
<b>D</b>	60 – 64	1.0
<b>F</b>	59 – 0	0.0
<b>W</b>	Withdrawal from a course	0.0
<b>WA</b>	Administrative withdrawal	0.0
<b>WP</b>	Withdrawal (passing) from a course	0.0
<b>WF</b>	Withdrawal (failing) from a course	0.0
<b>INC</b>	Incomplete course to be granted upon completion of requirements	0.0
<b>AUD</b>	Course audited only – no credit	Aud

for honors complete their academic mastery.

the official record of subject to change been discovered in the recording of the revised other than in all students in the error in grading upon the written the course and the of the administrative change upon the written

official grades course, will end of each system is used

performance. Report

### Grades and Quality Points

## **Course Repeating**

A student may repeat a course with permission from the Dean of the College and written consent of instructor. Both grades will appear on the student's transcript. The most recent grade will overwrite the previous grade in calculation of the GPA and CGPA. No more than the credit given to the course can be earned by the repetition.

Students who pass a course may only be eligible for Title IV funding for one repeat of that course. Students who fail a course will be eligible for Title IV funding for that course until it is successfully completed.

Graduate students may only repeat a course once.

## **Incomplete Grades**

Incomplete grades are given only when the instructor has determined that a student would have been increasingly successful if circumstances did not interfere.

A form specifying the date of completion and the nature of the work to be accomplished must be prepared and signed by the instructor and the student. The form must be submitted by the instructor to the Registrar's Office.

Although a student may request an Incomplete grade, it is the instructor's responsibility to grant an incomplete if appropriate conditions arise.

The incomplete work must be submitted the second week of the subsequent semester. For example: A student receives an Incomplete grade for the fall semester. The student must submit all outstanding work by end of the second week of the spring semester.

All incomplete grades will revert to the grade earned at the time of Incomplete form submission to the Registrar's Office if the work has not been submitted.

## **Course Prerequisite Waiver**

Program Chairs and Division directors may allow for a course pre-requisite waiver if they feel that a student has demonstrated the skill and ability to be successful in a course taken out of sequence.

A Course Pre-requisite waiver form must be submitted to the Registrar's Office in advance of the student's enrollment.

## **Course Drop**

Students who intend to remove a course or courses from their schedule may do so within the add/drop period as published on the academic calendar. Dropped courses are removed from the student's transcript without penalty.

## **Course Withdrawal**

Students who wish to remove a course or courses after the add/drop period expires must withdraw.

When a student withdraws from a course or courses they will receive a grade of "W" on their transcript of record.

Student may withdraw from courses within the time period as published on the academic calendar.

Students who withdraw from courses may be subject to both financial responsibility for the course and Satisfactory Academic Progress implications.

## **Leave of Absence**

Students may wish to have a temporary interruption of study within their program. As such, a student may wish to ask for an approved leave of absence (LOA) from Paier College. LOA must be requested through the Registrar's Office and must be filed with appropriate paperwork.

An LOA may be approved for students who seek a break in attendance for a specified time period. LOA must meet certain conditions in order to be approved.

### **Criteria for LOA approval:**

- Request for LOA must be formally submitted in writing on Paier College's request for leave of absence form. This form includes the reason for requesting an LOA.
- Students must provide a reasonable expectation that they will return from LOA within the permitted timeframe.
- Students must request LOA in between semesters.
- Students are not eligible for additional Title IV funding during the LOA and will not be assessed of any additional charges from the college.
- Students who are permitted an LOA are considered not to have withdrawn from the college.
- Students who are permitted an LOA may not exceed a total of 180 days within a 12-month period.
- Students may return early from an LOA.
- Students may return from LOA by completing return from LOA paperwork with the Registrar's Office and may resume their program requirements from their current enrollment.
- Students who fail to return from their LOA are withdrawn from the college. The separation date is recorded as the LOA begin date. This may have impact on loan repayment grace period.

## **Terms of Matriculation**

Students matriculating in programs of the College have specific lengths of time in which to complete their programs without possible changes in the requirements as stated upon their entry. See chart on page 11.

## **Attendance**

Attendance is expected for all classes. Students are required to appear promptly for their classes. Students unable to attend classes on a particular day or days because of religious belief or other acceptable reasons shall be given an opportunity to make up work or examinations that were missed with proper documentation. Student with excessive absences, or unsatisfactory class performance, may be referred to the appropriate Chair or Division Director, with possible further action including referral to the Dean of the College. Academic policy with regard to the penalty for absences are published on course syllabi by the instructor.

## Student Services

While the development of academic, creative, and artistic skills is the major purpose of its programs, The College has concern also for problems relating to personal needs of its student body. The College may share information regarding outside services to students.

These services and the activities of the Student Association are intended to create a more meaningful and positive overall student experience at Paier College.

### Academic Advising

The services of the Dean of the College, the Registrar, the Program Chairs, and individual faculty members are available to students for academic support.

Course selection, the evaluation of student work and progress, or the discussion of professional goals are critical in student advisement.

Paier students are encouraged to take advantage of this support as a means of realizing the most from their college experience. Faculty office hours are posted early in the academic year to assist in planning an advisement meeting.

### Housing

Residential life at Paier offers accommodations for all eligible students. A listing may be obtained from the Admissions Office, although the College assumes no contractual responsibility for housing that is selected.

### Health Services

Although Paier College has no Health Services Office, the Student Services Department can assist with providing outside resources for health-related matters. Students who have filed the appropriate health inventory paperwork may also utilize the University of Bridgeport's Student Health Services as well as mental health counseling.

### Student Government and Activities

Paier College, encourages an active Student Association, for which the student body annually elects a president, vice-president, secretary, and treasurer. The officers act as liaison between the students and The College administration and meet with staff members to discuss potential student interests and activities.

The student activity fee and some fund-raising activities create the support for the programs of the year. Activities fall into four categories: socials, exhibitions, field trips, and cultural presentations.

Other funded clubs include the dance club, photography club, illustration and anime club etc. This is in addition to volunteering opportunities and regularly scheduled Student Services events.

The Student Art and Design Shows are extremely popular and successful. These exhibitions are mounted twice annually. The Art and Design Shows are opportunities for accomplished students to exhibit their work.

Field trips serve all areas of the College's studies. Visits to New York and Boston museums, illustrators' and art directors' shows, painting and photography exhibitions, interior design installations, manufacturers, and studios are examples of these off-campus experiences. On-campus cultural presentations may include the showing of various kinds of films, and lectures by visiting artists and faculty members. The College also encourages students to make use of the cultural facilities in the New Haven area. These include, for example, the exhibitions of the Yale Art Gallery, the Gallery of the Yale Art School, the Mellon Center for British Art, the Peabody Museum of Natural History, and the programs of the Yale Repertory Theater, the Long Wharf Theater, and the New Haven Symphony Orchestra. The events of local colleges and universities are posted on school bulletin boards and on the College Web site. The area is rich in such activities, and events are often free.

### Library Services

The Library plays an important role in the educational experience of every student. The holdings include both general education and art books, appropriate periodicals, newspapers, and thousands of pictures and slides, a digital slide collection, online

scholarly resources, as well as other audio-visual materials. The Library staff is readily available to assist students during posted hours. An open-stack and virtual resource policy is maintained so that materials are readily accessible for students. Additionally, Students have access to an extensive music library collection on campus and a sizeable and state of the art collection through the University of Bridgeport's Wahlstrom Library and Goodwin University Library.

### **Policy Towards Alcohol**

Paier College maintains a "semi-dry" campus. The College does not permit unlawful or exorbitant consumption of alcohol on the premises.



# Tuition and Cost

## Undergraduate Program & Semester Hour Costs 2021-2022

Tuition cost	Status	Fees
\$600 per credit per semester	Less than or equal to 11 credits (Part-time)	\$60 per credit per semester
\$9,000 per semester	12-15 credits (fulltime study)	\$900 per semester
\$10,800 per semester	16-18 credits (fulltime study)	\$1,080 per semester
\$600 per credit per semester	Greater than or equal to 19 credits (fulltime study)	\$60 per credit per semester
		*Laboratory fees: per course \$50.00-\$300.00 (when noted)

## Graduate Program & Semester Hour Costs 2021-2022

Tuition cost	Status	Fees
\$780 per credit per semester	Less than or equal to 8 credits (Part-time)	\$60 per credit per semester
\$780 per credit per semester	9-15 credits (fulltime study)	\$900 per semester
\$780 per credit per semester	15+ credits (fulltime study)	\$1,080 per semester
\$780 per credit per semester	Greater than or equal to 19 credits (fulltime study)	\$60 per credit per semester
		*Laboratory fees: per course \$50.00-\$300.00 (when noted)

## General Fees & Other Tuitions

- Currently enrolled Hamden High School or Sacred Heart Academy Juniors/Seniors tuition for (1) class per semester limit: \$100 plus lab fee (when noted). Student must be approved with a letter from their High School Counselor
- Reservation deposit:  
full-time student: \$300  
part-time student: \$125
- Application fee: \$25
  - Transcript of grades fees: \$10 Special Fees
  - Late payment fee: \$35 (assessed for payment of semester charges after the scheduled date)
- Bad check fee: \$20
- Late Registration fee (except incoming freshmen): \$25

Tuition and fees of all students are billed, due and payable prior to the beginning of each semester. Students with delinquent accounts will not be permitted to enter classes until financial obligations have been met. Tuition is billed on a semester basis, and

refunds are computed on these payments. Students may also opt into a payment plan prior to the start of each semester. Questions about the payment plan may be directed to the Office of Financial Aid and/or Business Office. The tuition and fees indicated above are for the 2022–23 academic year, but are subject to change if considered necessary by the College administration.

#### Typical Supplies

- Computer purchase: \$1,700
  - Fine Arts program: \$1,100\*
  - Graphic Design program: \$1,100\*
  - Illustration program: \$1,200\*
  - Interior Design program: \$900\*
  - Photography program: \$1,500\*
  - Photography equipment (first year only): \$1200
- ADD NEW UG and GRAD PROGRAM ESTIMATES FOR BOOKS ETC.

\* \* Estimated minimum for full-time student. An additional \$500 should be allowed by degree students for textbooks. Certificate students may incur a lower book cost depending upon program.

### Laptop and Other Supplies Requirements

Paier College strongly suggests that each student to have their own laptop. For some programs, additional hardware such as drawing tablets/pens and software may be required. These will be listed on course syllabi. Students are encouraged to speak with the department head before making purchases in order to ensure all software and hardware is compliant for the curriculum.

### Payment Information

Collection of all tuition and fees is handled by the Business Office. Failure to make payment on time may result in cancellation of student privileges including registration or enrollment in addition to late fees.

Failure to receive a bill does not relieve a student of payment responsibility. The College withholds all issuance of grades, awarding of diplomas, and issuance of transcripts to any student whose account is in arrears.

### Cancellation/Refund Policy

If a student cancels within three business days after signing the Enrollment Agreement and making payment, there will be a refund of all monies paid. If cancellation occurs after three business days, but before classes begin, a refund of all monies, other than the Application fee and \$100 for full-time students and \$40 for part-time students will be made within sixty (60) days of cancellation. Students must notify a Paier College representative of their intent to withdraw. After classes have begun, the Registrar's and Dean's Office will make available a withdrawal form. The effective date of withdrawal shall be date of determination.

The College will keep no more than \$150 during the first week of attendance. Semester tuition and fees are refundable on a 15-week pro-rata basis up to 60% of semester completion, less a \$100 Administration fee, after which no refund will be made. Refunds will be made within sixty (60) days of the last date of student attendance. An applicant rejected by the school is entitled to a refund of all monies paid, except the application fee of \$25. Applicants who have not visited the College prior to enrollment will have the opportunity to withdraw without penalty within three business days following either the regularly scheduled orientation procedures or following a tour of the College facilities and inspection of equipment where training and services are provided.

Please refer to the Financial Aid section regarding the College's refund policy for Title IV Federal Financial Aid.

### Withdrawal

After classes have commenced, students withdrawing from the College should inform the Registrar in a letter signed and dated, and also complete a separate Withdrawal Form which will be provided. However, withdrawals can be processed when a student verbally withdraws.

## **Comparable Program Information**

Comparable information relating to tuition, fees and program length may be obtained from ACCSC (*Accrediting Commission of Career Schools and Colleges*)

2101 Wilson Boulevard, Suite 302  
Arlington, VA 22202  
703.247.4212

# Financial Aid

## General

Financial Aid is available to all matriculated students. All documentation required by the Financial Aid office must be provided before any aid determination is made or disbursed.

The Title IV programs in which the college participates:

1. Federal Direct Stafford Loan Program, subsidized and unsubsidized (*formerly the Guaranteed Student Loan or GSL*);
2. Federal Direct PLUS Loan Program;
3. Federal PELL Grant Program;
4. Federal Supplemental Educational Opportunity Grant (*FSEOG*).
5. *Federal Work Study Program*

Students are required to complete a Free Application for Federal Student Aid (*FAFSA*). The FAFSA can be filled out one of two ways. You can complete a FAFSA on-line: [www.studentaid.gov](http://www.studentaid.gov). or do a hard copy paper application and submit it to the federal processor. Students and/or parents can request a paper FAFSA by contacting the Federal Student Aid Information Center at 1.800.433.3243. The document that this produces, an Institutional Student Information Record (*ISIR*), is sent electronically to the Financial Aid Department at Paier College. The Financial Aid Office then completes an analysis of a student's Institutional Student Information Record, (*ISIR*), class enrollment, academic progress, and costs. A Financial Aid Package is then created and Financial Aid Notifications are generated and emailed to the student. If the *ISIR* is selected for verification, students must submit the verification worksheet, an IRS tax return transcript for themselves and an IRS tax return transcript for their parents if they are dependents. These documents must be provided within three weeks of the date they are requested. Failure to comply could jeopardize your financial aid eligibility. Tax returns may also be requested at the discretion of the College. Students must be matriculated into a program as half-time, three-quarter-time, or full-time students to be eligible. Federal Pell Grants are available to students attending less than half-time. *All documentation must be received before any disbursements are made.*

Due to the limited amount of financial aid resources available to the College, it is in the student's best interest to complete the FAFSA as early as possible. Priority is given to earliest applicants.

## Deadline for applying for Financial Aid:

In typical circumstances and as outlined above financial aid should be completed within three weeks before the start of any given semester.

## Determination and Distribution

The calculation of financial aid need is the difference between the costs of attending the College, and the financial resources available to the student. The determination of financial assistance is made after reviewing information submitted by the student on a Free Application for Federal Student Aid (*FAFSA*). Awards are based on financial need and money available to the College.

## Cost of Education

The following budgetary items are used to determine the student's actual costs: tuition and fees, books and supplies, personal expenses, transportation, meals, and housing costs. Any other special expenses should be brought to the attention of the College's Financial Aid Department. An additional allowance is added to the cost of books and supplies for first-time freshmen for a computer purchase.

## **Student Responsibilities**

1. The financial aid recipient must advise the Financial Aid Office of any change in name, address, telephone numbers, email addresses, financial circumstances, marital status, curriculum, or enrollment.
2. Application forms must be completed fully and promptly.
3. Any additional information, verification, or corrections requested by the College must be submitted.
4. Students must accept responsibility for all personally signed agreements and should keep copies of the forms.
5. Students who question the accuracy or completeness of their application should consult with the Financial Aid Office.

## **Grants**

### **Federal Pell Grant Program**

This program is designed for undergraduate students attending the College. The selection formula and the amount of each award are determined by the federal government. The College makes awards in keeping with adjusted federal allocations each year. Awards range from approximately \$661 – \$6495. At this time graduate students do not qualify for Pell grants.

### **Federal Supplemental Educational Opportunity Grant Program (FSEOG)**

Students having the greatest financial need are considered under this program. Priority is given to Federal Pell Grant recipients. Awards made are at least \$200 depending upon the availability of funds.

## **Loans**

### **Federal Direct Stafford Loan Program (formerly GSL)**

The Department of Education oversees this program. The Department of Education is both the lender and servicer of these loans. At present, loans are available to students who attend the College at least half-time and maintain satisfactory academic progress. The selection of recipients and the amount of the loans are determined by a need analysis made by the College each academic year. The loan amounts vary with program, year in program, and enrollment status. A dependent may borrow an aggregate amount of \$31,000. An independent may borrow a maximum of \$57,500. Students should contact the financial aid office about application procedures. It is required by federal law that all participants in the Federal Direct Stafford Program have an entrance interview prior to the release of the first disbursement, and an exit interview before commencement or withdrawal from the College for any reason. The purpose of the exit interview is to reaffirm to the student their commitment and obligations to the loan program. It is required for graduation. All students leaving the College for other reasons must schedule an exit interview with the Financial Aid Department. Add in graduate-centric aid information.

### **Federal Direct PLUS Loans**

Federal Direct PLUS loans are for parent borrowers. Parents may borrow the student's estimated cost of attendance, minus any estimated financial assistance per year, for each child who is enrolled at least half-time and who is a dependent undergraduate student. Applicants should contact the school about application procedures. PLUS borrowers do not have to show need but may have to undergo a credit analysis. There are several repayment options available to PLUS Loan borrowers. Contact the Financial Office for details. Is this only for undergraduate students?

### **Private Education Loans**

Private loans or education loans are also available at Paier College . Paier students can apply for several different private loans. Contact the Financial Aid Office for information and application procedures. These loans are not need based; they are based on credit-worthiness. Many students do not meet certain credit requirements. If that is the case, a student can still apply for one of these loans by securing a credit worthy cosigner. Payment of these loans and interest rates vary by lending institution.

## Other College Employment

The College participates in the federally sponsored college work-study program but does employ a limited number of students in the library, photography department, and other areas of the College. Inquiry should be made in these areas or to the College administration. How about graduate teaching or work assistantships?

## College Career and Placement Office

The College Career and Placement Office lists job openings for both current students and graduates of the College, through ongoing contacts with business, industry, and community organizations. It also provides students with advice about job search strategies, résumé preparation, workshops, events and interviewing techniques. These services are also available to students interested in working part-time while completing their studies at the College.

## Campus Security Report

The Annual Campus Security Report is available on the College's URL: [www.paier.edu](http://www.paier.edu). A hard copy of the report is available upon request by contacting the Chief of Staff: 203.287.3031.

## Veterans Administration Benefits

Educational assistance is available to U.S. veterans under the following programs: Chapter 30-Montgomery G.I.® Bill Active Duty Educational Assistance Program; Chapter 31- Vocational Rehabilitation & Employment Chapter 32- Veterans Education Assistance Program (Post-Vietnam Veterans), Post 911 GI Bill® Chapter 33, Chapter 34- Vietnam-Era G.I.® Bill, Chapter 35-Survivors and Dependents Education; Chapter 1606-Selective Reserves, Chapter 1607 REAP.

Eligibility for these programs is determined by the Veterans Administration and students are advised to make their initial application for such benefits well before their first semester of study. Students must be matriculated in a program, must maintain good academic standing, and must be making reasonable progress toward completion of the program's requirements. Under these programs, the matriculated student registers and pays for courses each semester; the College certifies the student's enrollment to the VA, which then pays the appropriate benefits to the student.

In compliance with 38 USC 3679, Paier College will not impose any penalty, including the assessment of late fees, the denial of access to classes, libraries, or other institutional facilities, or the requirement that a covered individual (individual who is entitled to education assistance under chapter 31, Vocational Rehabilitation and Employment, or chapter 33, Post 9-11 GI Bill® benefits) borrow additional funds because of the individual's inability to meet his or her financial obligations to the school due to delayed disbursement funding from VA under chapter 31 or 33.

## Scholarships and Local Awards

Students who accept all available financial aid including loans yet still possess a tuition balance may be eligible to apply for the 1864 fund. This is a non-profit entity affiliated with Paier College dedicated to continued education. These scholarships may be open to new and returning students, interested students should contact the Office of Financial Aid for details on how to apply. Additionally, Parental employers, civic organizations, and other corporations are important sources of scholarship aid. The Director of Guidance at a local high school can often provide detailed information concerning these sources. In addition, various companies provide awards to Paier students for outstanding achievement. Examples are awards by the Society of Illustrators, The Salmagundi Club of NYC, Hallmark, Southern Connecticut Chapter of the National Kitchen and Bath Design Association, and BT Office Products & Herman Miller Interior Design Scholarship. Announcements of competition for these awards

are made during the academic year. There are two scholarships available to students that are awarded by Paier College. Are all of these scholarships including 1864 grad student eligible?

The Tracy Lynn Skeffington Scholarship is awarded to the most promising graphic design student entering the junior year.

## Refund Policy

### **Return to Title IV Refund Policy**

A student who receives federal student aid is subject to Return to Title IV Refund calculations if they withdraw, drop out, or become administratively withdrawn prior to completing 60 percent of the payment period or term. The Financial Aid Office is required to determine the earned and unearned portions of federal student aid as of the date the student stopped attending Paier College. A statutory pro rata schedule is used to determine the amount of Title IV funds the student has earned at the time of withdrawal. For example, if a student completes 35% of the payment period, they earn 35% of the aid they were scheduled to receive.

Students who plan to withdraw from classes are strongly advised to speak with the Financial Aid Office prior to withdrawing.

### **Payment of a Refund or Return of Title IV**

If a student's financial aid package exceeds their tuition and fees, there will be a credit balance on the account when all financial aid monies have been received by the college. The student would then be entitled to a refund and the school would issue a refund check within 14 days of the credit balance occurring. If the financial aid package includes a Pell Grant and that package creates a credit balance, the college will process the financial aid during the first week of classes so the individual can use excess funds to purchase books and supplies.

If a student withdraws and a Return to Title IV refund calculation is completed, any amount of Direct Loan proceeds that the school must return to the Department of Education will be completed within 5 days of its determination.

In the case of a withdrawal, the Financial Aid Director sends a letter informing the individual what financial aid the college was able to keep and what amount, by financial aid program, had to be returned. The letter also tells the individual what funds, if any, they must return and their remaining balance to the college, if applicable.

### **Title IV Refunds**

A student receiving Title IV aid that withdraws from the institution before the 10 week of a given semester is subject to Return to Title IV Refund Calculations.

#### **Official Withdrawal**

A student may officially withdraw from the college by completing a withdrawal form at the Student Records office or by contacting a school official by letter, phone, or email. The withdrawal is documented, and the last date of attendance is determined from the class instructor's attendance records. Once a determination has been made, a Return to Title IV (R2T4) refund calculation is then completed electronically via FAA Access to CPS Online. The College establishes certain criteria such as payment period, cost of attendance, and scheduled breaks within the R2T4 program so that the period of enrollment completed can be determined and R2T4 calculations can be done.

The R2T4 calculations determine the amount of earned financial aid by the student, amount of unearned financial aid due from the student, and amount of unearned aid due from the school. The unearned aid due from the school will be returned electronically within 14 days. These funds must be returned to their respective financial aid program in the following order:

Federal Direct Unsubsidized Stafford Loan  
Federal Direct Subsidized Stafford Loan

Federal Perkins Loan  
Federal Direct PLUS Loan  
Federal Pell Grant  
Federal Supplemental Educational Opportunity Grant

This process is completed within 2 weeks of a withdrawal.

#### Unofficial Withdrawal

A student may be administratively withdrawn from the school when it is apparent that they are not attending classes (class attendance records) and have not officially withdrawn.

Once a determination has been made, a Return to Title IV (R2T4) refund calculation is then completed electronically via FAA Access to CPS Online. The College establishes certain criteria such as payment period, cost of attendance, and scheduled breaks within the R2T4 program so that the period of enrollment completed can be determined and R2T4 calculations can be done.

The R2T4 calculations determine the amount of earned financial aid by the student, amount of unearned financial aid due from the student, and amount of unearned aid due from the school. The unearned aid due from the school will be returned electronically within 14 days. These funds must be returned to their respective financial aid program in the following order:

Federal Direct Unsubsidized Stafford Loan  
Federal Direct Subsidized Stafford Loan  
Federal Perkins Loan  
Federal Direct PLUS Loan  
Federal Pell Grant  
Federal Supplemental Educational Opportunity Grant

This process is completed within 2 weeks of a withdrawal.

When the process is complete, the Financial Aid Office writes a letter to inform the individual that the R2T4 calculations have been completed and their results. The letter includes the dollar amounts by financial aid program that the college kept and the amounts the college returned. The letter also informs the student of the possibility of a post-withdrawal disbursement, if applicable, the amount of unearned aid they are expected to return, and the amount of any balance that they still may owe the college.

## Application Procedures

### **Financial Aid Application Procedures**

To be considered for financial aid, students must submit:

1. Free Application for Federal Student Aid (FAFSA). The FAFSA serves as an application for all sources of Financial Aid processed through the College. Students can complete the FAFSA online at [www.fafsa.gov](http://www.fafsa.gov). or they can complete a paper FAFSA. Students may request a paper FAFSA by contacting the Federal Student Aid Information Center at 1.800.433.3243;
2. An IRS tax return transcript is required if the individual is selected for verification. The parents' IRS tax return transcript may also be required, if the student is a dependent;
3. Applicants may be required to provide information about sources and amounts of non-taxable income, *i.e.*, Social Security, public assistance, or child support.



## **Application Deadlines (FAFSA)**

Due to the limited amount of financial aid resources available to the College, it is in the student's best interest to complete the FAFSA as early as possible. Priority is given to earliest applicants.

### **Deadline for applying for Financial Aid**

Aid: The deadline for applying for financial aid is typically three weeks before the start of any given semester for new students and 2 months before any given semester for returning students. All financial aid applicants should contact the Financial Aid Office to discuss eligibility and financing options.

Students must reapply for financial assistance each academic year. They may not receive funds under any federal aid program if they are in default on a Federal Stafford, or Federal Perkins loan received at any College, or owe a refund on a federal grant. Programs of financial aid described in this section are subject to change because of federal, state, and local regulation or funding fluctuations. Again, this is very undergraduate oriented, add verbiage for grad students.

### **Re-admission to Paier**

To qualify for readmission, the student:

1. must have been in good academic standing; or evidence of improved study potential
2. must have satisfied all College financial requirements, including any associated with financial aid;
3. must submit an application requesting readmission and estimating capacity to complete the program without further withdrawal;

Any student not in good academic standing at the time of ceasing to attend classes also must submit evidence of improved study potential (*grades of additional formal study, portfolio, recommendations, etc.*) for review of the Dean.

If the withdrawal from a program is for no more than two semesters, a qualified student will receive readmission to that program. If curricular requirements are changed before the student is readmitted to the program, the student may be responsible to meet the new requirements.

Any veteran who withdraws in order to perform military service will be readmitted with the same academic status he or she had when last in attendance at the College. In most cases, the length of absence from the College cannot exceed one year.

# Programs of Study

## Digital Marketing and Communication Studies

### Program Description

The Digital Marketing Communication Studies program offers students a theoretical and hands-on, real-world study in digital marketing, digital media and integrated media campaigns.

As an interdisciplinary degree program — merging communication, marketing, and design — it affords academic exploration and practical skills across the challenging marketing milieu in an ever-evolving digital media landscape.

Courses are designed to foster an understanding of effective messaging, audience engagement and creative implementation as students produce integrated campaigns across traditional and digital media.

Students are prepared for professional careers as they work on client projects, engage in internships and develop portfolio-worthy collateral.

### Learning Outcomes (BS in Digital Marketing and Communication)

- Build Digital Proficiency: Students will acquire capabilities in becoming proficient with effective digital marketing and production technologies.
- Develop a Strategic Marketing Mindset: Students will acquire knowledge and opportunities to hone their marketing skillset and utilize data in building brand value.
- Become an Effective Communicator: Students will develop and enhance their communication skills across all available platforms of digital marketing communications.

### Admissions Requirements

Applicants must possess, at minimum, a high school diploma with at least a 2.0/4.0 GPA. Applicants should have a well-rounded education, gained through general education courses. The Admissions Department will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit an application and fee, portfolio, official high school transcript and supporting documents (as requested). Transfer applicants must also submit official transcripts from any/all colleges attended in order to be considered for applied transfer credit(s) at Paier College.

### Graduation Requirements

The student must have been admitted as, or have achieved the status of, a matriculated student in the College, and must have attained upper-class or major status.

The student must have completed the last thirty semester hours of work toward his or her degree under the direct auspices of the College. Under exceptional circumstances, the senior academic administrator may slightly modify this requirement.

The student must present an overall cumulative quality point ratio of at least 2.0 and, in addition, must have a quality point ratio of 2.0 or better in those courses taken for credit in the major. The student must have earned the number of semester hours of credit required by the College and must not deviate from the curriculum as displayed in

this catalog without the written approval of the appropriate senior academic administrator or his/her designate.

## Bachelor of Science in Digital Marketing and Communication Studies

### First Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
AS 101	English I	3/3/45
AH 104	History of Western Art I	3/3/45
FYS 101	First Year Seminar	3/3/45
DMCM 205	Introduction to Digital Marketing	3/3/45
MCOM 242	Introduction to New Media	3/3/45
Fall Semester Total:		15/15/225
<b>Spring</b>		
AS 102	English II	3/3/45
AS 267	Effective Speaking	3/3/45
AS 299	Intro to Creativity and Innovation	3/3/45
DMCM 348	Social Media – Content, Creation, & Analytics	3/3/45
MCOM 220	Introduction to Advertising	3/3/45
Spring Semester Total:		15/15/225
First Year Total:		30/30/450

### Second Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
AS 321	Western Civilization I	3/3/45
AS 231	Mathematical Ideas	3/3/45
AS 205	Introduction to Philosophy	3/3/45
MCOM 218	Media Aesthetics	3/3/45
DMCM 254	Mobile Marketing Communications & Design	3/3/45
Fall Semester Total:		15/15/225
30/30/450		
<b>Spring</b>		
AS 322	Western Civilization II	3/3/45
AS 258	Introduction to Environmental Science	3/3/45
AH 305	History of Modern Art	3/3/45
DMCM 251	Inbound and Email Marketing	3/3/45
DMCM 250	Affiliate Marketing	3/3/45
Spring Semester Total:		15/15/225
Second Year Total		30/30/450

### Third Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
AS 255	Introduction to Biology	3/3/45
MCOM 252	Web Publishing, Usability, and SEO	3/3/45
MCOM 339	Advertising and Public Relations	3/3/45
MKTG 205	Principles of marketing	3/3/45
MCOM 277	Video Production	3/3/45
Fall Semester Total:		15/15/225
<b>Spring</b>		
AS 210	General Psychology	3/3/45
DMCM 253	Digital Project Management	3/3/45
DMCM 307	Digital Promotional Strategies	3/3/45
MCOM 270	Public Relations	3/3/45
MCOM 287	Video Editing & Post-Production	3/3/45
Spring Semester Total:		15/15/225
Third Year Total		30/30/450

### Fourth Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
MKTG 406	Digital Consumer Behavior	3/3/45
DMCM 335	International Advertising & Public Relations	3/3/45
MCOM 330	Advertising Media Planning	3/3/45
DMCM 308	Digital Advertising Analytics	3/3/45
DMCM 252	Emerging Media – VR, AR, AI 7 Robotics	3/3/45
Fall Semester Total:		15/15/225
<b>Spring</b>		
DMCM 440	The Agency	3/3/45
MKTG 419	Integrated Marketing Communication	3/3/45
MKTG 308	Marketing Research	3/3/45
DMCM 343	Digital marketing Production	3/3/45
DMCM 309	Search Engine Marketing	3/3/45
Spring Semester Total:		15/15/225
Fourth Year Total		30/30/450
Program Total:		120/120/1800

Total Program Semester Hours: 120 Total Program Clock Hour Minimum:1800

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)

# Fine Arts Programs

## Program Description

Fine Arts encompasses a diversity of media and expression, but at Paier it is a program dealing primarily with picture making—the drawing and painting of objects and figures, and of portraits and landscapes. Accomplishment of these in a variety of media provides the content of the program. As work progresses, emphasis is placed upon the students' intuitive responses to personal experience, environment, and imagination. Although the students have the opportunity to elect courses that will provide knowledge of art applications, student assignments are not produced to satisfy a commercial need. Students learn to make the fine arts pieces the central experience, and to extend their vision by offering that experience to others.

Opportunities in Fine Arts have broadened over recent years owing, in part, to a massive worldwide cultural explosion. While painters work alone, they are increasingly the objects of support by growing numbers of galleries and audiences everywhere, and by institutions that allocate monies for the purchase of art toward the building of major collections. Moreover, there is local, state, and federal legislation that provides specific percentages of construction cost to be spent on commissioned art for public structures.

Beyond self-expression, galleries, the painter has other opportunities. The painting of portraits is a tradition nearly as old as the history of western art. Artists have also found opportunities as wall decorators and historical muralists. Such commissions emanate from architects; banks; businesses of every description; museums; federal, state, and local programs; competitions; and the like. Moreover, many painters practice the art of printmaking. In recent times the print (e.g., lithograph, silkscreen, etching, woodblock, aquatint, etc.) has become an attractive commodity in the art market because selling prices are usually lower than the single painting.

For Paier Fine Arts graduates, beginning opportunities will depend upon their skill and vocabulary of expression, the nature of their work, and the developing professional contacts that they establish.

## Learning Outcomes (BFA in Fine Art)

Upon completion of this degree, the student will be able to:

- Continually deepen and broaden the development artistic skills, creativity and historical understanding
- Understand diversity artistic and cultural movements through artistic expression, practice and exhibition
- Establish themselves in a professional environment of artists in their communities
- Understand and adequately execute endeavors into the fields of painting, illustration and interdisciplinary art

## Learning Outcomes (Certificate in Portrait and Figure Painting)

Upon completion of this certificate, the student will be able to:

- to deepen technical skills in drawing and painting, and historical understanding
- to refine a working knowledge of the human form and how to capture it in a portrait
- develop a realistic and technically accurate style of portraiture painting

## Admissions Requirements

Applicants must possess, at minimum, a high school diploma with at least a 2.0/4.0 GPA. Applicants should have a well-rounded education, gained through general education courses. The Admissions Department will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit an application and fee, portfolio, official high school transcript and supporting documents (as requested). Transfer applicants must also submit official transcripts from any/all colleges attended in order to be considered for applied transfer credit(s) at Paier College.

## Graduation Requirement

The student must have been admitted as, or have achieved the status of, a matriculated student in the College, and must have attained upper-class or major status.

The student must have completed the last thirty semester hours of work toward his or her degree under the direct auspices of the College. Under exceptional circumstances, the senior academic administrator may slightly modify this requirement.

The student must present an overall cumulative quality point ratio of at least 2.0 and, in addition, must have a quality point ratio of 2.0 or better in those courses taken for credit in the major. The student must have earned the number of semester hours of credit required by the College and must not deviate from the curriculum as displayed in

this catalog without the written approval of the appropriate

senior academic administrator or his/her designate.

## Bachelor of Fine Arts (BFA) Degree in Fine Arts

First Year			Third Year		
Code	Courses	SH/CHW/CHS	Code	Courses	SH/CHW/CHS
<b>Fall</b>			<b>Fall</b>		
FO111	Drawing I	3/5/75	FA282	Clay Figure Modeling	3/5/75
FO131	Painting I: Oil	3/5/75	FA383	Creative Processes I	3/5/75
AH105	History of Western Art I	3/3/45	FA341	Head Painting I	3/5/75
AS101	English I	3/3/45	FA351	Life Drawing III	2/3/45
FYS 101	First Year Seminar	3/3/45	AH305	History of Modern Art	3/3/45
	Fall Semester Total:	15/19/285	AS267	Effective Speaking	3/3/45
				Elective	2/3/45
				Fall Semester Totals:	19/27/405
<b>Spring</b>			<b>Spring</b>		
FO110	Color/Design	3/5/75	FA384	Creative Processes II	3/5/75
FO112	Drawing II	3/5/75	FA352	Life Drawing IV	2/3/45
CG160	Introduction to Computer Graphics	2/3/45	IL341	Painting IV: The Clothed Figure	3/5/75
FO132	Painting II: Oil	3/5/75	CG370	Painting on the Computer	2/3/45
AS102	English II	3/3/45	AS210	General Psychology	3/3/45
	Social Science Elective	3/3/45		Elective	2/3/45
	First Year Totals:	32/43/645		Spring Semester Total:	16/22/330
	Spring Semester Total	17/24/360		Third Year Totals:	34/49/735
<b>Second Year</b>			<b>Fourth Year</b>		
Code	Courses	SH/CHW/CHS	Code	Courses	SH/CHW/CHS
<b>Fall</b>			<b>Fall</b>		
FA225	Landscape Painting	3/5/75	FA487	Fine Arts Thesis I	3/5/75
FA223	Intaglio Printmaking	3/5/75	FA451	Life Drawing V	2/3/45
FA251	Life Drawing I	2/3/45	FA445	Life Painting I	3/5/75
FA258	Painting: Still Life	3/5/75	IL483	Studio Explorations I	3/5/75
FO123	Perspective	2/3/45	AS250	Business Practices	2/2/30
AS231	Mathematical Ideas	3/3/45	AS255	Introduction to Biology	3/3/45
	Fall Semester Total	16/24/360		Fall Semester Totals:	16/23/345
<b>Spring</b>			<b>Spring</b>		
CG371	Computer Drawing	2/3/45	FA488	Fine Arts Thesis II	3/5/75
FA252	Life Drawing II	2/3/45	IL484	Studio Explorations II	3/5/75
FA273	Painting: Watermedia I	3/5/75	AH406	History of Contemporary Art	3/3/45
FA259	Painting III: Trompe L'Oeil	3/5/75	AS205	Introduction to Philosophy	3/3/45
FO141	Three Dimensional Design	2/3/45		Introduction to Environmental Science	3/3/45
AH106	History of Western Art II	3/3/45		Elective	2/3/45
	Spring Semester Total	15/22/330		Spring Semester Total:	17/22/330
	Second Year Totals:	31/46/690		Fourth Year Totals:	33/45/675
				Program Totals:	130/183/2745

Total Program Semester Hours: 130 Total Program Clock Hour Minimum: 2745

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)

## Certificate in Portrait and Figure Painting

### First Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
FA 341	Head Painting I	3/5/75
FA 251	Life Drawing I	2/3/45
FO 123	Perspective	2/3/45
	Fall Semester Total:	7/11/165
<i>Spring</i>		
FO 100	Color/Design	3/5/75
FA 342	Head Painting II	3/5/75
FA 252	Life Drawing II	2/3/45
	Spring Semester Total:	8/13/195
	First Year Total	15/24/365

### Second Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
FA 351	Life Drawing III	2/3/45
FA 445	Life Painting I	3/5/75
FA 282	Clay Figure Modeling	3/5/75
	Fall Semester Total:	8/13/195
<i>Spring</i>		
FA 352	Life Drawing IV	2/3/45
FA 446	Life Painting II	3/5/75
IL 341	Painting IV: The Clothed Figure	3/5/75
	Spring Semester Total:	8/13/195
	Second Year Total:	16/26/365
	Program Total:	31/50/1825

Total Program Semester Hours: 31 Total Program Clock Hour Minimum:1825

*SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week*

*CHS= represents Clock Hours per semester (15 weeks)*



# Graphic Design and New Media

## Program Description

Graphic Design and New Media field utilizes artists who can apply their skills to the selling of products and services. This field is characterized by a constant need for creative freshness in visual communication techniques brought on by the proliferation of consumer products and services, cyclical changes in fashion and style, and the worldwide growth of communication technology. Students of Graphic Design are confronted with the need to develop heightened sensitivity to color, design, graphic production techniques, and a broad vocabulary of imagery.

The program in Graphic Design balances the complementary facets of creative discipline and contemporary perceptions with studies in necessary techniques such as computer graphics, typography, lettering, layout, principles of advertising and marketing, package design, photographic applications, and graphic production. They are then applied to such arenas as television, corporate identity, media advertising, promotional pamphlets, brochures and packaging, technical illustration, and sign graphics. Students who complete the Graphic Design program may free-lance their skills, or be employed on a salaried basis in corporate or other business sectors. Independent design studios, advertising agencies, publishing houses, government agencies, and industrial corporations are examples of those that seek the services of free-lance and staff graphic designers. Their design services vary from inhouse projects to public need, and run the visual gamut from graphic budget presentations (e.g., graphs, charts, illustration) to concepts in traffic management or packaging of industrial products. In addition, knowledge of graphic production processes may lead interested Paier graduates into areas of sales and management, or may make them attractive candidates for various design training programs offered by large printing firms or film studios. Their beginning roles will depend upon the size of the organization that they join, or the nature of their free-lance work. However, their developed skills and knowledge should allow them to advance competently to increasingly more complex professional work.

## Learning Outcomes (BFA in Graphic Design)

Upon completion of this degree, the student will be able to:

- Demonstrate ability to identify, analyze, and solve design problems.
- Demonstrate mastery of design tools, techniques, and concepts in design.
- Demonstrate an understanding of the aesthetics of form development, and of the history and current state of design.
- Demonstrate proficiency in selection and use of relevant technologies in design. Abilities to use available technical and industrial processes to produce a design product, and to design and implement such a process.
- Demonstrate an understanding of the cultural and societal connections linking design trends and processes as well as a knowledge of business practices and of the marketplace.

## Learning Outcomes (Certificate in Graphic Production)

Upon completion of this degree, the student will be able to:

- Demonstrate ability to identify, analyze, and solve design problems.
- Demonstrate mastery of design tools, techniques, and concepts in design.
- Demonstrate an understanding of the aesthetics of form development.

## Admissions Requirements

Applicants must possess, at minimum, a high school diploma with at least a 2.0/4.0 GPA. Applicants should have a well-rounded education, gained through general education courses. The Admissions Department will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit an application and fee, portfolio, official high school transcript and supporting documents (as requested). Transfer applicants must also submit official transcripts from any/all colleges attended in order to be considered for applied transfer credit(s) at Paier College.

## Graduation Requirements

The student must have been admitted as, or have achieved the status of, a matriculated student in the College, and must have attained upper-class or major status.

The student must have completed the last thirty semester hours of work toward his or her degree under the direct auspices of the College. Under exceptional circumstances, the senior academic administrator may slightly modify this requirement.

The student must present an overall cumulative quality point ratio of at least 2.0 and, in addition, must have a quality point ratio of 2.0 or better in those courses taken for credit in the major. The student must have earned the number of semester hours of credit required by the College and must not deviate from the curriculum as displayed in this catalog without the written approval of the appropriate senior academic administrator or his/her designate.

## Bachelor of Fine Arts in Graphic Design

### First Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
FYS 101	First Year Seminar	3/3/45
FO 131	Painting I: Oil	3/5/75
AH 105	History of Western Art I	3/3/45
AS 101	English I	3/3/45
FO 111	Drawing I	3/5/75
	Fall Semester Total:	15/19/285
<b>Spring</b>		
FO 110	Color/Design	3/5/75
FO 112	Drawing II	3/5/75
CG 160	Introduction to Computer Graphics	2/3/45
FO 132	Painting II: Oil	3/5/75
AS 102	English II	3/3/45
	Social Science Elective	3/3/45
	Spring Semester Total:	17/24/360
	First Year Total:	32/43/645

### Second Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
CG 261	Advanced Computer Graphics	2/3/45
GD 201	Advertising Design I	2/3/45
GD 224	Concept Rendering	2/3/45
GD 240	Graphic Design I	2/3/45
PH 190	Photo Basics I	3/5/75
GD 229	Typography	2/3/45
AS 231	Mathematical Ideas	3/3/45
	Fall Semester Total:	16/23/345
<b>Spring</b>		
GD 202	Advertising Design II	2/3/45
GD 241	Graphic Design II	2/3/45
GD 233	Graphic Production	3/5/75
PH 191	Photo Basics II	3/5/75
AH 106	History of Western Art II	3/3/45
AS 205	Introduction to Philosophy	3/3/45
	Spring Semester Total:	16/22/330
	Second Year Total:	32/45/675

### Third Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
GD 301	Advertising III	2/3/45
CG 380	Computer Page Layout	2/3/45
GD 340	Graphic Design III	2/3/45
GD 317	Package Design: Materials	2/3/45
IL 327	The Figure in Advertising I	2/3/45
AH 305	History of Modern Art	3/3/45
	Elective	4/6/90
	Fall Semester Total:	17/24/360
<b>Spring</b>		
GD 302	Advertising Design IV	2/3/45
AS 250	Business Practices	2/2/30
GD 341	Graphic Design IV	2/3/45
CG 260	Photo Digital Imaging	2/3/45
IL 328	The Figure in Advertising II	2/3/45
AS 210	General Psychology	3/3/45
AS 267	Effective Speaking	3/3/45
	Spring Semester Total:	16/20/300
	Third Year Total:	33/44/660

### Fourth Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
GD 403	Advertising Portfolio I	2/3/45
GD 411	Art Direction I	3/4/60
CG 361	Multimedia	2/3/45
GD 421	Publication Design I	2/3/45
CG 388	Web Page Design I	2/3/45
AS 255	Introduction to Biology	2/3/45
	Fall Semester Total:	16/22/330
<b>Spring</b>		
GD 404	Advertising Portfolio II	2/3/45
GD 412	Art Direction II	3/4/60
CG 371	Computer Drawing	2/3/45
GD 422	Publication Design II	2/3/45
CG 389	Web Page Design II	2/3/45
AH 406	History of Contemporary Art	3/3/45
	Physical Science Elective	3/3/45
	Spring Semester Total:	17/22/330
	Fourth Year Total:	33/44/660
	Program Total:	130/176/2640

Total Program Semester Hours: 130 Total Program Clock Hour Minimum:2640

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)

## Certification in Graphic Design

### First Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
GD 224	Concept Rendering	2/3/45
CG 160	Introduction to Computer Graphics	2/3/45
GD 229	Typography	2/3/45
	Fall Semester Total:	6/9/135
<i>Spring</i>		
FO 100	Color/Design	3/5/75
GD 233	Graphic Production	3/5/75
CG 260	Photo Digital Imaging	2/3/45
	Spring Semester Total:	8/13/195
	First Year Total	14/22/330

### Second Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
GD 201	Advertising Design I	2/3/45
CG 380	Computer Page Layout	2/3/45
CG 361	Multimedia	2/3/45
CG 388	Web Page Design I	2/3/45
	Fall Semester Total:	8/12/180
<i>Spring</i>		
GD 202	Advertising Design II	2/3/45
AS 250	Business Practices	2/2/30
CG 371	Computer Drawing	2/3/45
	Spring Semester Total:	6/8/120
	Second Year Total	14/20/300
	Program Total:	28/42/630

Total Program Semester Hours: 28 Total Program Clock Hour Minimum:630

*SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week*

*CHS= represents Clock Hours per semester (15 weeks)*

# Illustration

## Program Description

Illustration is one of the most demanding occupations of the visual arts. The illustration student concentrates upon drawing, painting, and design. A high degree of facility in these skills must be achieved before moving on to the consideration of specific illustration problems, and it is encouraged throughout the program. The specialized courses deal with various aspects of the field: general illustration, editorial illustration, book illustration, typography, reproduction, graphics, perspective, with specialties in these categories such as the writing, designing, illustration, and production of children's books. Job opportunities in illustration are varied and substantial. Large greeting card firms, for example, employ illustrators in staff positions and maintain entry-level training programs for the inexperienced graduate with a major in illustration. Other staff positions exist in publishing houses creating books, magazines, and newspapers. The beginning role of Paier Illustration graduates will depend upon the nature and size of the organization that they join, or the nature of their free-lance work. Important also to their advancement will be the professional contacts that they establish in the commercial and fine arts fields.

## Learning Outcomes (BFA in Illustration)

Upon completion of this degree, the student will be able to:

- Continually deepen and broaden the development artistic skills, creativity and historical understanding
- Understand diversity in artistic and cultural movements through artistic expression, practice, openness to innovative illustration techniques and exhibition
- Establish themselves in a professional environment of illustrators in their communities
- Understand and adequately execute endeavors into the fields of illustration, animation and technology, and figure drawing.

## Admissions Requirements

Applicants must possess, at minimum, a high school diploma with at least a 2.0/4.0 GPA. Applicants should have a well-rounded education, gained through general education courses. The Admissions Department will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit an application and fee, portfolio, official high school transcript and supporting documents (as requested). Transfer applicants must also submit official transcripts from any/all colleges attended in order to be considered for applied transfer credit(s) at Paier College.

## Graduation Requirements

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The student must have completed the last thirty semester hours of work toward his or her degree under the direct auspices of the College. Under exceptional circumstances, the senior academic administrator may slightly modify this requirement.

The student must present an overall cumulative quality point ratio of at least 2.0 and, in addition, must have a quality point ratio of 2.0 or better in those courses taken for credit in the major. The student must have earned the number of semester hours of credit required by the College and must not deviate from the curriculum as displayed in this catalog without the written approval of the appropriate senior academic administrator or his/her designate.

## Bachelor of Fine Arts in Illustration

### First Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
FYS 101	First Year Seminar	3/3/45
FO 111	Drawing I	3/5/75
FO 131	Painting I: Oil	3/5/75
AH 105	History of Western Art I	3/3/45
AS 101	English I	3/3/45
Fall Semester Total:		15/19/285
<b>Spring</b>		
FO 110	Color/Design	3/5/75
FO 112	Drawing II	3/5/75
CG 160	Introduction to Computer Graphics	2/3/45
AS 102	English II	3/3/45
FO 132	Painting II: Oil	3/5/75
	Social Science Elective	3/3/45
Spring Semester Total:		17/24/360
First Year Total:		32/43/635

### Second Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
FA 225	Landscape Painting	3/5/75
IL 207	Illustration I	3/5/75
FA 251	Life Drawing I	2/3/45
FA 258	Painting: Still Life	3/5/75
FO 123	Perspective	2/3/45
AS 231	Mathematical Ideas	3/3/45
Fall Semester Total:		19/31/405
<b>Spring</b>		
IL 244	Art of the Cartoon	2/3/45
CG 371	Computer Drawing	2/3/45
IL 208	Illustration II	2/3/45
FA 252	Life Drawing II	2/3/45
FA 259	Painting III: Trompe L'Oeil	3/5/75
FA 273	Painting: Watermedia I	3/5/75
AH 106	History of Western Art II	3/3/45
Spring Semester Total:		17/25/375/
Second Year Total:		32/47/705

### Third Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
IL 307	Book Illustration	2/3/45
IL 383	Creative Processes I	3/5/75
FA 341	Head Painting I	3/5/75
IL 325	Illustration Methods I	2/3/45
FA 351	Life Drawing III	2/3/45
AH 305	History of Modern Art & Design	3/3/45
AS 267	Effective Speaking	3/3/45
Fall Semester Total:		18/25/375
<b>Spring</b>		
IL 245	Comic Book Storytelling	2/3/45
IL 326	Illustration Methods II	2/3/45
FA 352	Life Drawing IV	2/3/45
IL 341	Painting IV: The Clothed Figure	3/5/75
CG 370	Painting on the Computer	2/3/45
AS 210	General Psychology	3/3/45
	Elective	2/3/45
Spring Semester Total:		16/23/345
Third Year Total		34/47/720

### Fourth Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
IL 433	Experimental Artists Book	2/3/45
IL 429	Illustrator's Portfolio I	3/4/60
FA 445	Life Painting I	3/5/75
IL 483	Studio Explorations I	3/5/75
AS 250	Business Practices	2/2/30
AS255	Introduction to Biology	3/3/45
Fall Semester Total:		16/22/330
<b>Spring</b>		
IL 403	Children's Book Design	2/3/45
IL 430	Illustrator's Portfolio II	3/4/60
IL 484	Studio Explorations II	3/5/75
AH 406	History of Contemporary Art	3/3/45
AS 205	Introduction to Philosophy	3/3/45
	Physical Science Elective	3/3/45
Spring Semester Total:		17/21/315
Fourth Year Total		34/46/645
Program Total:		130/179/2715

Total Program Semester Hours: 130 Total Program Clock Hour Minimum: 2715

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 week)

# Industrial Design

## Program Description

The four-year Bachelor of Science (BS) Degree in Industrial Design program emphasizes conceptualization, design, and production of products for personal, home, industrial, and commercial use, ranging from domestic and consumer products to medical, entertainment, and more. Students learn to design and develop product concepts, visualize them using the latest computer technology, and build models in a well-equipped model shop or computer lab.

Students learn presentation skills to demonstrate their creative and unique solutions. Advanced industrial design topics include UI/ UX, VR, ergonomics, materials and manufacturing, and marketing.

## Learning Outcomes (BS in Industrial Design)

Upon completion of this degree, the student will be able to:

- Identify, analyze, and solve industrial design problems.
- Mastery of design tools, techniques, and concepts in industrial design.
- Demonstrate an understanding of the aesthetics of form development and of the history and current state of design.
- Projects and portfolio solutions that are culturally- and audience- appropriate for the problem as posed by the brief for the project
- Proficiency in presenting their own work as well as discussing and constructively critiquing the work of others.

## Admissions Requirements

Applicants must possess, at minimum, a high school diploma with at least a 2.0/4.0 GPA. Applicants should have a well-rounded education, gained through general education courses. The Admissions Department will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit an application and fee, portfolio, official high school transcript and supporting documents (as requested). Transfer applicants must also submit official transcripts from any/all colleges attended in order to be considered for applied transfer credit(s) at Paier College.

## Graduation Requirements

The student must have been admitted as, or have achieved the status of, a matriculated student in the College, and must have attained upper-class or major status.

The student must have completed the last thirty semester hours of work toward his or her degree under the direct auspices of the College. Under exceptional circumstances, the senior academic administrator may slightly modify this requirement.

The student must present an overall cumulative quality point ratio of at least 2.0 and, in addition, must have a quality point ratio of 2.0 or better in those courses taken for credit in the major. The student must have earned the number of semester hours of credit required by the College and must not deviate from the curriculum as displayed in this catalog without the written approval of the appropriate senior academic administrator or his/her designate. .

## Bachelor of Science in Industrial Design

### First Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
FYS 101	First Year Seminar	3/3/45
ASDN 107	Product Lab Orientation	3/5/75
ASDN 103	2-D Design Principles	3/5/75
ASDN 105	Drawing I (Design)	3/5/75
ASDN 119A	Introduction to Computer Apps I	3/5/75
AH 105	History of Western Art I	3/3/45
	Fall Semester Total:	18/26/390
<b>Spring</b>		
ASDN 108	3-D Design Principles	3/5/75
ASDN 106	Drawing II	3/5/75
ASDN 119B	Introduction to Computer Apps II	3/5/75
AS 321	Western Civilization I	3/3/45
ENG 101	English I	3/3/75
	Spring Semester Total:	15/21/345
	First Year Total	32/47/735

### Third Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
ASDN 233	4D Introduction to Time Based Media	3/5/75
IDDSN 305	Industrial Design Studio III	3/5/75
AS 305	History to Modern Art & Design	3/3/45
AS 210	General Psychology	3/3/45
ASDN 206	Drawing IV	3/3/45
ENG 102	English II	3/3/45
	Fall Semester Total:	18/22/330
<b>Spring</b>		
AS 231	Mathematical Ideas	3/3/45
IDDSN 306	Industrial Design Studio IV	3/5/75
IDDSN 218S	SolidWorks I	2/3/45
AS 205	Introduction to Philosophy	3/3/45
ITSDN 312	Furniture Design I	3/3/45
ASDN 357C	Siemens PLM NX	3/5/75
	Spring Semester Total:	17/22/330
	Third Year Total	35/44/660

### Second Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
IDDSN 255	Industrial Design Studio I	3/5/75
ASDN 205	Drawing III	3/5/75
AS 322	Western Civilization II	3/3/45
IDDSN 215	Materials and Manufacturing	3/3/45
AS 299	Introduction to Creativity & Innovation	3/5/75
	Fall Semester Total:	15/21/315
<b>Spring</b>		
ENG 102	English II	3/3/45
IDDSN 255	Industrial Design Studio II	3/5/75
AS 255	Introduction to Biology	3/3/45
IDDSN 215	Materials and Manufacturing II	3/3/75
AS 267	Effective Speaking	3/3/45
	Spring Semester Total:	15/17/375
	Second Year Total	30/38/690

### Fourth Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
ITSDN 311	Exhibition Design	3/5/75
IDDSN 218W	SolidWorks II	2/3/45
IDDSN 355	Industrial Design Studio V	3/5/75
ITSDN 312B	Furniture Design II	3/5/75
ASDN 357D	Siemens PLM NX	3/5/75
	Fall Semester Total:	14/23/345
<b>Spring</b>		
IDDSN 450	New Product Commercialization	3/5/75
IDDSN 218C	SolidWorks III	2/3/45
IDDSN 356	Industrial Design Studio VI	3/5/75
ITSDN 312B	Furniture Design II	3/5/75
IDDSN 399	Special Projects – Portfolio	3/5/75
	Spring Semester Total:	14/23/345
	Fourth Year Total	28/46/680
	Program Total:	125/175/2765

Total Program Semester Hours: 125 Total Program Clock Hour Minimum: 2765

SH = Semester Hours (credits) per semester CHW = Clock Hours (contact time) per week

CHS = represents Clock Hours per semester (15 weeks)

# Interior Design

## Program Description

Interior Design curriculum at Paier College is designed to prepare students for this professional life, and to provide the necessary training through a combination of education and employment opportunities. Our courses are not only practical, but also help students prepare for the professional licensing exams. The National Council of Interior Design Qualification states: “The Professional Interior Designer is qualified by education, experience, and examination to enhance the function and quality of interior spaces... improving the quality of life, increasing productivity, and protecting the health, safety, and welfare of the public. (He/she) analyzes the client’s needs, goals, life and safety requirements; integrates findings with knowledge of interior design; formulates preliminary design concepts that are appropriate, functional, and aesthetic; develops and presents final design recommendations through appropriate media; prepares working drawings and specifications for non-load bearing interior construction, materials, finishes, space planning, furnishings, fixtures and equipment; collaborates with licensed practitioners who offer professional services in the technical areas of mechanical, electrical, and load-bearing design as required for regulatory approval; prepares and administers bids and contract documents as the client’s agent; reviews and evaluates design solutions during implementation and upon completion.” The relationship between interior design and architecture is strongly emphasized. Basic structural principles & construction methods are introduced. Studio courses incorporate programming, conceptual design & development, and presentation skills. Guest juries of architects & design professionals regularly critique student presentations. Courses such as ID Business, Materials, Kitchen & Bath, and History of Interiors provide students with the tools and critical thinking needed to succeed. Special consideration is given to new “green” and “sustainable” codes & regulations. Instructors include licensed architects, interior designers and specialists in relevant fields. Our program prepares students for employment in residential, hospitality, contract & commercial, transportation, and retail & health care, where job opportunities are numerous.

## Learning Outcomes (BFA in Interior Design)

Upon completion of this degree, the student will be able to:

- Demonstrate ability to identify, analyze, and solve design problems.
- Demonstrate mastery of design tools, techniques, and concepts in design.
- Demonstrate an understanding of the aesthetics of form development, and of the history and current state of design.
- Demonstrate proficiency in selection and use of relevant technologies in design. Abilities to use available technical and industrial processes to produce a design product, and to design and implement such a process.
- Demonstrate an understanding of the cultural and societal connections linking design trends and processes as well as a knowledge of business practices and of the market place.

## Learning Outcomes (Certificate in Interior Design)

Upon completion of this degree, the student will be able to:

- Demonstrate an understanding of the aesthetics of form development, and of the history and current state of design.
- Demonstrate proficiency in selection and use of relevant technologies in design.
- Demonstrate an understanding of the aesthetics of form development.

## Admissions Requirements

Applicants must possess, at minimum, a high school diploma with at least a 2.0/4.0 GPA. Applicants should have a well-rounded education, gained through general education courses. The Admissions Department will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit an application and fee, official high school transcript and supporting documents (as requested). Transfer applicants must also submit official transcripts from any/all colleges attended in order to be considered for applied transfer credit(s) at Paier College.

## Graduation Requirements

The student must have been admitted as, or have achieved the status of, a matriculated student in the College, and must have attained upper-class or major status.

The student must have completed the last thirty semester hours of work toward his or her degree under the direct auspices of the College. Under exceptional circumstances, the senior academic administrator may slightly modify this requirement.

The student must present an overall cumulative quality point ratio of at least 2.0 and, in addition, must have a quality point ratio of 2.0 or better in those courses taken for credit in the major. The student must have earned the number of semester hours of credit required by the College and must not deviate from the curriculum as displayed in this catalog without the written approval of the appropriate senior academic administrator or his/her designate.



**First Year**

<b>Code</b>	<b>Courses</b>	<b>SH/CHW/CHS</b>
<i>Fall</i>		
FYS 101	First Year Seminar	3/3/45
ID 116	Interior Design Drafting	2/3/45
ID 111	Interior Design Drawing	2/3/45
ID 273	Interior Design Perspective	2/3/45
ID 120	Introduction to Form and Space	2/3/45
AH 105	History of Western Art I	3/3/45
AS 101	English I	3/3/45

Fall Semester Total: 17/21/315

***Spring***

ID 117	Interior design Concept Presentation	2/3/45
ID 274	Interior Design rendering	2/3/45
ID 121	Introduction to Interior Design	2/3/45
ID 230	Materials I	3/3/45
AS 102	English II	3/3/75
	Social Science Elective	3.3.45

Spring Semester Total: 15/18/270

First Year Total 32/39/585

**Third Year**

<b>Code</b>	<b>Courses</b>	<b>SH/CHW/CHS</b>
<i>Fall</i>		
ID 344	Constructions II	2/3/45
ID 417	Introduction to Contract Design	2/3/45
ID 444	Kitchen and Bath Design I	2/3/45
ID 381	Lighting & Mechanical Systems	2/3/45
ID 430	Textiles Selection	3/3/45
ID 323	The Corporate Building	2/3/45
AH 305	History of Modern Art	3/3/45

Fall Semester Total: 16/21/315

***Spring***

ID 426	History of Interiors II	3/3/45
ID 418	Hospitality & Retail Design	2/3/45
ID 445	Kitchen and Bath Design II	2/3/45
ID 324	Special Problems in Architecture	2/3/45
ID 432	Textile Applications & History	2/3/45
AS 210	General Psychology	3/3/45
AS 267	Effective Speaking	3/3/45

Spring Semester Total: 17/21/315

Third Year Total: 33/42/630

**Second Year**

<b>Code</b>	<b>Courses</b>	<b>SH/CHW/CHS</b>
<i>Fall</i>		
ID 368	Furniture Design & Theory	2/3/45
ID 227	History of Interiors I	3/3/45
ID 228	Interior Design Study models	2/3/45
CG 150	Introduction to AutoCAD	2/3/45
ID 216	Residential Design	2/3/45
AS 231	Mathematical Ideas	3/3/45
	Studio Elective	2/3/45

Fall Semester Total: 16/21/315

***Spring***

ID 225	Additions, Renovations, and Reuse	2/3/45
ID 245	Construction I	2/3/45
AH 106	History of Western Art II	3/3/45
ID 229	Model Making of Interiors	2/3/45
ID 217	Residential Planning	3/3/45
CG 151	Technical Drafting on CAD	2/3/45
AS 205	Introduction to Philosophy	3/3/45

Spring Semester Total: 16/21/315

Second Year Total 32/42/630

**Fourth Year**

<b>Code</b>	<b>Courses</b>	<b>SH/CHW/CHS</b>
<i>Fall</i>		
ID 442	Advanced Contract Design	4/6/90
AS 251	Business Management	3/3/45
	Studio Elective	3/3/45
AS 255	Introduction to Biology	3/3/45
ID 495	Presentation Techniques	3/5/75

Fall Semester Total: 16/20/300

***Spring***

ID 475	Introduction to Ornament	3/3/45
ID 331	Materials II	2/3/45
ID 103	Photography for Interior Designers	2/3/45
ID 443	Senior Projects	4/6/90
AH 406	History of Contemporary Art	3/3/45
	Physical Science Elective	3/3/45

Spring Semester Total: 17/21/315

Fourth Year Total 33/41/615

Program Total: 130/164/2460

**Bachelor of Fine Arts in Interior Design**

Total Program Semester Hours: 130 Total Program Clock Hour Minimum:2460

*SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week*

*CHS= represents Clock Hours per semester (15 weeks)*

## Certification in Interior Design

### First Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
ID 368	Furniture Design & Theory	2/3/45
ID 116	Interior Design Drafting	2/3/45
ID 273	Interior Design Perspective	2/3/45
ID 120	Introduction to Form & Space	2/3/45
	Fall Semester Total:	8/12/180
<i>Spring</i>		
CG 150	Introduction to AutoCAD	2/3/45
ID 230	Materials I	3/3/45
ID 217	Residential Planning	2/3/45
	Spring Semester Total:	7/9/135
	First Year Total	15/21/315

### Second Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
AS 251	Business Management	3/3/45
ID 417	Introduction to Contract Design	2/3/45
CG 151	Technical Drafting on CAD	2/3/45
ID 430	Textiles Selection	3/3/45
	Fall Semester Total:	10/12/180
<i>Spring</i>		
ID 426	History of Interiors II	3/3/45
ID 432	Textile Applications and History	2/3/45
ID 443	Senior Projects	4/6/90
	Spring Semester Total:	9/12/190
	Second Year Total	19/24/360
	Program Total:	34/45/675

Total Program Semester Hours: 34 Total Program Clock Hour Minimum:675

*SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week*

*CHS= represents Clock Hours per semester (15 weeks)*

# Marketing

## Program Description

In order to prepare for the varied demands of a career in marketing, the Marketing major courses follow an interdisciplinary approach, stressing fundamentals of behavioral analysis, decision-making, research, and the application of managerial techniques to marketing problems.

## Learning Outcomes (BS in Marketing)

Upon completion of this degree, the student will be able to:

- Learn to create a marketing mix to market products, services, and ideas to customers
- Acquire the knowledge to develop a marketing strategy
- Develop an understanding of human behavior related to marketing activity
- Learn how to effectively communicate marketing information to their various constituencies
- Students will be evaluated and benchmarked with a standardized marketing test. Students' marketing knowledge and skills will be tested when they begin and finish the Marketing program with a program specific exam.

## Admissions Requirements

Applicants must possess, at minimum, a high school diploma with at least a 2.0/4.0 GPA. Applicants should have a well-rounded education, gained through general education courses. The Admissions Department will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit an application and fee, portfolio, official high school transcript and supporting documents (as requested). Transfer applicants must also submit official transcripts from any/all colleges attended in order to be considered for applied transfer credit(s) at Paier College.

## Graduation Requirements

The student must have been admitted as, or have achieved the status of, a matriculated student in the College, and must have attained upper-class or major status.

The student must have completed the last thirty semester hours of work toward his or her degree under the direct auspices of the College. Under exceptional circumstances, the senior academic administrator may slightly modify this requirement.

The student must present an overall cumulative quality point ratio of at least 2.0 and, in addition, must have a quality point ratio of 2.0 or better in those courses taken for credit in the major. The student must have earned the number of semester hours of credit required by the College and must not deviate from the curriculum as displayed in this catalog without the written approval of the appropriate senior academic administrator or his/her designate.

## Bachelor of Science in Marketing

### First Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
AS 101	English I	3/3/45
Ah 105	History of Western Art I	3/3/45
FYS 101	First year Seminar	3/3/45
BUAD 101	Introduction to Business	3/3/45
AS 231	Mathematical Ideas	3/3/45

Fall Semester Total: 15/15/225

### Spring

AS 102	English II	3/3/45
AS 267	Effective Speaking	3/3/45
AS 299	Intro to Creativity and Innovation	3/3/45
BUAD 102	Business Communications	3/3/45
ACCT 101	Principles of Accounting	3/3/45

Spring Semester Total: 15/15/225

First Year Total: 30/30/450

### Third Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
AS 255	Introduction to Biology	3/3/45
ACCT 103	Managerial/Cost Accounting	3/3/45
ECON 202	Principles of Economics- Micro	3/3/45
MKTG 205	Principles of Marketing	3/3/45
BLAW 251	Business Law	3/3/45

Fall Semester Total: 15/15/225

### Spring

AS 210	General Psychology	3/3/45
FIN 209	Managerial Finance	3/3/45
CAIS 201	Intro to Business Intelligence & Analytics	3/3/45
MKTG 305	Principle of Marketing II	3/3/45
MCOM 287	Video Editing & Post-Production	3/3/45

Spring Semester Total: 15/15/225

Third Year Total: 30/30/450

### Second Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
AS 321	Western Civilization I	3/3/45
CAIS 191	Computer Concepts	3/3/45
AS 205	Introduction to Philosophy	3/3/45
CAIS 201	Statistics	3/3/45
MKTG 205	Principles of Marketing I	3/3/45

Fall Semester Total: 15/15/225

### Spring

AS 322	Western Civilization II	3/3/45
AS 258	Introduction to Environmental Science	3/3/45
AS 305	History of Modern Art and Design	3/3/45
ECON 201	Principles of Econ-Macro	3/3/45
MGMT 200	Workforce Dynamics	3/3/45

Spring Semester Total: 15/15/225

Second Year Total: 30/30/450

### Fourth Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
MKTG 406	Digital Consumer Behavior	3/3/45
DMCM 335	International Advertising & Public Relations	3/3/45
MCOM 330	Advertising Media Planning	3/3/45
DMCM 308	Digital Advertising Analytics	3/3/45
DMCM 252	Emerging Media- VR, AR, AI & Robotics	3/3/45

Fall Semester Total: 15/15/225

### Spring

DMCM 440	The Agency	3/3/45
MKTG 419	Integrated Marketing Communication	3/3/45
MKTG 308	Marketing Research	3/3/45
DMCM 343	Digital Marketing Production	3/3/45
DMCM 309	Search Engine Marketing	3/3/45

Spring Semester Total: 15/15/225

Fourth Year Total: 30/30/450

Program Total: 120/120/1800

Total Program Semester Hours: 120 Total Program Clock Hour Minimum:1800

*SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week*

*CHS= represents Clock Hours per semester (15 weeks)*

# Mass Communication

## Program Description

The Bachelor of Arts degree is awarded in Mass Communication, with concentrations in Public Relations, Advertising, Journalism, Sports Communication, International Communication, and Communication Studies. The Program features a variety of course offerings in digital media.

Students get an interdisciplinary foundation through theory and hands-on, real-world skills needed to become skilled and effective media practitioners and more informed media consumers. Internships and independent projects give students the practical experience needed to get jobs in the media industry.

Graduates find work in digital media, social media, public relations, advertising, journalism, broadcasting, corporate communication, event planning, and within humanitarian and non-profit organizations. Students interested in furthering their education advance to graduate schools across the country.

## Learning Outcomes (BA in Mass Communication)

Upon completion of this degree, the student will be able to:

- Demonstrate effective speaking and listening skills for communication in personal, public, and media areas.
- Demonstrate the ability to observe events, gather information, write news reports and news releases, report on events, and edit other people's writings.
- Demonstrate the ability to understand the media critically and recognize how media shape and are shaped by politics, society, culture, economics, and daily lives.
- Demonstrate the ability to recognize the power of persuasion and ethical responsibilities of communicators in communication at all levels.
- Demonstrate an understanding of the roles of communication in fostering interaction and interdependence across gender, race, and culture.
- Demonstrate an understanding of the history, development, and practice of the print media, electronic media, and the new media.

## Admissions Requirements

Applicants must possess, at minimum, high school diploma with at least a 2.0/4.0 GPA. Applicants should have a well-rounded education, as gained through general education courses. The Admissions Department will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit an application and fee, portfolio, official high school transcript and supporting documents (as requested). In order to be awarded transfer credit at Paier College, transfer applicants must also submit official transcripts from all colleges.

## Graduation Requirements

Candidates for the **Bachelor of Arts Degree in Mass Communication** have been admitted as, or have achieved the status of matriculation within the Mass Communication program, and must have achieved and maintained good academic standing. Have completed the last thirty semester hours of work toward his or her degree under the direct auspices of the University. Under exceptional circumstances, the senior academic administrator may slightly modify this requirement. Present an overall cumulative quality point ratio of at least 2.0 and, in addition, must have a quality point ratio of 2.0 or better in those courses taken for credit in the major. The student must have earned the number of semester hours of credit required by the College (120) and must not deviate from the curriculum as displayed in this catalog without the written approval of the appropriate senior academic administrator or his/her designate.

## Bachelor of Science in Mass Communication

### First Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
AS 101	English I	3/3/45
AS 267	Effective Speaking	3/3/45
AS 299	Intro to Creativity and Innovation	3/3/45
AH 105	History of Western Art I	3/3/45
FYS 101	First Year Seminar	3/3/45
	Fall Semester Total:	15/15/225
<b>Spring</b>		
AS 102	English II	3/3/45
MCOM 111	Intro to Mass Communication	3/3/45
AS 231	Mathematical Ideas	3/3/45
MCOM 270	Public Relations	3/3/45
AS 210	General Psychology	3/3/45
	Spring Semester Total:	15/15/225
	First Year Total:	30/30/450

### Third Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
ASC 202	Advanced Composition for Business	3/3/45
MCOM	Concentration Elective	3/3/45
MCOM	Concentration Elective	3/3/45
MCOM	Elective	3/3/45
MCOM 339	Advertising & PR Campaigns	3/3/45
	Fall Semester Total:	15/15/225
<b>Spring</b>		
MCOM 390	Media Law & Ethics	3/3/45
AS 258	Intro to Environmental Science	3/3/45
MCOM	Elective	3/3/45
MCOM 346	Media Management & Economics	3/3/45
MCOM	Concentration Elective	3/3/45
	Spring Semester Total:	15/15/225
	Third Year Total:	30/30/450

### Second Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
AS 255	Introduction to Biology	3/3/45
AS 321	Western Civilization I	3/3/45
MCOM 218	Media Aesthetics	3/3/45
MCOM 205	Interpersonal Communication	3/3/45
AS 251	Business Management	3/3/45
	Fall Semester Total:	15/15/225
<b>Spring</b>		
AS 322	Western Civilization II	3/3/45
AS 205	Intro to Philosophy	3/3/45
MCOM 201	Persuasive Communication	3/3/45
MCOM 240	News Reporting	3/3/45
MCOM 277	Video Production	3/3/45
	Spring Semester Total:	15/15/225
	Second Year Total:	30/30/450

### Fourth Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
MCOM 306	Argumentation & Debate	3/3/45
MCOM	Concentration Elective	3/3/45
MCOM	Elective	3/3/45
MCOM 384	Organizational Communication	3/3/45
MCOM 357	The Portfolio Project	3/3/45
	Fall Semester Total:	15/15/225
<b>Spring</b>		
MCOM	Concentration Elective	3/3/45
MCOM	Concentration Elective	3/3/45
MCOM 211	Communication Theory	3/3/45
MCOM 395	Senior Seminar in Mass Communication	3/3/45
MCOM 242	Intro to New Media	3/3/45
	Spring Semester Total:	15/15/225
	Fourth Year Total:	30/30/450
	Program Total:	120/120/1800

Total Program Semester Hours: 120 Total Program Clock Hour Minimum: 1800

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)

# Mobile & Web Application Design

## Program Description

The rapid advance of the mobile application ecosystem has created the need for individuals capable of designing, developing, testing, and implementing software on consumer devices across multiple platforms.

The Web Design Certificate is geared towards individuals who seek to create, innovate, and problem-solve; doing so in a way that marries function with style.

Web applications are dynamic, interactive systems that help businesses perform critical tasks which can increase and measure their organization's productivity. The primary purpose of a well-designed Web application is to functionally assist the end-user's responsibilities according to defined business needs.

The Mobile Application Design Certificate program aims to develop programming skills for both Apple's iOS devices and the open source Android platform. In addition to manipulating and coding software, graduates will receive the skills necessary to effectively promote, advertise and bring their creations to the global market.

Web application development requires an elevated level of knowledge and grasp of programming languages.

Ultimately, graduates of this program will achieve the skills needed to create a functional and aesthetic web application.

The Associates of Science in Mobile Application Design aims to develop programming skills for both Apple's iOS devices and the open-source Android platform. In addition to manipulating and coding software, graduates will receive the skills necessary to effectively promote, advertise, and bring their creations to the global market.

## Learning Outcomes (AS in Mobile Application Design)

Upon completion of this degree, the student will be able to:

- Demonstrate the ability to deliver a graphic understanding of the project prior to the creative design and content-creating phases.
- Create engaging content and organizing it into usable, efficient, and optimized navigation is most important for a successful application.
- Maintain a specific image to reflect who they are or work for to visually connect with the user audience

## Learning Outcomes (Web Application Design Certificate)

Upon completion of this degree, the student will be able to:

- Creating engaging content and organizing it into various categories for easy navigation.
- Understand JavaScript, and implement various programming languages.
- Demonstrate mastery of design in regards to user interfaces.

## Learning Outcomes (Mobile Application Design Certificate)

Upon completion of this degree, the student will be able to:

- Demonstrate the ability to deliver a graphic understanding of the project prior to the creative design and content-creating phases.
- Create engaging content and organizing it into usable, efficient, and optimized navigation is most important for a successful application.
- Maintain a specific image to reflect who they are or work for to visually connect with the user audience

## Learning Outcomes (Web Design Certificate)

Upon completion of this degree, the student will be able to:

- Creating engaging content and organizing it into various categories for easy navigation.
- Understand JavaScript, and implement various programming languages.
- Maintain a specific image to reflect who they are or work for to visually connect with the user audience

## Admissions Requirements

Applicants must possess, at minimum, a high school diploma with at least a 2.0/4.0 GPA. Applicants should have a well-rounded education, gained through general education courses. The Admissions Department will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit an application and fee, portfolio, official high school transcript and supporting documents (as requested). Transfer applicants must also submit official transcripts from any/all colleges attended in order to be considered for applied transfer credit(s) at Paier College.

## Graduation Requirements

The student must have been admitted as, or have achieved the status of, a matriculated student in the College, and must have attained upper-class or major status.

The student must have completed the last thirty semester hours of work toward his or her degree under the direct auspices of the College. Under exceptional circumstances, the senior academic administrator may slightly modify this requirement.

The student must present an overall cumulative quality point ratio of at least 2.0 and, in addition, must have a quality point ratio of 2.0 or better in those courses taken for credit in the major. The student must have earned the number of semester hours of credit required by the College and must not deviate from the curriculum as displayed in this catalog without the written approval of the appropriate senior academic administrator or his/her designate.



## Associates of Science in Mobile Application Design

### First Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
AS 101	English I	3/3/45
AH 105	History of Western Art I	3/3/45
AS 231	Mathematical Ideas	3/3/45
AS 210	General Psychology	3/3/45
AS 255	Introduction to Biology	3/3/45
	Fall Semester Total:	15/15/225
<b>Spring</b>		
DMCM 254	Mobile Marketing Communications and Design	3/3/45
DMCM 252	Emerging Media – VR, AR, AI, & Robotics	3/3/45
MCOM 252	Web Publishing Usability and SEO	3/3/45
DMCM 250	Affiliate Marketing	3/3/45
AS 251	Business Management	3/3/45
	Spring Semester Total:	15/15/225
	First Year Total:	30/30/450

### Second Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
CG 160	Introduction to Computer Graphics	2/3/45
CG 388	Web Page Design I	2/3/45
CG 60	Photo Digital Imaging	2/3/45
WD 302	User-Interface Design	3/3/45
CG 361	Multimedia	2/3/45
CG 389	Web Page Design II	2/3/45
	Fall Semester Total:	13/18/270
<b>Spring</b>		
WD 401	Web Application Design	3/3/45
WD 402	User Experience Design	3/3/45
WD 410	Web Application Design	3/3/45
	Capstone	
DMCM 205	Intro to Digital marketing	3/3/45
WD 411	Mobile Application Design	3/3/45
	Capstone	
	Spring Semester Total:	15/15/225
	Second Year Total:	28/33/495
	Program Total:	58/63/945

Total Program Semester Hours: 58 Total Program Clock Hour Minimum:945

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)

## Certificate in Mobile Application Design

### First Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
CG 160	Introduction to Computer Graphics	2/3/45
CG 388	Web Page Design I	2/3/45
DMCM 205	Intro to Digital Marketing	3/3/45
CG 260	Photo Digital Imaging	2/3/45
	Fall Semester Total:	9/12/180
<b>Spring</b>		
WD 302	User Interface Design	3/3/45
CG 389	Web Page Design II	2/3/45
CG 361	Multimedia	2/3/45
WD 401	Web Application Design	3/3/45
	Spring Semester Total:	10/12/180
	First Year Total:	19/24/360

### Second Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
WD 402	User Experience Design	3/3/45
WD 403	Mobile Application Design	3/3/45
WD 410	Web Application Design	3/3/45
	Capstone	
WD 411	Mobile Application Design	3/3/45
	Capstone	
	Fall Semester Total:	12/12/180
	Second Year Total:	12/12/180
	Program Total:	31/36/540

Total Program Semester Hours: 31 Total Program Clock Hour Minimum: 540

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks

## Certificate in Web Design

### Certificate (one year)

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
CG 160	Introduction to Computer Graphics	2/3/45
CG 388	Web Page Design I	2/3/45
WD 302	User Interface Design	3/3/45
Fall Semester Total:		7/9/135
<i>Spring</i>		
CG 361	Multimedia Design	2/3/45
CG 389	Web Page Design II	2/3/45
CG 260	Photo Digital Imaging	2/3/45
Spring Semester Total:		6/9/135
Program Total:		13/18/270

Total Program Semester Hours: 13 Total Program Clock Hour Minimum:240

*SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week*

*CHS= represents Clock Hours per semester (15 weeks)*

## Certificate in Web Application Design

### First Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
CG 160	Introduction to Computer Graphics	2/3/45
CG 388	Web Page Design I	2/3/45
DMCM 205	Intro to Digital Marketing	3/3/45
CG 260	Photo Digital Imaging	2/3/45
	Fall Semester Total:	9/12/180
<b>Spring</b>		
WD 302	User Interface Design	3/3/45
CG 389	Web Page Design II	2/3/45
CG 361	Multimedia	3/3/45
	Spring Semester Total:	8/9/135
	First Year Total:	17/21/360

### Second Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
WD 402	User Experience Design	3/3/45
WD 403	Mobile Application Design	3/3/45
WD 410	Web Application Design Capstone	3/3/45
WD 411	Mobile Application Design Capstone	3/3/45
	Fall Semester Total:	12/12/180
	Second Year Total	12/12/180
	Program Total	29/33/540

Total Program Semester Hours: 29 Total Program Clock Hour Minimum:585

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)

# Photography

## Program Description

Photography program has, as its underlying basis, the recognition of photography as a unique and elegant blend of science and art which has evolved into one of the most influential media of communication on the planet. As a fine art that works directly from reality and is, therefore, grounded in truth, it is an extremely potent and evocative means of self-expression. As the preferred means of news reportage, it has, since its inception, been the primary force in documenting global events, and, in some cases, even shaping world history. As the medium of choice for product advertising, it accounts for billions of dollars of consumer trade, annually. And now, with the advent of digital photography, the creative power and control of the individual photographer is almost unlimited.

A two-year Associate in Fine Arts degree, is offered for students wishing to prepare for this field. Also, a four-year Bachelor of Fine Arts in Photography and Digital Imaging has been designed to cover the increased digital needs of our students, as well as to continue to offer the skills, concepts and history of traditional gelatin/silver photography. This program has been carefully designed to accurately mirror the dynamic merger of traditional and digital imaging which is currently evolving in the field. The BFA program offers the student a unique experience that covers both fine art and commercial photography. Students will be given the opportunity to acquire skills that enable them to choose from many different photo career directions which are currently evolving in the field. Career opportunities in photography are quite varied, and include portraiture, photojournalism, architectural photography, product photography, wedding photography, photographic processing and printing, and many forms of prepress digital manipulation. Positions vary from entry to intermediate level and self-employment.

## Learning Outcomes (BFA in Photography)

Upon completion of this degree, the student will be able to:

- Demonstrate ability to identify, analyze, and solve photographic, figurative, lighting and development problems
- Demonstrate mastery of photographic tools, techniques, and concepts in historical and modern photography
- Demonstrate an understanding of the aesthetics of form development, and of the history and current state of Photography
- Demonstrate proficiency in selection and use of relevant technologies in photography. Abilities to use available technical and industrial processes to produce a photography product, showcase and/or artwork and to design and implement such a process
- Demonstrate an understanding of the cultural and societal connections linking photographic trends and scientific development processes as well as a knowledge of business practices and of the marketplace

## Learning Outcomes (AFA in Photography)

Upon completion of this degree, the student will be able to:

- Demonstrate ability to identify, analyze, and solve photographic, figurative, lighting and development problems
- Demonstrate competency of photographic tools, techniques, and concepts in historical and modern photography
- Demonstrate proficiency in selection and use of relevant technologies in photography

## Admissions Requirements

Applicants must possess, at minimum, a high school diploma with at least a 2.0/4.0 GPA. Applicants should have a well-rounded education, gained through general education courses. The Admissions Department will consider writing, speaking, and analytical skills, as demonstrated through high school or collegiate level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit an application and fee, portfolio, official high school transcript and supporting documents (as requested). Transfer applicants must also submit official transcripts from any/all colleges attended in order to be considered for applied transfer credit(s) at Paier College.

## Graduation Requirements

The student must have been admitted as, or have achieved the status of, a matriculated student in the College, and must have attained upper-class or major status.

The student must have completed the last thirty semester hours of work toward his or her degree under the direct auspices of the College. Under exceptional circumstances, the senior academic administrator may slightly modify this requirement.

The student must present an overall cumulative quality point ratio of at least 2.0 and, in addition, must have a quality point ratio of 2.0 or better in those courses taken for credit in the major. The student must have earned the number of semester hours of credit required by the College and must not deviate from the curriculum as displayed in this catalog without the written approval of the appropriate senior academic administrator or his/her designate.

## Bachelor of Fine Arts in Photography

### First Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
FYS 101	First Year Seminar	3/3/45
PH 190	Photo Basics I	3/5/75
GD 250	Graphic Production for Photographers	2/3/45
PH 116	Photojournalism	2/3/45
AS 101	English I	3/3/45
AS231	Mathematical Ideas	3/3/45
Fall Semester Total:		16/20/300

### Spring

PH 192	Photo Basics II	3/5/75
PH 111	Color Photography I	3/5/75
PH 209	Photo Science	3/4/60
CG 260	Photo Digital Imaging	2/3/45
AH 105	History of Western Art I	3/3/45
AH 267	Effective Speaking	3/3/45
Spring Semester Total:		17/23/345
First Year Total:		33/43/645

### Third Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
PH 361	Digital Photo Methods	3/5/75
FO 111	Drawing I	3/5/75
FO 131	Painting I: Oil	3/5/75
AS 250	Business Practices	2/2/30
AH 305	History of Modern Art	3/3/45
	Social Science Elective	3/3/45
Fall Semester Total:		17/23/345

### Spring

PH 362	Experimental Photography	3/5/75
PH 247	Historical Processes	3/5/75
PH 465	Photo Industry	2/3/45
AS 210	General Psychology	3/3/45
	Humanities Elective	3/3/45
	Elective	2/3/45
Spring Semester Total:		16/22/330
Third Year Total:		23/45/675

### Second Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
PH 211	Color Photography II	3/5/75
PH 202	Contemporary Concepts	3/5/75
PH 251	Digital Media I	3/5/75
PH 122	Studio Portraiture	3/5/75
PH 219	View Camera	4/5/75
Fall Semester Total:		16/25/375

### Spring

PH 255	Digital Imaging Management	2/3/45
PH 252	Digital Media II	3/5/75
PH 250	Photographer's Portfolio	2/3/45
PH 121	Product Photography	3/5/75
AS 102	English II	3/3/45
AH 106	History of Western Art II	3/3/45
Spring Semester Total:		16/22/330
Second Year Total:		32/47/705

### Fourth Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
PH 463	Advanced Digital Techniques	2/3/45
PH 441	Black & White Photography III	3/5/75
CG 361	Multi-Media Design	2/3/45
PH 471	Video Production I	3/5/75
CG 381	Web Page Design	2/3/45
AS 255	Introduction to Biology	3/3/45
Fall Semester Total:		15/22/330

### Spring

Ph 462	Digital Imaging Portfolio	3/5/75
AH 472	DSLR Cinematography	3/5/75
PH 452	Senior Degree Project	3/5/75
PH 422	Studio Photography	2/3/45
AH 406	History of Contemporary Art	3/3/45
	Physical Science Elective	3/3/45
Spring Semester Total:		17/24/360
Fourth Year Total:		32/46/690
Program Total:		130/181/2715

Total Program Semester Hours: 130 Total Program Clock Hour Minimum:2715

*SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week*

*CHS= represents Clock Hours per semester (15 weeks)*

## Associate of Fine Arts in Photography

### First Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
FYS 101	First Year Seminar	3/3/45
PH 190	Photo Basics I	3/5/75
GD 250	Graphic Production for Photographers	2/3/45
PH 116	Photojournalism	2/3/45
AS 101	English I	3/3/45
AS231	Mathematical Ideas	3/3/45
Fall Semester Total:		16/20/300
<b>Spring</b>		
PH 192	Photo Basics II	3/5/75
PH 111	Color Photography I	3/5/75
PH 209	Photo Science	3/4/60
CG 260	Photo Digital Imaging	2/3/45
AH 105	History of Western Art I	3/3/45
AH 267	Effective Speaking	3/3/45
Spring Semester Total:		17/23/345
First Year Total:		33/43/645

### Second Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
PH 211	Color Photography II	3/5/75
PH 202	Contemporary Concepts	3/5/75
PH 251	Digital Media I	3/5/75
PH 122	Studio Portraiture	3/5/75
PH 219	View Camera	4/5/75
Fall Semester Total:		16/25/375
<b>Spring</b>		
PH 255	Digital Imaging Management	2/3/45
PH 252	Digital Media II	3/5/75
PH 250	Photographer's Portfolio	2/3/45
PH 121	Product Photography	3/5/75
AS 102	English II	3/3/45
AH 106	History of Western Art II	3/3/45
Spring Semester Total:		16/22/330
Second Year Total:		32/47/705
Program Total:		65/90/1350

Total Program Semester Hours: 64 Total Program Clock Hour Minimum:1350

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)

# Design Management

## Program Description

Design is quickly moving to the center many organizations' core strategy. Such companies achieve a significant competitive advantage through the implementation of effective design thinking. New demands are being placed on designers, and new skills are needed to fully integrate into the business landscape of the 21st century. Design Management is more than the study of business and design, it is a fundamental belief within an organization that design can improve productivity, create more innovative products, lower operational costs and create a more sustainable work environment. The field of Design Management encompasses every discipline of design, including graphic and communication; industrial design and engineering; architecture and interior; and fashion and textile design.

## Learning Outcomes (MPS in Design Management)

Upon completion of this degree, the student will be able to:

- Demonstrate strong leadership skills
- Develop concepts that support and promote the core strategy of their organization, and articulate that strategy in a clear and persuasive way.
- Understand the principles of marketing including promotion, product-design, and package design.
- Identify, understand, and influence efficient operational practices

## Admissions Requirements

Applicants must possess an undergraduate degree in graphic, industrial, interior, or fashion design, architecture or related design or business fields from an accredited college or university with at least a 2.7/4.0 GPA. Applicants should have a well-rounded education, as gained through general education courses. Admissions will consider writing, speaking, and analytical skills, as demonstrated through college-level coursework or professional experience, although professional experience is not a prerequisite for admission. Applicants must submit a personal essay and two letters of recommendation. An interview is not required, but is recommended. A portfolio is not required, but is an advantage in the admissions process. Evidence of internship, volunteer, or prior employment in design management, marketing, business or a studio settings will be viewed favorably.

## Graduation Requirements

The MPS in Design Management is a two-year program. It requires the completion of 45 semester hours of class work, including a final thesis.



## Master of Professional Studies in Design Management

### First Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
DSNMG 400	Collaborative Design Studio I	2/3/45
DSNMG 410	Design Management I	3/3/45
MKTG 600	Marketing Concepts	3/3/45
MGMT 600	Leadership & Management	3/3/45
	Fall Semester Total:	11/12/180
<b>Spring</b>		
DSNMG 401	Collaborative Design Studio II	2/3/45
DSNMG 411	Design Management II	3/3/45
BLAW 600	Legal Environment of Business and Ethics	3/3/45
DSNMG 598	Internship or GMCS Elective	3/3/45
	Spring Semester Total:	11/12/180
	First Year Total	22/24/360

### Third Year

Code	Courses	SH/CHW/CHS
<b>Fall</b>		
DSNMG 500	Collaborative Design Studio III	2/3/45
DSNMG 511	Design Management III	3/3/45
ACCT 600	Financial Accounting	3/3/45
ITKM 600	Information System & Technology	3/3/45
	Fall Semester Total:	11/12/180
<b>Spring</b>		
DSNMG 501	Collaborative Design Studio IV	2/3/45
DSNMG 512	Design Management IV/Thesis	3/3/45
MGMT 652	Small Business and Entrepreneurship	3/3/45
	Spring Semester Total:	8/9/135
	Second Year Total	19/21/315
	Program Total:	41/45/2910

Total Program Semester Hours: 41 Total Program Clock Hour Minimum:2910

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)

# Global Media and Communication

## Program Description

The Master of Arts in Global Media and Communication Studies is designed to prepare students to become communication specialists who can respond to the information revolution and the globalization of media. The program conveys the importance of media experts that possess intercultural sensitivity and an ability to transcend borders and interpret the communications of other cultures. The program's Global Communications Track introduces and supports its students to develop the skills needed for careers in as spokespersons, cross-cultural communications specialists for governmental, nongovernmental public diplomacy and for work with transnational corporations. Its New Media Track prepares students as webmasters and content managers for industry and for the work in the public sector.

## Learning Outcomes (MS in Global Media and Communications)

Upon completion of this degree, the student will be able to:

- Demonstrate an understanding of the roles and functions of traditional and new media
- Demonstrate an ability to function as an effective communicator, writer, and spokesperson
- Demonstrate an understanding of the different media systems in the world and patterns of communication.
- Demonstrate abilities and skills to communicate across cultures and nations
- Demonstrate an ability to use media and communication skills to address conflicts and misunderstandings
- Demonstrate an understanding of the legal and ethical issues in media communication
- Demonstrate abilities and skills in gathering, writing, and reporting news in foreign countries
- Develop abilities to create effective media content
- Demonstrate abilities to assess, use, and interpret information

## English Language Requirement

For applicants whose native language is not English, a minimum score of 213 (computer) or 550 (paper) on the TOEFL (Test of English as a Foreign Language) is required. Exception to these requirements will be considered on a case-by-case basis in consultation with the Director of the University's English Language Institute and following completion of an oral and written English exam that is administered by the English Language Institute. Students with demonstrated difficulty communicating in English may be required to take an advanced ELI course even if they have earned between 213/550 and 250/600 TOEFL scores.

## Admissions Requirements

The Admissions Committee places emphasis on the quality of the preparatory work of each applicant. An applicant should be a graduate of a regionally accredited secondary school (or its substantial equivalent) and should present sixteen acceptable units of academic work, including four units in English, three units in Mathematics, two units in a lab science, two units in the social sciences and a minimum of five electives. An applicant who has not satisfied the distribution of college requirements but has presented convincing evidence of the quality of his/her high school work, may be admitted with the provision that the deficiencies must be addressed before or in conjunction with the beginning of study in his or her academic program of choice. Students are admitted for both the Fall and Spring terms. Students must notify the Office of Admissions if it is their intention to defer their enrollment. Students whose first language is not English and who have been in an American high school for less than two years may submit the results of the Test of English as a Foreign Language (TOEFL) to demonstrate English language proficiency.

## Graduation Requirements

The Master of Arts in Global Media and Communication Studies is a two-year program. It requires the completion of 36 semester hours of class work, including a final thesis.

## Minimum Grade Point Average Requirement

Candidates for the Masters of Arts in Global Media and Communication Studies are required to maintain a minimum semester grade point average of 3.0 to remain in good academic standing. The Master's degree may only be conferred upon a student who has the minimum required average of a 3.0 at the conclusion of the student's studies. To receive credit for the completion of one of the tracks, a minimum of a "B" must be received in each course within the concentration. Students failing to maintain minimum academic standards will be placed on academic probation at the end of the first semester in which they do not maintain a semester or overall GPA of at least 3.0 or earn a C- or lower grade in any class. If the student fails to raise his overall GPA above a 3.0 by the end of the semester following being placed on academic probation, fails again to earn at least a 3.0 semester GPA or again earns a C- or lower grade in any class, she or he will be separated from the GLDP program. A student separated from the program may apply for readmission to the program following a minimum of one semester of not participating in the program.

## Master of Arts in Global Media and Communication

### Masters of Arts Core

The Master of Arts in Global Media and Communication Studies is a 36-semester hour graduate course of study that requires four to five semesters. The Master of Arts in Global Media and Communication Studies offers two potential tracks and students:

#### Core Curriculum

Code	Courses	SH/CHW/CHS
GMCS 501	Research Methods	3/3/45
GMCS 511	Communication Theories	3/3/45
GMCS 562	Media Communication Law and Legal Issues	3/3/45
GMCS 591	Internship or Track Elective	3/3/45
GMCS 598	Internship Reflection or Track Elective	3/3/45
GMCS 599	Thesis or Project Demonstrating Excellence	3/3/45
Total:		18/18/270

### Global Communication Track

Students who elect this concentration will normally pursue a career in public diplomacy either (strike either) as a communications specialist either with a government, a government agency, an intergovernmental agency or a non-governmental agency or with a transnational corporation.

#### Track A: Global Communications

Code	Courses	SH/CHW/CHS
GMCS 529	Advanced Intercultural Communication	3/3/45
GMCS 535	International Advertising and Public Relations	3/3/45
GMCS 537	Global Communication and Mass Media	3/3/45
GMCS 543	Communication and National Development	3/3/45
GMCS 555	News Media and International Journalism	3/3/45
GMCS 557	Political Communication and Public Diplomacy	3/3/45
Total:		18/18/270
Total Program		36/36/540

### New Media Track

Students choosing this track will normally work as webmasters, web designers or specialists for government-related agencies or in the corporate world.

#### Track B: New Media Communication

Code	Courses	SH/CHW/CHS
GMCS 529	Advanced Intercultural Communication	3/3/45
GMCS 533	Cyber War and Security	3/3/45
GMCS 537	Global Communication and Mass Media	3/3/45
GMCS 543	Communication and National Development	3/3/45
GMCS 552	Advanced Web Publishing and Design	3/3/45
GMCS 572	Advanced Multimedia	3/3/45
Total:		18/18/270
Program Total:		36/36/540

Total Program Semester Hours: 36 Total Program Clock Hour Minimum: 540

SH = Semester Hours (credits) per semester CHW=Clock Hours (contact time) per week

CHS= represents Clock Hours per semester (15 weeks)

# Course Descriptions

**All course descriptions follow this ratio of Clock Hours (CH) to Semester Hours (SH)**

## Academic Classes

2/2/30 means:

- 2 Semester Hours (credits), which equal
- 2 Clock Hours of lecture per week, or
- 30 total Clock Hours per 15-week semester

3/3/45 means:

- 3 Semester Hours (credits), which equal
- 3 Clock Hours of lecture per week, or
- 45 total Clock Hours per 15-week semester

1 Semester Hour = 1 Clock Hour of lecture

1 Semester Hour = 2 Clock Hours of studio

## Art Classes

2/3/45 means:

- 2 Semester Hours (credits), which equal
- 1 Clock Hours of lecture per week, plus
- 2 Clock Hours of studio per week, and
- 15 Clock Hours of lecture per semester, plus
- 30 Clock Hours of studio per semester, or
- 45 total Clock Hours per 15-week semester

3/4/60 means:

- 3 Semester Hours (credits), which equal
- 2 Clock Hours of lecture per week, plus
- 2 Clock Hours of studio per week, and
- 30 Clock Hours of lecture per semester, plus
- 30 Clock Hours of studio per semester, or
- 60 total Clock Hours per 15-week semester

3/5/75 means:

- 3 Semester Hours (credits), which equal
- 1 Clock Hour of lecture per week, plus
- 4 Clock Hours of studio per week, and
- 15 Clock Hours of lecture per semester, plus
- 60 Clock Hours of studio per semester, or
- 75 total Clock Hours per 15-week semester

4/6/90 means:

- 4 Semester Hours (credits), which equal
- 2 Clock Hours of lecture per week, plus
- 4 Clock Hours of studio per week, and
- 30 Clock Hours of lecture per semester, plus
- 60 Clock Hours of studio per semester, or
- 90 total Clock Hours per 15-week semester

## Computer Graphics

### CG 150: Introduction to AutoCAD

Fall/Spring  
2/3/45

Introduction to CAD. Drafting of plans, elevations, sections, and furniture layout of simple ongoing residential design projects.

·Prerequisite: ID116 (conditional)

### CG 151: Technical Drafting on CAD

Fall  
2/3/45

The second in a series of CAD courses. Drafting of plans, elevations, sections, and furniture layout of simple ongoing residential design projects.

·Prerequisite: CG150

### CG 160: Introduction to Computer Graphics

Fall/Spring  
2/3/45

This course acquaints students with the hardware and most useful software available for the Macintosh. The most current operation systems will be the basis of understanding how the computer works and why it is an invaluable tool for all artists and designers.

·Lab fee

### CG 251: Introduction to Revit

Spring  
2/3/45

The third in a series of CAD courses. Drafting techniques using computer and the latest version of Revit Architecture. The student will gain proficiency in Revit by drafting light weight construction using 3D views, 2D plans, elevation, sections, and walk through architectural setup of construction documents.

·Lab fee ·Prerequisite: CD151

### CG 261: Advanced Computer Graphics

Fall  
2/3/45

This course expands the fundamental technical and organizational skills

taught in Introduction To Computer and adds to those basic techniques, more advanced skills that are applied to assorted digital projects.

·Lab fee ·Prerequisite: CG260 & CG370.

### CG 342: Introduction to Self-Promotion

Fall/Spring  
1/1/15

This course will acquaint students with ways of self-promoting their artistic skills and services through various marketing and public relations strategies.

### CG 260: Photo Digital Imaging

Spring  
2/3/45

This course is presented on the Macintosh platform and is a hands-on course. Students must have some level of computer experience to enter this class. This program allows scanned images to be manipulated for photo retouching or graphic enhancement.

·Lab fee ·Prerequisite: CG360

### CG 361: Multi-Media Design

Fall  
2/3/45

This course will have students work on computer techniques applicable to a variety of markets to which they may apply their computer skills. These markets include: Web Design, Animation, Electronic Presentations, Promotions and other areas that require expertise in "digital design."

·Lab fee ·Prerequisite: CG260

### CG 370: Painting on the Computer

Spring  
2/3/45

A hands-on course used to create original artwork on the Macintosh. Programs such as Adobe Illustrator, Fractal Design Painter, and Adobe Photoshop will be introduced.

·Lab fee ·Prerequisite: CG360

### CG 371: Computer Drawing

Spring  
2/3/45

This course is presented on the Macintosh platform and is a hands-on course. Students must have some level of computer experience to enter this class. The ability to draw is also very helpful. Assignments will deal with the operations of the program, and some scanning will be introduced.

·Lab fee ·Prerequisite: CG360

### GC 380: Computer Page Layout

Fall  
2/3/45

This is a hands-on course on the Macintosh platform. Students must have some level of computer experience to enter this class. Valuable design and production aspects of Adobe InDesign are learned in detail.

·Lab fee ·Prerequisite: CG360

### CG 388: Web Page Design I

Spring

2/3/45

For students familiar with computer graphics who want to gain access and familiarization with current web page design software, build their own site, and explore graphic and interactive possibilities of the medium. To take this class students must either meet the prerequisites below, or demonstrate their abilities in Adobe Illustrator and Photoshop.

·Lab fee ·Prerequisite: CG260 & CG370

### CG 389: Web Page Design II

Spring  
2/3/45

Web Design II explores advanced design elements, techniques and functionality when creating dynamic web sites. Prerequisite requirement: Web Page Design. Students are required to have their own laptops and current software.

Lab fee ·Prerequisite: CG388

### CG 390: 3D Animation - Maya

Fall  
2/3/45

The basic concepts of 3D imaging. Students will learn to navigate the

Autodesk Maya interface and become familiar with the principles of 3D modeling and animation. Through a variety of projects, students explore Maya's many features and develop a foundational understanding of modeling, lighting keyframes and rendering.

·Lab fee ·Prerequisite: CG160

## **Graduate Level: Design Management**

### **DSNMG 400: Collaborative Design Studio I**

**Fall/Spring**  
**2/3/45**

Design Management is an interdisciplinary field that combines various forms of design including graphic design and branding, interior design and architecture, industrial design, and fashion and textile design.

Collaborative Design Studio I will begin to equip students with the skills they need to work with cross-functional teams. This is done through client-based design projects that originate from local Fortune 500 and other global organizations. Students will learn communication, team building, and leadership skills as they hone their design talents.

### **DSNMG 401: Collaborative Design Studio II**

**Fall/Spring**  
**2/3/45**

Building on the foundation formed in Collaborative Design Studio I, students will again be grouped in interdisciplinary teams to complete an innovative, client-based design project. The projects for this course will focus the students' attention on the triple bottom line: profitability, sustainability, and responsibility.

### **DSNMG 410: Design Management I**

**Fall/Spring**  
**3/3/45**

Design Management I is a multifaceted, organic discipline whose exact definition can differ between organizations and Design Managers. In Design Management I, students will

explore various definitions of Design Management with the goal of defining their own course of study. By reading and writing about relevant case studies, students will examine a wide variety of applications of design management. Students will be required to present their description of design management by the end of the term.

### **DSNMG 411: Design Management II**

**Fall/Spring**  
**3/3/45**

As the student's concept of design management deepens, they will begin to explore the implications that design management has on an organization. Design Management II will describe the six core principles of the program: Marketing, Leadership, Finance, Legal, Operations, and Strategy, as well as the triple bottom line: Profitability, Responsibility, and Sustainability. Students will learn the ripple effect their design decisions have on an organization as they broaden their understanding of the field of design management.

### **DSNMG 500: Collaborative Design Studio III**

**Fall/Spring**  
**2/3/45**

Collaborative Design Studio III will continue to equip students with the skills they need to work with cross-functional teams on real world, client-based assignments. Students will learn communication, team building, and leadership skills as they hone their design talents.

### **DSNMG 501: Collaborative Design Studio IV**

**Fall/Spring**  
**2/3/45**

Collaborative Design Studio IV will continue to equip students with the skills they need to work with cross-functional teams on real world, client-based assignments. Leadership skills will be given extra attention during the second year's teamwork.

### **DSNM G511: Design Management III**

**Fall/Spring**  
**3/3/45**

Students will continue to further their understanding of design management. Through relevant case studies, text readings, and lectures, students will develop a plan for the application of design management principles within their organization. The final project for this class includes an action plan for an organization where design management principles will make a meaningful impact on their triple bottom line.

### **DSNMG 512: Design Management IV/Thesis**

**Fall/Spring**  
**3/3/45**

Design Management IV/Thesis requires students to develop an idea that embraces and explores a particular aspect of design management. Students will work independently on a paper that broadens the design management field. This unique challenge demands that the students demonstrate an understanding of the six core principles of the program: Marketing, Leadership, Finance, Legal, Operations, and Strategy, while injecting their own interpretation of design management based on their experience, talent, and culture.

## **Digital Mass Communication and Marketing**

### **DMCM 205: Introduction to Digital Marketing:**

**Fall/Spring**  
**3/3/45**

In this course, students learn how to use WordPress, Elementor, and WooCommerce to build online stores. E-commerce is the activity of buying or selling products over the Internet. Students learn how to develop professional and beautiful e-commerce websites for absolutely free, while taking inspiration on designs, features, and functionalities from the top e-commerce websites (e.g., Amazon,

Walmart, Flipkart, AliExpress). Students get all the information they need, step- by-step, to complete their e-commerce websites, and in the process, learn how to efficiently and effectively market products, using the latest, most advanced digital communication technologies including: simple product, variable product, digital product, downloadable product, affiliate product, and grouped product.

## **DMCM 250: Affiliate Marketing**

**Fall/Spring  
3/3/45**

This course will explore the foundations and applications of Affiliate Marketing, a specific type of digital marketing technique characterized by revenue sharing between online merchants and online publishers. Amazon already uses affiliate marketing techniques very effectively, utilizing affiliates (usually small sites run by individual webmasters), and other companies are increasingly following suit. For some companies, it is more of a reciprocal relationship building mutually beneficial partnerships, where affiliates not only provide wider exposure online to the merchant's products, but become trustworthy partners over a long term. In this class, we will study key success factors for affiliate marketing by examining case studies, applicable marketing theories, and latest research in both industry and academia. Students will learn of the latest standards in how to successfully utilize the metrics that determine affiliate compensation. Moreover, students will analyze real-world cases by observing current practices of affiliate marketing, and learn from the insights of the seasoned practitioners in affiliate marketing.

## **DMCM 251: Inbound and Email Marketing**

**Fall/Spring  
3/3/45**

One of the most common ways to connect with consumers is via email. As a marketer, capturing someone's email address unlocks many possibilities for outreach, follow-up, and conversion. In this course, students learn the basics of inbound marketing by assembling their skills from web

publishing, SEO, and general introduction to marketing courses. The student will create an inbound marketing campaign that includes drawing the customer in to fostering relationships long after the initial contact. This course is intended to prepare digital marketers to create inbound campaigns with any software using their knowledge of the inbound technique.

## **DMCM 252: Emerging Media—VR, AR AI & Robotics**

**Fall/Spring  
3/3/45**

This introductory course provides an overview of the new and emerging media technologies and communication techniques. Drawing on the state-of-the-art in areas of as Augmented Reality (AR), Virtual Reality (VR), Artificial Intelligence (AI) and Robotics, from varying perspectives, including historical, and economic; the course examines the underlying concepts and public reception, and also the social effects of these emerging technologies. Marketing and social consequences of these technologies. Applications of these technologies to various media and communications domains will be discussed.

## **DMCM 253: Digital Project Management**

**Fall/Spring  
3/3/45**

A project is a temporary endeavor to create a unique product, service or result. We all deliver projects in our personal and professional lives so learning how to do it effectively is an important skill. Digital projects are exciting, dynamic initiatives that apply evolving technology. This course will provide an understanding of agile project management methods, tools and techniques that will empower you to effectively deliver digital projects.

## **DMCM 254: Mobile Marketing Communication & Design**

(cross listed with MCOM254)

**Fall/Spring  
3/3/45**

In the first part of this class, students learn Swift, using Xcode Playground. Swift is a general- purpose, multi-paradigm, compiled programming language developed by Apple Inc. Xcode is where app developers compile their Swift code, execute it, and take a look at the results. In the second part of this class, students produce any three of the following four iOS apps: RealEstimator (a business app with Swift and Xcode Storyboard to estimate cost of real estate), TheCavern (a music app with Swift and Xcode Storyboard devoted to the legacy of the Beatles), Plymouth (a gaming app for brand recognition with Xcode SwiftUI, promoting brands of American automobile makers), and Live (a news media app with Xcode SwiftUI, enabling users to easily watch the online televised content of five giant stations).

## **DMCM 307: Digital Promotional Strategies**

**Fall/Spring  
3/3/45**

This course focuses on the promotional strategies used in marketing communications in the digital space. Students will learn the established framework of the traditional promotional mix to know where the growing list of new and digital components fits in. Important principles and crucial drivers underlying the success of digital promotional strategies will be discussed in depth. Attention will be given to the implementation of promotional strategies for B2B and B2C brands throughout digital channels and platforms. Students will analyze award-winning cases of creative and innovative strategies of digital promotions, noting how specific executional challenges were resolved. Students in groups will incorporate their learning into formulating a comprehensive and synergistic program of digital promotional strategies for a fictitious brand.

## **DMCM 308: Digital Advertising Analytics**

**Fall/Spring  
3/3/45**

This course provides an overview of research principles and analytical tools

used in digital advertising. In this course, students will develop an analytical mindset necessary to exploit the abundance of big data and rapidly advancing technologies available in the digital age. Topics to be covered in this course include: artificial intelligence, key performance indicators of digital advertising, ad effectiveness testing metrics, A/B Testing, website analytics, digital attribution, sentiment analysis, data visualization techniques, and statistical analyses most commonly used in digital advertising. Students in groups will compete in a simulation contest where the goal is to make the most optimal decisions using the available data and tools in digital advertising analytics. \*This course does not cover topics specific to Social Media—Creation, Content & Analytics (DMCM348) or Search Engine Marketing (DMCM309)

### **DMCM 309: Search Engine Marketing**

**Fall/Spring**  
**3/3/45**

The practice of promoting brands through modern search engines, including owned (website), earned (Search Engine Optimization, link building), and paid (Pay-Per-Click, AdWords) marketing activities. Includes tracking, optimizing and re-marketing tactics designed to maximize traffic and conversions.

### **DMCM 335: International Advertising & Public Relations**

**Fall/Spring**  
**3/3/45**

This course focuses on both theoretical and practical aspects of international advertising and public relations. In particular, it examines the different facets, features, characteristics, problems, and challenges in the areas of international advertising and public relations. It also studies how media and new media are used for advertising and public relations in an international setting. Business, economic, cultural, social, and political factors will be analyzed in the context of international advertising and public relations.

### **DMCM 343: Digital Marketing Production** (cross listed with MCOM343)

**Fall/Spring**  
**3/3/45**

This is an advanced, portfolio driven course to help you finesse the skills you've learned so far in marketing, advertising, public relations and design. We'll be using the strategies and tactics we've studied to craft content marketing plans and translate them into different platforms of digital media. We'll gain a deeper understanding of developing a digital marketing campaign and the role different digital platforms play in effective integrated marketing communication. We'll be setting campaign objectives, identifying target audiences, and creating engaging content marketing through these digital platforms— blogging, digital ads, email marketing, video, audio and social and mobile media applications. We'll be critiquing our strategies and the execution of our tactics into concepts for effective brand outreach in the digital realm.

### **DMCM 348: Social Media—Creation, Content & Analytics**

(cross listed with MCOM348)  
**Fall/Spring**  
**3/3/45**

The strategy and tactics of persuasive communications through established and emerging social networks including Twitter, Facebook, Instagram, Snapchat, TikTok, and more. Includes performance analysis, optimization, and community engagement.

### **DMCM 440: The Agency**

**Fall/Spring**  
**3/3/45**

This course uses all the skills you've learned so far in the Digital Marketing Communication program—marketing, advertising, public relations, and design to create a complete integrated marketing campaign. This is a real-world, hands-on project that will yield a professional portfolio of work. The campaign uses all the skills, methods, theories and strategies you've covered in all your previous courses. We will develop a complete integrated marketing campaign for our client. This

project will closely mirror an experience you would have in the real world. It will yield a professional portfolio piece for students.

## **Foundation Studies**

### **ADSN 105: Drawing I**

**Fall/Spring**  
**3/5/75**

Fundamentals of drawing. Visualizing in two and three dimensions. An introduction to various media techniques and orthographic delineation methods including perspective drawing systems. Use of objects and figures in developing rapid visualization skills.

### **ADSN 106: Drawing II**

**Fall/Spring**  
**3/5/75**

Fundamentals of drawing. Visualizing in two and three dimensions. An introduction to various media techniques and orthographic delineation methods including perspective drawing systems. Use of objects and figures in developing rapid visualization skills.

### **ADSN 108: 3D Design Principles**

**Fall/Spring**  
**3/5/75**

Fundamentals of three-dimensional design. The investigation of the interrelationships of spaces, planes, and volumes in three-dimensional structures. Materials such as paper, clay, plaster, plastic and wood will be introduced and explored for use in the construction of three-dimensional models. Students will be instructed in the use of model-making tools, equipment and processes appropriate to material introduced.

### **ADSN 103: 2D Design Principles**

**Fall/Spring**  
**3/5/75**

Problems in two-dimensional design and the interaction of color: the exploration of the elements of art and their interrelationships, visual and psychological factors involved in two-dimensional design and visualization.



Introduces art and design presentation techniques including the portfolio.

### **ADSN 205: Drawing III**

**Fall/Spring**

**3/5/75**

Advanced drawing techniques utilizing a variety of media and subjects. Investigates structure, materials and scale by illustrating and rendering figures, objects and environment. Emphasize topics not covered in Art & Design 206 such as advanced orthographic drawing techniques.

### **ADSN 206: Drawing IV**

**Fall/Spring**

**3/5/75**

Advanced drawing techniques utilizing a variety of media and subjects. Investigates structure, materials and scale by illustrating and rendering figures, objects and environments. Emphasizes topics not covered in Art & Design 205 such as production and assembly drawings.

### **ADSN 119A: Introduction to Computer Apps I**

**Fall/Spring**

**3/5/75**

A survey of the primary image processing, layout, vector graphic and digital presentation software. Color correction, scanning and document set up for desktop publishing output is also covered.

### **ADSN 119B: Introduction to Computer Applications II**

**Fall/Spring**

**3/5/75**

A survey of the primary image processing, layout, vector graphic and digital presentation software. Color correction, scanning and document set up for desktop publishing output is also covered.

### **FO 100: Color/Design**

**Spring**

**3/5/75**

An exploration of the elements necessary to master the visual aspects of color and the two-dimensional picture plane. Dynamics of design and color are also studied for a better

understanding of illusionary, abstract, and non-objective forms.

### **FO 111: Drawing I**

**Fall/Spring**

**3/5/75**

An introduction to the use and handling of basic drawing media. The emphasis is on linear solutions of solids in space and the building of self-confidence to communicate ideas through drawing.

### **FO 112: Drawing II**

**Fall/Spring**

**3/5/75**

A further introduction to drawing media and modes. The emphasis is on spatial illusion through the modeling of form on a two-dimensional surface.

·Prerequisite: FO111

### **FO 123: Perspective**

**Fall**

**2/3/45**

A study of linear spatial illusions as an exact science with particular reference to the needs of the artist.

### **FO 131: Painting I: Oil**

**Fall/Spring**

**3/5/75**

Introduction to the use of values in painting to describe form, light and shadow, and depth on a two-dimensional surface.

### **FO 132: Painting II: Oil**

**Fall/Spring**

**3/5/75**

The representation of inanimate objects with oil paint. The course is aimed at training the student's ability to define colors and values of specific objects for the purpose of creating illusions of three dimensions.

·Prerequisite: FO131

### **FO 141: Three-Dimensional Design**

**Spring**

**2/3/45**

An introduction to the manipulation of simple solid materials (*e.g.*, wire, string, paper, paperboard, etc.) to familiarize the student with solid forms in space and the representation of designed volumes in three dimensions. The purpose is to sharpen the student's skill in transferring form to a two-dimensional surface.

## **Fine Arts**

### **FA 223: Intaglio Printmaking I**

**Fall**

**3/5/75**

This course is an introduction to the materials and techniques of printmaking. Technical and aesthetic considerations are explored within the processes of creating monotypes, dry points, intaglios, photographic transfers and several additional printing techniques.

·Lab fee.

### **FA 225: Landscape Painting I**

**Fall**

**3/5/75**

A course devoted to the detailed description of natural forms and spaces. Special attention is given to the rendering of surface textures and edges. Under-painting and over-painting procedures are carefully observed.

·Prerequisite: FO112

### **FA 251: Life Drawing I**

**Fall**

**2/3/45**

An introduction to the drawing of the nude figure. Emphasis will be placed on the anatomical structure of the human figure through careful study of bone and muscle construction.

·Lab fee ·Prerequisite: FO112

### **FA 252: Life Drawing II**

**Spring**

**2/3/45**

Development of the visual presentation of the nude model. Emphasis is on the relationships of volume, proportion, and position in space.

·Lab fee ·Prerequisite: FA251

### **FA 282: Clay Figure Modeling I**

**Fall**

**3/5/75**

Practice in sculpting from human figures in clay. Poses will vary in length, and exploratory studies and sketches form the basis of the sculptural exploration.

·Lab fee ·Prerequisite: FO141

### **FA 341: Head Painting I**

**Fall**

**3/5/75**

A fundamental course in painting the head and shoulders of the draped model. The course is designed to develop a controlled approach to portraiture.

·Lab fee ·Prerequisite: FO132

### **FA 342: Head Painting II**

**Spring**

**3/5/75**

A study of flesh color of the head and shoulders under specific lighting conditions. This course is aimed at increasing knowledge and control of an extended color palette, increased technical options, and refinement of previously learned skills.

·Lab fee ·Prerequisite: FA341

### **FA 351: Life Drawing III**

**Fall**

**2/3/45**

Drawing from the nude model stressing form and value

·Lab fee ·Prerequisite: FA252

### **FA 352: Life Drawing IV**

**Spring**

**2/3/45**

Studies from the model using a variety of non-paint media and surfaces.

·Lab fee ·Prerequisite: FA351

### **FA 383: Creative Processes I**

**Fall**

**3/5/75**

A holistic approach to the artist's art-making process with varied exercises to recognize, nurture and encourage the potential of an idea into a work of art. Concept, idea, media based exercises and thematic development.

·Prerequisite: FA259

### **FA 384: Creative Processes II**

**Spring**

**3/5/75**

A continuation of the holistic approach to the artist's art-making process with varied exercises to recognize, nurture and encourage the potential of an idea into a work of art. Concept, idea, media

based exercises and thematic development. ·Prerequisite: FA383

### **FA423: Intaglio Printmaking II**

**Fall**

**3/5/75**

This course is a continuation of printmaking. Technical and aesthetic considerations are explored within the processes of creating monotypes, drypoints, intaglios, photographic transfers and several additional printing techniques.

·Lab fee ·Prerequisite: FA223

### **FA 425: Landscape Painting II**

**Fall/Spring**

**3/5/75**

An advanced continuation course devoted to the detailed description of natural forms and spaces. Special attention is given to the rendering of surface textures and edges. Under-painting and over-painting procedures are carefully observed. ·Prerequisite: FA225 and approval of the Department Head

### **FA 445: Life Painting I**

**Fall**

**3/5/75**

An introduction to the painting of the nude figure from the live model. The emphasis is on the problem-solving nature of the drawing translated into color and defined with paint.

·Lab fee ·Prerequisite: FA252

### **FA 446: Life Painting II**

**Spring**

**3/5/75**

The painting of the undraped figure stressing color values and drawing relationships.

·Lab fee ·Prerequisite: FA445

### **FA 451: Life Drawing V**

**Fall**

**2/3/45**

Drawing the human figure with emphasis on producing a refined drawing. Special attention to drawing hands, feet, and the head.

·Lab fee. ·Prerequisite: FA352

### **FA 258: Painting III: Still Life**

**Fall**

**3/5/75**

The study of varied inanimate objects using oil paints. Development of dynamic composition, color relationships and media techniques in rendering of objects of different textures, surfaces, finishes and scale.

·Prerequisite FO132

### **FA 259: Painting IV: Trompe L'Oeil**

**Spring**

**3/5/75**

The creation of the Trompe L'Oréal, the complete illusion of inanimate objects in space—the mastery in oils of the total visual impression of three dimensions on a two-dimensional surface.

·Prerequisite: FO132

### **FA 260: Painting IV: Experimental**

**Spring**

**3/5/75**

Painting in a variety of media with emphasis upon the process and experience of producing images in abstract and non-objective modes in the spirit of our time.

·Prerequisite: FA259

### **FA 261: Painting V: Abstract**

**Abstract**

**Spring**

**3/5/75**

An advanced continuation of painting in a variety of media with emphasis upon the process and experience of producing images in abstract and non-objective modes in the spirit of our time.

·Prerequisite: FA260 and the approval of the Department Head.

### **FA 273: Painting: Watermedia I**

**Watermedia I**

**Spring**

**3/5/75**

A course devoted to the expression of light and space through a variety of water-based media. A prime course objective is experimentation and spontaneity aimed at enlarging the student's visual vocabulary.

**FA 458: Advanced Painting: Still Life**

**Spring**  
**3/5/75**

The advanced study of varied inanimate objects using oil paints. Further development of dynamic composition, color relationships and media techniques in complex rendering of objects of different textures surfaces, finished and color. Prerequisite: FA258 or FA259

**FA 459: Advanced Painting: Trompe L'Oeil**

**Fall/Spring**  
**3/5/75**

An advanced continuation in the creation of Trompe L'Oeil, the complete illusion of inanimate objects in space—the mastery of oils of the total visual impression of three dimensions on a two-dimensional surface.

·Prerequisite FA259 and approval of the Department Head.

**FA 460: Advanced Painting: Experimental**

**Fall/Spring**  
**3/5/75**

An advanced continuation of painting in a variety of media with emphasis upon the process and experience of producing images in abstract and non-objective modes in the spirit of our time. ·Prerequisite: FA260 and approval of the Department Head.

**FA 473: Painting: Watermedia II**

**Fall/Spring**  
**3/5/75**

An advanced continuation course devoted to the expression of light and space through a variety of water-based media. The course will further push the student in experimentation and spontaneity aimed at enlarging the student's visual vocabulary.

·Prerequisite: FA273 and approval of the Department Head.

**FA 477: Portrait Painting I**

**Fall**  
**3/5/75**

A course designed for the advanced student who intends to pursue the art of portrait painting as a profession. The emphasis is on characterization of the model within a selective and related environment.

·Lab fee ·Prerequisite: FA341

**FA 478: Portrait Painting II**

**Spring**

**3/5/75**

A continuation of Portrait Painting I, FA477. This course is designed for the advanced student who intends to pursue the art of portrait painting as the characterization of the model within a selective and related environment.

·Lab fee ·Prerequisite: FA477

**FA 482: Advanced Clay Figure Modeling**

**Fall**

**3/5/75**

Advanced practice in sculpting from human figures in clay. Poses will vary in length, and exploratory studies and sketches form the basis of the sculptural exploration.

·Lab fee ·Prerequisite: FA282 and approval of the Department Head.

**FA 487: Fine Art Thesis I**

**Fall**

**3/5/75**

The first of two courses required to be taken by Senior Fine Art Majors. The content of these courses include: Portfolio Development, Creation of a Thesis Body of Work, Solo and Group Exhibitions, Student Presentations, Faculty Advisory and Critique Panel, Guest Critics and Lecturers and Field Trips.

·Lab fee ·Prerequisite: FO159 and FO260

**FA 488: Fine Art Thesis II**

**Spring**

**3/5/75**

A continuation of Fine Art Thesis I with a final critique and thesis exposition.

·Lab fee ·Prerequisite: FA487.

**General Education**

**AH 105: History of Western Art I**

**Fall**

**3/3/45**

A survey of the painting, sculpture, and architecture of the western world from Prehistory through the Medieval period. This course concentrates on a close, formal investigation of aesthetic and technical development in relation to the social, political, and cultural.

**AH 106: History of Western Art II**

**Spring**

**3/3/45**

A survey of the painting, sculpture, and architecture of the western world from the Renaissance through the Modern Period. This course concentrates on a close, formal investigation of aesthetic and technical developments as they relate to the social, political, and cultural growth of western civilization.

**AH 305: History of Modern Art & Design**

**Fall**

**3/3/45**

Beginning with Jacques Louis David and the early 19th-century French movements, the history of Western art up to 1945 is discussed. The course focuses on social and technological changes and how changing points of view influenced art and design styles and concepts.

**AH 406: History of Contemporary Art**

**Spring**

**3/3/45**

Beginning with 1945, the course explores art movements against the background of world change with respect to social and technological points of view. growth of western civilization.

**AH 430: History of Asian Art**

**Spring**

**3/3/45**

This course surveys the Arts of China, Japan, Korea, and India, beginning with Neolithic and Pre-Shang China through early 20th Century Asia, and briefly covering Contemporary Art. Emphasis will be on the role of religion, Buddhism and Hinduism, and

prevailing political and social dynamics.

### **ADSN 380: History of Modern Architecture & Urbanism**

**Fall/Spring  
3/3/45**

Survey of the major movements in architecture and urban planning from the 19th Century to the present. Considers the problems of vernacular architecture, urban design, historicism, functionalism, post-modernism.

### **AS 098: Developmental Learning**

**No credit**

A course to provide students study skills to help them succeed in academic classes. Tutorial support by referral; personal request for scheduled appointments, and walk-in basis.

### **AS 101: English I**

**Fall  
3/3/45**

A course in the articulation of ideas through the development of basic writing skills. Students are introduced to models of correct rhetorical usage and to application of the principles of the formal essay.

### **AS 102: English II**

**Spring  
3/3/45**

In this course students will be introduced to various aspects of literary form. The short story, poetry, and drama are examined with attention to techniques and development of the three genres. ·Prerequisite: AS101

### **AS 205: Introduction to Philosophy**

**Fall  
3/3/45**

A survey of the meaning and the function of philosophy including its integrating and interpretive character in such fields as art, history, politics, religion, and science. Identification of basic issues and major types of philosophy and their sources in experience, history, and classic philosophies.

### **AS 210: General Psychology**

**Spring  
3/3/45**

A survey of psychology as behavioral science, including its scientific origins: human development, learning, memory and thinking, motivation and emotion, personality, intelligence, and social psychology.

### **AS 231: Mathematical Ideas**

**Fall  
3/3/45**

A review of mathematics with the following topics: algebra, whole numbers, fractions, decimals, percentages, ratio, proportion and integer exponents, square roots, graphing, and linear equations.

### **AS 250/GDSN 408: Business Practices**

**Fall  
2/2/30**

An introduction to business and legal tools needed to succeed as a professional artist, designer or photographer. The course material includes information relative to running a business (e.g. marketing plans, publicity, budgeting) as well as the legal basics necessary to conduct an art business (e.g. copyright, contract, taxes).

### **AS 251: Business Management**

**Fall  
3/3/45**

An introduction to skills necessary for managing a business office: including finding jobs and clients, collection and management of information and services, management of projects, presentations, large and small contracts, etc., as well as general business practices in a corporate or private firm office.

### **AS 255: Introduction to Biology**

**Fall/Spring  
3/3/45**

A study of biology principles—cellular & tissue morphology, energy production & utilization, genetics,

reproduction, as well as evolution and ecology. A non-laboratory course.

### **AS 258: Introduction to Environmental Science**

**Spring  
3/3/45**

An introduction to basic principles of ecology, emphasizing the study of ecosystems and how they are influenced by human presence, activity, and technology. A non-laboratory course.

### **AS 267: Effective Speaking**

**Fall/Spring  
3/3/45**

A communication course designed to build confidence in speech, develop skill in preparation and organization, and utilize proper technique in delivery. Informative and persuasive presentations are emphasized together with attention to visual aids.

### **AS 299: Introduction to Creativity and Innovation**

**Spring  
3/3/45**

Students learn about foundations of creativity, discovering and maintaining sources of inspiration, lessons from innovators and inventors in arts, mathematics, sciences, technology, pop culture, and business. Students explore theories behind creativity and innovative practices in their professional and personal lives. The course promotes collaboration between students and faculty in all areas of study, free thought and the ability to innovate in micro or macro environments.

### **AS 310: World Civilization I**

**Spring  
3/3/45**

A survey of the development of human civilization from the origins of agriculture to the emergence of the four cradles of civilization through the rise of cultures on the Euro-Asian land mass, Africa, Australia, and the Americas to eventual contact between the Old and New Worlds.

### **AS 321: Western Civilization I**

**Fall  
3/3/45**

A survey of cultures that have contributed importantly to the development of Western thought & institutions from prehistoric times through the evolution of ancient civilizations and medieval Europe to the formation of contemporary nations. Examination of major economic, political, & intellectual forces for their influence upon contemporary society.

**AS 322: Western  
Civilization II**

**Spring  
3/3/45**

A survey of the development of western civilization from the Age of the Reformation to the present; examination of religious, political, and social-economic forces together with dominant philosophies, intellectual movements, and personalities that have shaped contemporary western society.

**FYS 101: First Year  
Seminar**

**Fall/Spring  
3/3/45**

First Year Seminar helps first-year students get the most out of their college experience. Specifically, the purposes and learning outcomes of the course are (A) to develop a love of learning, (B) to examine and practice the norms of UB's academic culture, and (C) to acquire and hone the thinking skills that lead to success in college. As a seminar, the course emphasizes guided discussion of challenging texts.

**Graduate Level:  
Global Media and  
Mass  
Communication**

**GMCS 501: Graduate  
Seminar in Research  
Methods**

**Spring/Fall  
3/3/45**

This is an course in qualitative and quantitative research methods. It is designed to explore concepts and issues

(statistical, analytical, and ethical) encountered in research investigation. We will discuss what research is, the tools of research, research design, and writing the research report. Included will be exposure to diversity of research methods, including survey, historical research, experimental methods, content analysis, and so forth. An overview of statistical means of data interpretation also will be presented, including correlation, t-tests, ANOVA, Chi-Square Test, Sign Test, regression analysis, and so forth.

**GMCS 511:  
Communication Theories**

**Spring/Fall  
3/3/45**

This course focuses on communication theories. Major communication theories in the areas of information processing, persuasion, influence, decision-making, conflict resolution, group communication, intercultural communication, organizational communication, media communication, new media communication, social media and culture, media effects, and public opinion will be studied.

**GMCS 529: Advanced  
Intercultural  
Communication**

**Spring/Fall  
3/3/45**

This course studies different cultures around the world. In particular, it examines value systems, gender roles, and family structures. It will also examine the relationship between culture and religion, culture and economic development, culture and media, culture and new media, and culture and human development.

**GMCS 533: Cyber War and  
Security**

**Spring/Fall  
3/3/45**

This course views computer security as a strategic concept, not a technical discipline. The world's booming dependence on the powerful yet vulnerable Internet combined with the growing capabilities of cyber attackers currently jeopardizes national and international security. Strategic challenges projected by state and non-

state actors present in the cyberspace require relevant strategic knowledge, thinking, and solutions. That's what this class is about.

**GMCS 535: International  
Advertising and Public  
Relations**

**Spring/Fall  
3/3/45**

This course focuses on the theoretical and practical aspects of international advertising and public relations. In particular, it examines the characteristics, problems, and challenges in the areas of international advertising and public relations. It also studies how media and new media are used for advertising and public relations in an international setting. Business, economic, cultural, social, and political factors will be analyzed in the context of international advertising and public relations.

**GMCS 537: Global  
Communication and Mass  
Media**

**Spring/Fall  
3/3/45**

Critical study and applications of theories and principles of global communication and mass media. Analysis of the roles traditional media, new media, and media professionals play in politics, governance, and international relations. Examination of how media systems work in different countries, how journalists cover news and events, how information flows globally, and what impact information flow creates to countries and peoples around the world.

**GMCS 543:  
Communication and  
National Development**

**Spring/Fall  
3/3/45**

The focus of this course is on communication and national development and nation-building. Students will learn how media, communication, information, and media technology are used and can be used to improve economic, political, and cultural conditions of people

around the world. In particular, the course will look into the functions of media communication, social media networking, and social marketing demonstrate in reducing poverty, combating hunger, improving literacy, promoting public health care, fighting corruption, and protecting the environment among others.

**GMCS 546: New Media and Information Management**  
**Spring/Fall**  
**3/3/45**

This course examines the theories and practice of new media in communication. It studies the role, the uses, and the impact of new media in advertising, public relations, and public diplomacy. It focuses on media management, information management, and the development and the impact of digital media on the media industry landscape.

**GMCS 552: Advanced Web Publishing and Design**  
**Spring/Fall**  
**3/3/45**

This course focuses on Web Publishing and Design methods using current Web design and graphic tools. Students will learn the techniques and tools to create Web sites and learn to main the Web sites for clients and consumers.

**GMCS 555: News Media and International Journalism**  
**Spring/Fall**  
**3/3/45**

This course focuses on how international news is gathered and reported and how journalists should cover international news. The course also examines the issues of international news media and foreign relations.

**GMCS 557: Political Communication and Public Diplomacy**  
**Spring/Fall**  
**3/3/45**

This course focuses on the relationship between media and politics and media

and public diplomacy. It will also examine the issues of freedom of speech and freedom of the press, media as mouthpiece or watchdog. The course will also study how media are used in governance, how public opinion is formed, shaped, and influenced, how political and public agenda are set, and how media can be used for public diplomacy.

**GMCS 562: Media Communication Law and Legal Issues**  
**Spring/Fall**  
**3/3/45**

This course examines the federal, state, and local laws that most directly affect mass communication in the United States. It will also look into the judicial systems in other countries. Issues covered will include freedom of speech, freedom of the press, libel, invasion of privacy, news gathering, source protection, copyright, and truth in advertisements.

**GMCS 572: Advanced Multimedia**  
**Spring/Fall**  
**3/3/45**

This course focuses on advanced multimedia technology and techniques. Students will learn the most current tools, software, and techniques to create and edit multimedia digital videos to be used for multiple mediums and platforms.

**GMCS 591: Internship**  
**Spring/Fall**  
**3/3/45**

The Graduate Internship provides an opportunity for students to accomplish two important outcomes. First, it allows students to use the foreign language that they have studied in a setting where it is the national language or the lingua franca (international GMCS students may do their internship in the US if they already speak a second world language in addition to English). Students whose language skills are sufficient may intern in an agency or undertake a project where the skills that they have acquired in the GMCS academic program can be applied. New Media students will complete a project

or portfolio that reflects the internship experience and demonstrates their ability to communicate cross-culturally in a New Media environment. Global Communication students will produce a project, based on the internship, demonstrating the ability to communicate inter-culturally in a business, government or NGO setting.

**GMCS 598: Internship Reflection**  
**Spring/Fall**  
**3/3/45**

The tutorial is a sequel to the internship as well as capstone experience. Conducted in a seminar format, it is designed to allow students to reflect develop on their internship experience vis-à-vis their curricular and co-curricular experiences in the Global Media and Communication Studies program and their career plans. Students will develop this reflection through writing and presenting, first, before their fellow students in the tutorial. They will also do with a panel of professors and finally to a larger audience of students in a classroom setting where they will be expected to both to present and field questions. Because the tutorial is one of two Capstone experiences in the program, students also assemble an electronic file of all significant work that they have completed in the program until that point. During the tutorial, students also prepare for and take the oral and written comprehensive exams of the program.

**GMCS 599: Thesis or Project Demonstrating Excellence**  
**Spring/Fall**  
**3/3/45**

The thesis represents the culmination of the MA in Global Media and Communication Studies and demonstrates competency in the major as well as the track in which the student has chosen to specialize. The Thesis requires identifying a theme or topic selected by the student in consultation with the thesis adviser and this is followed by detailed research on the topic and the analysis of findings in the form of substantial written work. This

is normally done within the confines of the student's final semester of study in the program. GMCS students also have the option to do a Project Demonstrating Excellence. For this choice, students are expected to create a project utilizing their theoretical, analytical, and creative knowledge and skills in the area of Global Media and Communication Studies. The project can be for an international advertising campaign, an international public relations campaign, and international information campaign, or a business proposal for an international enterprise. It can be for private sectors, public sectors, government organizations, or nongovernment organizations.

## Graphic Design

### ADSN 203A: Typography Spring 3/5/75

Introduction to designing and production of advertisements and advertising materials. Typography, layout, rendering, and mechanical preparation are studied.

### ADSN 225: Introduction to Web Applications

Fall  
3/5/75

Web Application is for students have completed three levels of website design and are advanced in their comprehension and utility of HTML, CSS, Javascript, JQuery, Ajax, JSON, API's. The coursework will focus on developing a working knowledge necessary to create a web application. This entails understanding the relationship between databases and servers to create a functional prototype.

### ADSN 230: Video I (Intro to 4D)

Spring  
3/5/75

History, theory, and practice of analog and digital capturing and editing. Use of cameras and software for digitizing and editing. An emphasis on a narrative film style (story telling) is utilized to prepare students for later work in Web and Multimedia design.

Prerequisite: ADSN 219.

### ADSN 233: Motion Graphics

Fall  
3/5/75

This course will have students work on computer techniques applicable to a variety of markets to which they may apply their computer skills. These markets include: Web Design, Animation, Electronic Presentations, Promotions and other areas that require expertise in "digital design."

·Lab fee ·Prerequisite: CG260

### ADSN 255C: Intermediate Web Apps

Fall  
3/5/75

Intermediate Web Apps is for students have completed three levels of website design and are advanced in their comprehension and utility of HTML, CSS, Javascript, JQuery, Ajax, JSON, API's. The coursework will focus on developing a working knowledge necessary to create a web application. This entails understanding the relationship between databases and servers to create a functional prototype.

### ADSN 379: History of Graphic Design

Spring  
3/3/45

Survey of the history of illustration and graphic design, with emphasis on their global application in communications media.

### GD 201: Advertising Design I

Fall  
2/3/45

Introduction to designing and production of advertisements and advertising materials. Typography, layout, rendering, and mechanical preparation are studied.

### GD 202: Advertising Design II

Spring  
2/3/45

Further study in the development and design of advertising materials as applied to television; to folders, brochures, mailing pieces; and to point-of-purchase materials.

·Prerequisite: GD201

### GD 224: Concept Rendering

Fall  
2/3/45

Concept Rendering teaches the use of varied materials and techniques when presenting initial ideas to a client. Students learn to visually communicate complicated concepts with clarity and style through rough renderings.

### GD 229: Typography

Fall  
2/3/45

A study of the various faces of type and their designers. Methods of specifying type and character counting are discussed in detail.

### GD 233: Graphic Production

Fall  
3/5/75

The first in a series of courses dealing with an understanding of major aspects of printing processes.  
·Lab fee

### GD 240: Graphic Design I

Fall  
2/3/45

A study of corporate-images support through graphic design. The development of a consistent visual format throughout the corporate material. Logos, ads, brochures, collateral materials, etc. will be explained and examined.

·Prerequisite: Foundation Year

### GD 241: Graphic Design II

Spring  
2/3/45

A further study and more intensive study of corporate-image support graphic design including conceptualization, paper stock, printing, embossing, and die cutting. Lectures and assignments on media, strategy, promotion, and marketing of corporate image.

·Prerequisite: GD240

### **GD 250: Graphic Production for Photographers**

**Fall**  
**2/3/45**

The intent of this course is to acclimate the photo students to the digital photography platform.

### **GD 301: Advertising Design III**

**Fall**  
**2/3/45**

A course in the preparation of finished art for client presentation. Create advertising layouts for print and digital media. Introduction to template based website design with an emphasis on the navigation and organization of information.

·Prerequisite: GD202

### **GD 302: Advertising Design IV**

**Spring**  
**2/3/45**

A course involving the mechanics and production technology of print and television media as they apply to advertising. Learn to supplement print campaigns with the use of basic animation skills.

·Prerequisite: GD301

### **GD 317: Package Design: Materials**

**Fall**  
**2/3/45**

An exploration of materials used in commercial three-dimensional graphics (e.g., packaging, signage, point-of-purchase display, and corporate-identity programs).

·Prerequisite: 2nd yr. Graphic Design program

### **GD 340: Graphic Design III**

**Fall**  
**2/3/45**

Working with clients and responding to their advertising needs are major elements of art direction. Through lectures and critiques, this course examines the psychological aspects of graphic design as they apply to the advertising needs of the clients.

·Prerequisite: GD241

### **GD 341: Graphic Design IV**

**Spring**  
**2/3/45**

Designs and concepts as they apply to the consumer are emphasized. The projects developed for the course are more complex with respect to the psychological impact of the imagery upon the mass market.

·Prerequisite: GD340

### **GD 403: Advertising Portfolio I**

**Fall**  
**2/3/45**

A course dealing with solutions to a single advertising theme – the campaign covering TV, newspapers, billboards, brochures, three-dimensional designs and mobile technologies, and the development of professional digital portfolios. Consideration of advertising employment opportunities and requirements.

·Prerequisite: 3rd- yr. Graphic Design program

### **GD 404: Advertising Portfolio II**

**Spring**  
**2/3/45**

A continuation of GD403 and the completion of the advertising campaign. The presentation of the finished art is evaluated as a campaign project for inclusion in the student's portfolio including printed and digital branding elements.

·Prerequisite: GD403

### **GD 411: Art Direction I**

**Fall**  
**3/4/60**

Students will apply the Macintosh format to realistic job situations in which the art director as communicator and thinker is stressed. Product and people-orientation advertising are emphasized. Students will evaluate and solve issues related to producing the final product.

·Lab fee

·Prerequisite: 3rd-aqyr. Graphic Design Program

### **GD 412: Art Direction II**

**Spring**  
**3/4/60**

A continuation of GD411 with the Macintosh format helping to place emphasis on preparing the student for entry-level positions leading to required skills and responsibilities of an art director. Model hiring, type specifying, and illustrator hiring are explored.

·Lab fee ·Prerequisite: GD411

### **GD 421: Publication Design I**

**Fall**  
**2/3/45**

For the advanced student. The creative and mechanical requirements of magazine, newspaper, and in-house organization design and production.

·Prerequisite: 3rd yr. Graphic Design program

### **GD 422: Publication Design II**

**Spring**  
**2/3/45**

For the advanced student. Problems in redesign of existing publications.

·Prerequisite: GD421

### **GD 437: News Letter**

**Fall/Spring**  
**2/3/45**

This course will teach and implement design production and organization skills needed to produce the student's paper and are applicable to the production of informational publications such as newsletters, reports, and other marketing collateral.

### **GDSN 203: Identity and Logo**

**Spring**  
**3/3/75**

The history, design and execution of letter forms in both analog and digital form are covered. Projects include the development of letter forms from pen and brush to digital font design. The emphasis is on the arrangement of type in design layout and the use of letter forms in an electronic presentation environment.

Prerequisite: ADSN 219.

### **GDSN 232: The Soundtrack**

**Fall**  
**3/3/75**



Introductory course to audio design. Students will learn a variety of techniques associated with sound manipulation and editing. Students will record, edit, process, and produce their own high quality recordings. Geared towards audio for video uses.

### **GDSN 255: Graphic Design Studio I**

**Fall 3/3/75**

Print Design I – Fundamentals of page composition. Students will demonstrate an understanding of basic typographic and page composition principles through a variety of traditional and digital mediums.

Prerequisites: ADSN 103 and ADSN 119.

### **GDSN 255B: Web Applications II**

**Spring 3/3/75**

Web Application is for students have completed two levels of website design and are advanced in their comprehension and utility of HTML, CSS, Javascript, JQuery, Ajax, JSON, API's. The coursework will focus on developing a working knowledge necessary to create a web application. This entails understanding the relationship between databases and servers to create a functional prototype.

### **GDSN 256: Graphic Design Studio II**

**Fall 3/3/75**

Print Design II – Intermediate print design. This course explores the combination of type and image on the printed page. The course focuses on using grids, along with the basic principles of typography as methods for organizing content in print.

Prerequisites: GDSN 255 (DS I).

### **GDSN 305: Graphic Design Studio III**

**Fall 3/3/75**

Print Design III – Advance printing design: Students will create campaigns in a series of projects to cover all aspects of identity design, from

business stationary to promotional brochures, packaging design and environmental signage. Techniques for reinforcing a corporate identity will be covered.

Prerequisites: GDSN 256 (DS II).

### **GDSN 306: Graphic Design Studio IV**

**Fall 3/3/75**

Web Design: Producing and displaying design content for the Web branch of the Internet and adapting that content to the requirements and restrictions of that medium. Students will develop skills in using mark-up languages to make functional and accessible documents for the World Wide Web, develop skills in structuring, linking, and maintaining multiple documents within a web site, and develop skills in incorporating visual elements to enhance information.

Prerequisites: GDSN 305 (DS III)

### **GDSN 355: Graphic Design Studio V**

**Fall 3/3/75**

Print Design II – Intermediate print design. This course explores the combination of type and image on the printed page. The course focuses on using grids, along with the basic principles of typography as methods for organizing content in print.

Prerequisites: GDSN 255 (DS I).

### **GDSN 425A: Design Services**

**Fall 3/3/75**

Students will apply the Macintosh format to realistic job situations in which the art director as communicator and thinker is stressed. Product and people-orientation advertising are emphasized. Students will evaluate and solve issues related to producing the final product. ·Lab fee

··Prerequisite: 3rd-aqyr. Graphic Design Program

### **GDSN 465: Graphic Design Studio VI**

**Fall 3/3/75**

Web Design II: Advanced producing and displaying of design content for the Internet and adapting that content to the requirements and restrictions of the medium. Students will develop skills in using advanced mark-up languages to make functional and accessible content.

### **GDSN 499: Storyboarding**

**Fall/Spring 3/3/75**

This class focuses on storyboarding and developing ideas as pre-production tools for narrative TV, film, animation and commercial projects. The lectures, class work, and assignments will help students to develop their own sequential drawing techniques, and help them to produce clear and dynamic stories for the screen. Students will develop their personal style of boarding through a series of exercises and assignments.

## **Illustration**

### **IL 207: Illustration I**

**Fall 2/3/45**

An introduction to illustration: advertising, editorial, book, and institutional. The emphasis is on the role of the freelance illustrator: artist-client relationships, portfolio preparation, portfolio presentation, the artist's representative, contractual arrangements, and other pertinent business matters.

··Prerequisite: Foundation program

### **IL 208: Illustration II**

**Spring 2/3/45**

A further in-depth study of the work of the free-lance illustrator. The student is confronted with assignments based upon working manuscripts or copy requiring fresh approaches.

··Prerequisite: IL207

### **IL 244: Art of the Cartoon**

**Fall 2/3/45**

An introduction to modern cartooning as seen through the demands made by art agencies, studios, and editors. The course acquaints the student with major

techniques and materials in the areas of comics, editorial and sports cartooning, and lettering.

## **IL 245: Comic Book Storytelling**

**Spring**  
**2/3/45**

Development of characters with sequential storytelling. Emphasis is on building consistency in rendering techniques.

## **IL 307: Book Illustration**

**Fall/Spring**  
**2/3/45**

Exploration of steps in the production of an illustrated book of any type. Assignments stress planning, limits encountered, and production of finished artwork for presentation.  
·Prerequisite: IL208

## **IL 325: Illustration Methods I**

**Fall**  
**2/3/45**

Intermediate procedures of drawing, composition, and use of photography as practiced in contemporary illustration. Models will be used.  
·Lab fee ·Prerequisite: IL207

## **IL 326: Illustration Methods II**

**Spring**  
**2/3/45**

Advanced procedures in drawing, composing, and use of photography in preparing illustrations.  
·Prerequisite: IL325

## **IL 327: Figure in Advertising I**

**Fall**  
**2/3/45**

Quick-action poses of the draped model in a variety of media aimed at specific needs of the advertising designer or illustrator. The focus is on expressive line.  
·Lab fee ·Prerequisite: FO112

## **IL 328: Figure in Advertising II**

**Spring**  
**2/3/45**

Quick action poses of the draped model in a variety of media aimed at specific needs of the advertising designer or illustrator. The focus is on form, anatomy, and their effects on the drapery. ·Lab fee ·Prerequisite: IL327

## **IL 341: Painting IV: The Clothed Figure**

**Spring**  
**3/5/75**

Practice in painting from the clothed figure in oil paints, with emphasis on illustrational style and point of view. Short poses leading to quick studies and color sketches form the basis for the course.  
·Lab fee ·Prerequisite: FA260

## **IL 340: Drawing IV: The Clothed Figure**

**Fall**  
**3/5/75**

Practice in drawing from simply clothed figures in a variety of basic media, with emphasis on illustrational style and point of view. Although poses vary in length, exploratory studies and sketches form the basis for the course. ·Lab fee ·Prerequisite: FA225

## **IL 403: Children's Book Design**

**Spring**  
**2/3/45**

The preparation of non-fiction picture books for young readers. The course deals with current aspects of juvenile publishing from concept through contract to the presentation of the dummy. ·Prerequisite: IL208

## **IL 427: Figure in Advertising III**

**Fall**  
**2/3/45**

Advanced studies of the draped model in a variety of media. The emphasis is on the figure in an environment and as a design.  
·Lab fee ·Prerequisite: IL328

## **IL 429: Illustrator's Portfolio I**

**Fall**  
**3/4/60**

The preparation of finished samples for presentation to art agents and art directors. Samples are produced in the student's special interest areas. Procedures and interviews are held in a simulated professional environment.  
·Prerequisite: IL326

## **IL 430: Illustrator's Portfolio II**

**Spring**  
**3/4/60**

A continuation of IL429 with an emphasis on procedures for establishing working relationships within the commercial art market.  
·Prerequisite: IL429

## **IL 433: Experimental Artists Book**

**Fall**  
**2/3/45**

A course dealing with publication problems enabling students to explore various avenues of creating one's own self expression and to further develop techniques to enhance their portfolio.  
·Prerequisite: IL424

## **IL 440: Drawing V: The Clothed Figure**

**Fall**  
**3/5/75**

Continued practice in drawing the clothed figure with greater expectation of sophistication regarding media and illustration style, and stressing larger, more complex finished drawings. ·Lab fee ·Prerequisite: IL340

## **IL 441: Painting V: The Clothed Figure**

**Spring**  
**3/5/75**

Continues practice in painting the clothed figure with more time spent on larger, more complex subjects. Continued use of oil paint, with the addition of watermedia, acrylic, and other media of the student's choice in illustration applications.  
·Lab fee ·Prerequisite: IL341

## **IL 483: Studio Explorations I**

**Fall**

**3/5/75**

Exploration of varied media, traditional and nontraditional. Development of a variety of art-making approaches, including scale shifting, installation, conceptual, performance, group, and theme.

··Prerequisite: FA259

## **IL 484: Studio Explorations**

### **II**

**Spring**

**3/5/75**

A continued exploration of varied media, traditional and nontraditional. Development of a variety of art-making approaches, including scale-shifting, installation, conceptual, performance, group, and theme.

··Prerequisite: IL483

## **Industrial Design**

### **ADSN 107: Product Lab Orientation**

**Fall/Spring**

**3/5/75**

This course is required prior to student use of the lab equipment. It is an introduction to the proper operation of equipment and an understanding of the lab rules. Students will gain a respect for the equipment practices. Eye protection and other safety protection will be worn at all times while in the lab.

### **ADSN 233: 4D Intro to Time Based Media**

**Fall/Spring**

**3/5/75**

This course aims at exploring the core elements of motion through practice exercises and lessons in composition, the generation of ideas, digital media creation, and collaborative/creative problem solving. Through these exercises, the course aims to develop skills in creative problem-solving & collaboration while placing concentration on movement, transition, timing, rhythm, cadence, and editing.

### **ADSN 357C: NX Siemens PLM I**

**Fall/Spring**

**3/5/75**

This course teaches students who have

the need to create complex shapes using curves and surfaces. Throughout the semester, CAD will be utilized including the use of views, layouts, layers, and the work coordinate system. This course is structured for students to learn not just how to use NX, but more importantly how to think like a surface modeler.

### **ADSN 357D: NX Siemens PLM II**

**Fall/Spring**

**3/5/75**

This course is a continuation of ADSN 357C and expands on instructing students who have the need to create complex shapes using curves and surfaces. Throughout the semester, CAD will be utilized including the use of views, layouts, layers, and the work coordinate system. This course is structured for students to learn not just how to use NX, but more importantly how to think like a surface modeler.

### **ADSN 425: History of Industrial Design**

**Fall/Spring**

**3/5/75**

A seminar examining specific topics in the global history of modern design such as industrial design, transportation, furniture design, marketing & retail, sustainability and technology.

### **IDDSN 215: Materials and Manufacturing I**

**Fall/Spring**

**3/5/75**

Introduction to ferrous and nonferrous metals and their manufacturing methods, including liquid state, plastic state, and solid state forming, chip and non chip cutting, welding, chemical, and mechanical joining, and the finishing process available. Students will develop an individual or group project and complete semester research / project report.

### **IDDSN 216: Materials and Manufacturing II**

**Fall/Spring**

**3/5/75**

Introduction to thermoset and thermoplastic polymers and elastomers,

rubber and other natural engineering materials and their manufacturing methods, including liquid state, plastic state, and solid state forming, chip and non-chip cutting, welding, chemical and mechanical joining, and the finishing processes available. Students will develop an individual or group project and complete a semester research / project report.

### **IDDSN 218S: Solid Works I**

**Fall/Spring**

**2/3/45**

The goal for this course is to teach you how to start using Solidworks as a valuable tool of industrial design. Basic exercises and tutorials will be emphasized in the early part of the semester. In addition to basic skills training, course material will focus on ways that CAD software such as Solidworks can help make industrial design concepts real objects and products.

### **IDDSN 218C: Solid Works III**

**Fall/Spring**

**2/3/45**

This is an advanced class in computer aided 3 D modeling. Subjects covered will include reference planes and their palettes, drafting tools, advanced rendering, export features and animation models. Advanced projects will be assigned and a semester report will be generated.

### **IDDSN 218D: Solid Works IV**

**Fall/Spring**

**2/3/45**

This is a continuation of IDDSN-218C. This is an advanced class in computer aided 3 D modeling. Subjects covered will include reference planes and their palettes, drafting tools, advanced rendering, export features and animation models. Advanced projects will be assigned and a semester report will be generated.

### **IDDSN 218W: Solid Works II**

**Fall/Spring**

2/3/45

This is a continuation of Solid Works I. Exercises and tutorials will be emphasized in the early part of the semester. In addition to continued skills training, course material will focus on ways that CAD software such as Solidworks can help make industrial design concepts real objects and products.

### **IDDSN 255: Industrial Design Studio I**

**Fall/Spring**  
**3/5/75**

A studio course where elementary product design projects are assigned. Projects will begin with advanced foundation studies, along with simple hand held products, and advance through simple mechanically activated products. Emphasis will be placed on aesthetic for manufacturability. A beginning professional portfolio will be initiated.

### **IDDSN 256: Industrial Design Studio II**

**Fall/Spring**  
**3/5/75**

This course is a continuation of Industrial Design Studio I. Projects will begin with advanced foundation studies, along with simple hand held products, and advance through simple mechanically activated products. Emphasis will be placed on aesthetic for manufacturability. Established professional portfolio will be expanded.

### **IDDSN 305: Industrial Design Studio III**

**Fall/Spring**  
**3/5/75**

A studio course where complex product design projects are assigned. These projects will begin with simple, electrically powered products, and advance through more sophisticated electromechanical products. Emphasis will be placed on aesthetic development, user requirements, and design for manufacturability. Students will be expected to produce a report for each project and for the semester. A

professional portfolio will be further developed.

### **IDDSN 306: Industrial Design Studio IV**

**Fall/Spring**  
**3/5/75**

Continuation of Ind D 305 3 semester hours

### **IDDSN 355: Industrial Design Studio V**

**Fall/Spring**  
**3/5/75**

A studio course where complex product system projects are assigned. Projects will include sophisticated electromechanical products. Emphasis will be placed on research, aesthetic development, user requirements, and design for manufacturability. Project reports will be generated which will include detailed analysis, synthesis, material specification, and complete design documentation. A professional portfolio will be completed. When possible, the student is encouraged to work with other professions like engineering and with corporate sponsorship.

### **IDDSN 399: Special Projects: Portfolio**

**Fall/Spring**  
**3/5/75**

This is an advanced studio course for competitions, sponsored projects, and other design projects like furniture and lighting. Students will develop a semester research / project report.

### **IDDSN 450: New Product Commercialization**

**Fall/Spring**  
**3/5/75**

The objectives of the course are to understand and apply concepts and techniques of product commercialization. The course focuses on taking student created product concepts and having student teams drive the concepts to become actual products. Product design, prototype creation, market analysis, and financial analysis all come together within the student team to create a viable product. If ideas are

worthy, teams may work with the University's CTech IncUBator to actually commercialize their products. Students are strongly encouraged to find a sponsor to actually commercialize their product ideas.

### **ITDSN 311: Exhibit Design**

**Fall/Spring**

**3/5/75**

Analysis of Human anatomy versus function. Recognition, investigation, exploitation of static / dynamic human movements. Relationships of products, systems and environments to the human scale. Ergonomics and motions that relate to the performance of tasks. Students will develop apparatus to provide significant quantitative data. Variety of advanced studies on dynamic interaction of the body and the environment, products, and systems. Study of the relationship of age, sex, and disabilities to human movements. Creative research projects and the development of mechanical /electric test prototypes to collect quantitative data.

### **ITDSN 312: Furniture Design**

**Fall/Spring**

**3/5/75**

Students will have an opportunity to do specialized design work in furniture. Exploration of materials, colors, textures, forms, human factors and manufacturing techniques to create uniquely aesthetic and functional solutions to furniture design problems. Students will be required to do free hand and orthographic drawings as well as a variety of three-dimensional models from sketch to final prototype.

### **ITDSN 312B: Furniture Design II**

**Fall/Spring**

**3/5/75**

Students will have an opportunity to continue to do specialized design work in furniture. Exploration of materials, colors, textures, forms, human factors and manufacturing techniques to create uniquely aesthetic and functional solutions to furniture design problems. Students will be required to do free

hand and orthographic drawings as well as a variety of three dimensional models from sketch to final prototype.

## **Interior Design**

### **ID 111: Interior Design Drawing**

**Fall**  
**2/3/45**

An introduction to the use and handling of basic drawing media. Emphasis is on linear solutions of solids in space and the building of self-confidence to communicate ideas through drawing.

### **ID 116: Interior Design Drafting**

**Fall**  
**2/3/45**

Basic architectural drafting techniques are gradually introduced in three five-week fall semester interior design projects. This course is to be taken in conjunction with ID120 Introduction to Form and Space and ID273 ID Perspective as part of the three-course design studio, or independently as a technical course.

### **ID 117: Interior Design Concept Presentation**

**Spring**  
**2/3/45**

A continuation of drafting practice techniques of ID116. This course can also serve as an introductory course. To be taken in conjunction with ID274 and ID121 as part of the three course Spring semester interior design studio or independently as a technical course.

### **ID 120: Introduction to Form and Space**

**Fall**  
**2/3/45**

Conceptual leg of the three-course fall semester first year interior design studio. Freehand sketching, discussion, 3-D models and written description of design solutions. Critical and creative approaches are introduced. To be taken with ID273 and ID116. Fall semester design problems emphasize invention and imagination.

### **ID 121: Introduction to Interior Design**

**Spring**  
**2/3/45**

Conceptual leg of the three-course Spring semester interior design studio. Free-hand sketching, discussion, 3-D models, & written description of design solutions. Critical & creative approaches are developed. To be taken with ID274 & ID117. The Spring semester's design problems emphasize observation, analysis, and design development.

..Prerequisite: ID216 or ID217

### **ID 216: Residential Design**

**Fall**

**2/3/45**

Second year design studio. Renovations or creations of single spaces in existing conditions. Sketching, drafting, and rendering of completed solutions including materials. Three projects per semester. Residential projects include living spaces, working spaces, kitchen, bath, & vertical circulation. Introduction to lighting and construction methods.

..Prerequisite: one semester of 1st-year Interior Design studio

### **ID 217: Residential Planning**

**Spring**  
**2/3/45**

Second year Spring semester design studio. Residential additions. Sequence of spaces, programming, circulation, and lighting. Sketching, drafting, rendering of completed solutions including materials. 3 projects per semester.

..Prerequisite: one semester of 1st-year Interior Design studio

### **ID 225: Additions, Renovations, and Re-Use**

**Spring**  
**2/3/45**

Studio extension of ID217. Emphasis is on architectural and critical design philosophies. The interaction of space & time, light and structure, cavity & shell, proportion and materials, are explored. Emphasis on sketching, questioning, and revising.

..Prerequisite: one semester of 1st-year Interior Design studio

### **ID 228: Interior Design Study Models**

**Fall**  
**2/3/45**

An extension of ID216, residential design studio projects. Quick study models to explore and test design solutions. Model making materials will vary according to design problem. ..Prerequisite: one semester of 1st-year Interior Design studio

### **ID 229: Model Making of Interiors**

**Spring**  
**2/3/45**

Studio extension of ID217. Each of the three design projects of the semester is explored through finished models including indications of materials, casework, and built-ins.

..Prerequisite: one semester of 1st-year Interior Design studio

### **ID 230: Materials I**

**Spring**  
**3/3/45**

Lecture and field trips. General introduction to basic construction and finish materials and appropriate terminology and specifications for interior design. Special attention is given to the responsibilities of the interior designer: aesthetics, safety and code, "green" products.

### **ID 245: Construction I**

**Spring**  
**2/3/45**

Studio lecture and field trips. Introduction to basic structural concepts and terminology, wood frame, mechanical and electrical systems, and how they affect the design of the interior. Emphasis is on residential technology and scale. Course is intended to help students enrolled in ID216 Residential Design and can also be taken independently.

..Prerequisite: one semester of 1st-year Interior Design studio

### **ID 246: Interior Design Field Trips**

**Summer**  
**2/3/45**

Field trips to selected construction sites, including a mix of residential,

commercial, & institutional projects. Repeat visits as required to observe various construction & installation phases. Grading based on attendance, participation and notebooks.

### **ID 273: Interior Design Perspective**

**Fall**  
**2/3/45**

Students are shown two hard-line, simple and practical perspective methods to be applied to the three-course interior design studio projects. Emphasis is on scale and linear precision. This course is to be taken in conjunction with ID116 and ID120 as part of the design studio or independently as a technical course.

### **ID 274: Interior Design Rendering**

**Spring**  
**2/3/45**

Practice of hard-line perspective methods with emphasis on color, light, and texture. Perspective renderings are applied to the three-course Spring semester interior design studio projects. This course is to be taken in conjunction with ID121 & ID117 or independently as a technical course.

### **ID 277: History of Interiors I**

**Fall**  
**3/3/45**

Lecture and studio. Historical and contemporary, single, central spaces are discussed and sketched. Emphasis is conceptual. Programs, function, culture, & history are related to architectural and interior design solutions.  
..Prerequisite: one semester of 1st-year Interior Design studio

### **ID 323: The Corporate Building**

**Fall**  
**2/3/45**

Lecture and studio extension of ID 417. Introduction to the architecture, codes, sociology and history of the typical workplace building. This course aims to familiarize students with the realities of, and provide a context for, the

corporate space planning projects of ID417.  
..Lab fee ..Prerequisite: one semester of 2ndyear Interior Design studio

### **ID 324: Special Problems in Architecture**

**Spring**  
**2/3/45**

Studio extension of ID418. Emphasis is on learning to take advantage of unusual, limiting, or difficult existing conditions in the architectural context of interior design problems. All graphic work is to be included in ID418 presentations  
..Prerequisite: one semester of 2nd-year Interior Design studio

### **ID 331: Materials II**

**Spring**  
**2/3/45**

A studio extension of ID442. Materials installation, fabrication, and detailing are explored to contribute to ID442 presentations.  
..Prerequisite: one semester of 3rd-year Interior Design studio

### **ID 344: Construction II**

**Fall**  
**2/3/45**

Studio and lecture. Examination of steel and concrete construction and terminology, construction sequence. Fire-proofing, fire rating, building classification, elevators, mechanical rooms, shafts and plenum, typical floor, wall and ceiling finishes, fixtures and hardware. Field trips.  
..Prerequisite: one semester of 2nd-year Interior Design studio

### **ID 368: Furniture Design and Theory**

**Fall**  
**2/3/45**

Lectures and field trips provide an introduction to furniture, proper terminology, & history. Practical application to Interior Design field is emphasized.

### **ID 381: Lighting & Mechanical Systems**

**Fall**  
**2/3/45**

Lecture and studio extension of ID323. A technical study of lighting and mechanical systems, introduction to illumination, computation, fixtures, controls and lamp types. Introduction to fuels, heating systems, heat loss, ventilation and air-conditioning.  
..Prerequisite: one semester of 2nd-year Interior Design studio

### **ID 417: Introduction to Contract Design**

**Fall**  
**2/3/45**

Third year interior design studio. Space planning. Projects acquaint the student with the corporate world: lobbies, receptions, work stations, conference rooms. Emphasis is on organization, efficiency and circulation.  
..Lab fee ..Prerequisite: one semester of 2ndyear Interior Design studio

### **ID 418: Hospitality and Retail Design**

**Spring**  
**2/3/45**

Third year design studio. Store, restaurant, or institutional space planning projects. Emphasis is on appropriateness and atmosphere, lighting, color, and materials. ..Lab fee  
..Prerequisite: one semester of 2nd-year Interior Design studio

### **ID 426: History of Interiors II**

**Spring**  
**3/3/45**

Lecture & studio. Historical and contemporary planning philosophies, sequence of spaces, & circulation as form are discussed and sketched. Some model making. Programs, function, culture & history are related to architectural & ID solutions.  
..Prerequisite: one semester of 1st-year Interior Design studio

### **ID 430: Textile Selection**

**Fall**  
**3/3/45**

The same description as ID432 except only applied to floor, wall, and panels and partitions.

## **ID 432: Textile Applications and History**

**Spring**  
**2/3/45**

Introduction to textile applications and textile history for the interior designer. Emphasis is placed on the proper selection of, and yardage calculations for, finished fabrics applied to upholstered goods, window, and bed and bath applications. The care of textiles and relevant product standards, safety legislation and “green” concerns are also covered. Field trips will introduce the student to the workroom environments and their crafts people.

## **ID 442: Advanced Contract Design**

**Fall**  
**4/6/90**

Fourth year design studio. Ambitious and complex contract design projects are chosen to reflect the realities, constraints, and opportunities facing the professional interior designer. ·Lab fee ·Prerequisite: one semester of 3rd-year Interior Design studio

## **ID 443: Senior Projects**

**Spring**  
**4/6/90**

Fourth year studio. These final projects are selected to provide students with the opportunity to demonstrate problem solving abilities and professional competence in general. Emphasis is on personality and originality. ·Prerequisite: one semester of 3rd-year Interior Design studio. ·Lab fee

## **ID 444: Kitchen and Bath Design I**

**Fall**  
**2/3/45**

A close examination of the technical, practical and economic realities of kitchen and bath design. Includes clients’ concerns, installation problems, and new developments in appliances and materials. ·Prerequisite: one semester of 2nd-year Interior Design studio

## **ID 445: Kitchen and Bath Design II**

**Spring**

**2/3/45**

A more advanced development of ID444. In-depth study of period elements in kitchen design. Course includes an advanced kitchen project and an intermediate bath project. Field trips provide exposure to elements introduced in these K&B courses. ·Prerequisite: ID444

## **ID 450: Business Management**

**Spring**  
**3/3/45**

Finding jobs and clients, collection and management of information and sources, management of a project, presentations, etc., as well as general business practices are introduced in this highly structured course. Access to computers for demonstrations. Guest speakers.

## **ID 475: Introduction to Ornament**

**Spring**  
**3/3/45**

Lecture and studio. Through sketching, hardline drawing, and research, students discover the dominant historic ornamental motifs and concepts of major civilizations. Terminology, functions, and symbolism will also be explored. Examples will range from folk art to high art to derivative imitations, applications, and appropriations. Discrimination and connoisseurship are encouraged. ·Prerequisite: ID216 or ID217

## **ID 495: Presentation Techniques**

**Spring**  
**3/5/75**

An extension of ID443. The purpose of this course is to raise student presentations to professional levels and provide students with a high quality portfolio. ·Prerequisite: one semester of 1st-year Interior Design studio

## **Marketing**

## **ACCT 101: Principles of Accounting**

**Fall/Spring**  
**3/3/45**

An introduction to the basic principles of Accounting, and how to account for business transactions. Emphasis on the understanding of how financial statements are prepared, and how they are used as a basis for decision making by business owners, investors, creditors, government and others interested in the financial condition of an economic entity and the results of its operations. Topics include Analyzing Transactions; the Matching Concept and the Adjusting Process; Completing the Accounting Cycle; Accounting for Merchandising Businesses; Accounting Systems, Internal Controls, and Cash; and Receivables.

## **ACCT 600: Finance Accounting (Finance)**

**Fall/Spring**  
**3/3/45**

This course will provide managers with the skills necessary to read, interpret, and apply in-formation about an organization’s financial position. Managerial accounting and finance concepts will precede financial statement analysis. Topics covered include: how accounting data is generated in business operations, how financial statements are created, management of finance to maximize return on investment, and stake-holder equity. Students will participate in case work applying the principles presented in class.

## **BLAW 251: Business Law I**

**Fall/Spring**  
**3/3/45**

Court systems, sources of law in the United States, the constitutional basis of the legal system, government power to regulate business, the types and powers of administrative agencies, civil dispute resolution and alternatives to civil litigation; the law of contracts, fairness and good faith in interpretation of contracts, and the United Nations Convention on Contracts for the International Sale of Goods; problems in Agency and Employment, the ethical implications of business decisions, the broad functions of criminal and tort law, the Foreign Corrupt Practices Act, and the constitutional limitations on criminal procedure. Prerequisite: Sophomore status. Take 30 credits.

## **BLAW 600: Legal Environment of Business & Ethics (Legal)**

**Fall/Spring**  
**3/3/45**

This course focuses on how the legal environment of business impacts business decisions with broad ethical, international, and critical thinking examples throughout. Knowledge of the legal aspects of running a business will enable the student to conduct business within the legal framework and understand the ethical dimension of business decisions. Topics include: Introduction to Business Ethics and the Judicial and Legislative Process; Litigation, Alternative Dispute Resolution, and the Administrative Process; Business Crimes, Torts, and Contracts; The Constitution and Government Regulation of Business; Business Organizations; Employment and Labor Laws; Consumer Protection and Environmental Regulation; and International Law and Ethical Conflicts.

## **BUAD 102: Business Communications**

**Fall/Spring**  
**3/3/45**

Business communications refers to both external and internal communication that takes place within an organization. There are several methods of business communication, including: Web-based communication - e.g. webpages, advertisements, emails. It is a well-known fact that in order to be effective in today's workplace, communication skills are a must. Individual business communication skills range from clear and logical planning, message analysis, organizing, writing, speaking, reading and listening skills. Understanding of the target audience's cultural and behavioral characteristics via reading nonverbal cues is also included. This course aims to analyze the communication process, develop effective organizational and individual communication strategies, prepare visual aids, improve presentations skills and reframe business writing using multiple formats. Background understanding of politically correct, culturally sensitive, and ethically sound

communication will also be reinforced.

## **CAIS 201: Statistics**

**Fall/Spring**  
**3/3/45**

This course covers basic statistics, including descriptive statistics, probability, discrete distributions, continuous distributions, sampling, and hypothesis testing. This course is required of all Business students. Prerequisite: AS 231 Mathematical Ideas

## **ECON 201: Principles of Economics I-Macro**

**Fall/Spring**  
**3/3/45**

Analysis of basic concepts; national income, employment, monetary and fiscal policy and economic growth.

## **ECON 202: Principles of Economics II -Micro**

**Fall/Spring**  
**3/3/45**

An analysis of price, output, income distribution, market structures and international trade.

## **ITKM 600: Information Systems & Technology (Operations)**

**Fall/Spring**  
**3/3/45**

Information technology has become a key component for accomplishing strategic and operational goals in organizations today. As such, organizations expect their new employees to have a basic understanding of information technologies. To accomplish organizational goals and advance one's career path, one needs to understand and apply information technologies effectively, efficiently, and creatively. The purpose of this course is to provide an introduction to information systems and technology and to familiarize students with the fundamental concepts and principles of information systems. The course is targeted for graduate students who have little or no background in information systems.

Therefore, it focuses on breadth of coverage rather than depth in any specific area.

## **MGMT 200: Workforce Dynamics**

**Fall/Spring**  
**3/3/45**

This course is designed to introduce students to the management process as well as concepts and practices relevant to understanding workforce dynamics. Organizational behavior is examined on a conceptual level to enhance understanding of workforce needs, challenges, trends, and processes. An exploration of personal and professional development is also facilitated, with an emphasis on employer expectations and an opportunity to hone individual skill sets.

## **MGMT 320: Business Planning**

**Fall/Spring**  
**3/3/45**

For starting or buying a new business, it is critical to develop practical business plans, obtain financing, develop a marketing plan, project cash flow, organize the business, and develop financial controls to take advantage of opportunities in both domestic and international markets. Works is done in teams and computer analysis is used. Prerequisite: Accounting 101, Marketing 305

## **MGMT 450: Business Policy & Strategy**

**Fall/Spring**  
**3/3/45**

A study of decision-making including, integrating analysis and policy determination at the overall management level. Students search for new knowledge and solutions to long and short term problems and opportunities in specific businesses. The coordination, integration and innovative application of theory and methods learned in previous courses are the tools of research. Accordingly, the final examination of each course shall constitute, therefore, an outcome assessment of what the student has



learned in the program. This examination, normally an extensive and comprehensive case study, will be graded by several faculty members representing different and relevant disciplines.

### **MGMT 600: Leadership and Management (Leadership)**

**Fall/Spring  
3/3/45**

This course will introduce students to the primary tenets of leadership and management. Successful organizations foster innovation and efficiency. Students will evaluate the dynamics related to realizing organizational progress through the effective and efficient use of talent, structure, culture, methods, and technology. In addition to the required textbooks, students will research industry journals as a way to evaluate the application of leadership and management techniques in real settings across various industries.

### **MGMT 682: Small Business & Entrepreneurship (Strategy)**

**Fall/Spring  
3/3/45**

A comprehensive review of the marketing, operational, financial, product, service, and business strategy and plans that must be mastered and developed as foundation for start-up of a small business or entrepreneurial enterprise. In addition, growth of existing business through intrapreneurship is also covered. Students will develop a comprehensive business plan for a business of their choice which is acceptable to the professor.

### **MKTG 205: Principles of Marketing I**

**Fall/Spring  
3/3/45**

The scope and significance of marketing. The retailing and wholesaling of consumer goods. Marketing agricultural and industrial goods. Marketing policies and practices of business firms.

### **MKTG 305: Principles of Marketing II: Special**

#### **Topics**

**Fall/Spring  
3/3/45**

Explores the advanced scope and significance of marketing. The course will continue exploring marketing policies and practices of business firms while also addressing current events, special topics in marketing and market trends in an effort to deliver cutting edge and relevant marketing education.

Prerequisite: MKTG 205.

### **MKTG 308: Marketing Research**

**Fall/Spring  
3/3/45**

Objectives, techniques, and limitations of library and field research applied to advertising, retailing, or sales management problems. Assignment of group projects requiring considerable initiative and resourcefulness. Measurements of individual accomplishment by both group activity and individual evaluation of the project.

Prerequisite: MKTG 205

### **MKTG 307: Marketing of Promotion**

**Fall/Spring  
3/3/45**

Advertising personal selling, trade support, and public relations as elements of strategy. Situation analysis planning, execution, and evaluation of promotional campaigns. Social responsibilities of the firm and some of its ethical problems. The impact of consumerism.

### **MKTG 309: Digital Marketing**

**Fall/Spring  
3/3/45**

New and developing digital technologies have impacted many basic platforms for which today's organizations operate and function. This course will focus on how businesses can develop, incorporate and leverage digital marketing into their overall marketing strategies. Additionally, this course will

investigate current e-commerce and mobile commerce trends.

Prerequisite: MKTG 205

### **MKTG 319: Integrated Marketing Communications**

**Fall/Spring  
3/3/45**

This course covers various methods of integrated marketing communications, with the focus on planning and execution of IMC programs. Case studies on award-winning examples of personalized and experiential marketing. Takes the perspective of the account executive or "client" side of business rather than the "creative" side.

Prerequisite: MKTG 305

### **MKTG 325: Sales Marketing & Management**

**Fall/Spring  
3/3/45**

Management of manufacturer's salespeople. Sales department organization. Selecting, training, compensating, and supervising salespeople. Sales territories, travel expenses, quotas, and budgets. Explores sales forward marketing principles. Principles are applied to concrete problems.

Prerequisite: MKGT 205

### **MKTG 339: Retailing Management**

**Fall/Spring  
3/3/45**

Use of the case method to analyze and solve problems faced by senior retail executives. Case histories set forth detailed background information to train the student in developing alternative solutions and choosing from among them. Cases in each of the major fields of retail management, merchandising, publicity, personnel, control, and service activities.

Prerequisite: MKGT 305; junior or senior status.

### **MKTG 342: Multinational Marketing**

**Fall/Spring  
3/3/45**

Lecture and case studies, exploring cultural, political, economic and legal aspects of the development and operation of companies marketing overseas. Planning, organizing, controlling, and promoting for industrial and consumer goods.

Prerequisite: junior or senior status.

### **MKTG 348: Internet and Social Media Marketing**

**Fall/Spring**

**3/3/45**

The Social Media and Internet Marketing course provides students with an introduction to the current trends in Social Media and Internet Marketing; tools now commonly used in today's fast paced business environment. This course will provide hands-on instruction on the use of social media, online marketing, social networking, and mobile marketing. Students will critically assess social media and research future developments of social media in public communications.

Prerequisite: MKGT 205.

### **MKTG 419: Integrated Marketing Communications**

**Fall/Spring**

**3/3/45**

This course covers various methods of integrated marketing communications, with the focus on planning and execution of IMC programs. Case studies on award-winning examples of personalized and experiential marketing. Takes the perspective of the account executive or "client" side of business rather than the "creative" side.

### **MKTG 406: Digital Consumer Behavior**

**Fall/Spring**

**3/3/45**

A qualitative analysis of marketing as a system for the satisfaction of human wants. The contribution of psychologists, sociologists, anthropologists, and other behavioral scientists to the understanding of consumer behavior. Topics include motivation, learning, life-cycle and

social class analysis, culture and custom.

### **MKTG 600: Marketing Concepts (Marketing)**

**Fall/Spring**

**3/3/45**

This course explores the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, and services to create exchanges that satisfy individual, organizational, and societal objectives. The underpinnings of marketing discipline will be taught through text, case studies, articles, and class discussion. Mastery of these principles will come through individual and group assignments to create marketing solutions for real-world products.

## **Mass Communication**

### **MCOM 218: Media**

**Aesthetics**

**Fall/Spring**

**3/3/45**

This course covers artistic values and looks at realistic ways of creating effective, stunning media. How do aesthetics play a role in fashioning creative and marketing objectives and how do we make it work for us? We'll look at the strategies of composition; learn visual literacy and the best way to affect message design. This knowledge will serve as a blueprint to working in all media—documents, ads, brochures, video, proposals, websites and more. This is a hands-on course. This course will offer an introduction to Photoshop and using MS Word/Google Docs to your best advantage aesthetically.

### **MCOM 220: Introduction to Advertising**

**Fall/Spring**

**3/3/45**

In this class, students learn how to understand advertising as a combination of both science and art, which creates a medium able to deliver creative content about brands to consumers. Students learn how to create advertising so engaging that

consumers want to buy the advertised product, even when they do not need it at all. With a special focus on a product's "right appeal" through product positioning, brand image, and big ideas, the course discusses persuasion, changes in media, ecosystems, millennials, centennials, branding, content, creativity, data, and computers.

### **MCOM 242: Introduction to New Media**

**Fall/Spring**

**3/3/45**

An overture to digital media and new technology. This primer includes history, current digital media trends, and a look at the future of digital media. The class explores the social, political and cultural implications of an ever-changing media landscape. This is a heavily hands-on, project-based class.

### **MCOM 252: Web Publishing, Usability & SEO**

**Fall/Spring**

**3/3/45**

Marketing through Search Engine Optimization (SEO) can change your professional life. You can use SEO to grow the business of hotel chains, international fashion brands, family-owned restaurants, etc. SEO is an extremely powerful Internet marketing tool for growing any business. This course covers how SEO works now and in the near future. All of the tools and resources in this class are both up-to-date and relevant for this year. It includes a broader discussion of the basics, and it is loaded with more advanced techniques for sophisticated applications, which save time and help get bigger and better results. Topics of discussion include: How Google works, keyword search, on-page SEO, link building, social media SEO, web analytics, troubleshooting, local SEO, the meta, and powerful tools.

### **MCOM 262: Writing for Interactive Media**

**Fall/Spring**

**3/3/45**

Understanding the Internet as an

information vehicle and how the role of the writer is more than just creating strong text. This course offers discussion and hands-on work in the art and science of effective organization, preparation, writing and editing for the interactive media audience. Students learn to use a content management system that will help them maintain client and employer websites.

### **MCOM 270: Public Relations**

**Fall/Spring**  
**3/3/45**

An introduction to public relations. Current practices and problems, with emphasis on the role of the public relations practitioner as a specialist in communications, analyst of public opinion, and counselor to the major sponsors of public communication.

### **MCOM 277: Video Production**

**Fall/Spring**  
**3/3/45**

This course is designed as an introduction to video production. Students will learn the foundation of operating video cameras, microphones and lighting gear. They will learn about shot composition, storytelling, crew positions, and editing. Students will work to produce MOS (without sound) and sound pieces both in studio and on location. They will gain hands-on experience in the three phases of production—pre-production, production and post production. Adobe Premiere will be used to edit.

### **MCOM 287x: Video Editing & Post Production**

**Fall/Spring**  
**3/3/45**

Students learn to be post production supervisors and editors as they explore the digital post production process. Understand the theories and execution of different editing styles through class demonstrations and hands-on practice. Students learn Adobe Premiere, an industry standard editing program. The importance of creating a solid audio track and working under critical time constraints is reviewed.

### **MCOM 290: Intercultural Communications (SS)**

**Spring**  
**3/3/45**

Study of basic concepts, theories, and practices of intercultural communication, including elements of cultural systems, social identification and group relations, influence of culture, language and culture, nonverbal communication, intercultural negotiation, and intercultural conflict resolution. Intercultural communication as applied to interpersonal communication, group communication, organizational communication, public communication, and mass communication. Communication principles will be applied to intercultural interaction so that misunderstanding, prejudice, stereotypes, and discrimination can be reduced or eliminated.

### **MCOM 330: Advertising Media Planning**

**Fall/Spring**  
**3/3/45**

This class prepares students to work in the environment of research departments in advertising agencies. These departments are truly exciting hothouses; however, the challenge of this career path requires an analytical mind and the efficiency to write meaningful reports quickly but accurately. It also entails the skill of reporting progress with intellectual honesty (but without jargon, and without nonsense), and an effective capacity to present findings visually. The class begins with a look at advertising agencies, with a focus on the role of research in campaigns. Students learn to translate research results into media planning and buying tied to marketing objectives of clients and brands. Topics of discussion include: research for advertising, successful research in a few hours, applicable methodologies, sophisticated tools, short but meaningful reports, tables, graphs, perfecting the imperfect, archiving, and retrieving.

### **MCOM 339: Advertising & Public Relations**

**Campaign**  
**Fall/Spring**

**3/3/45**

A real-world, hands on experience where the class acts as an agency and produces a high-end, full-up advertising and public relations campaign for a client. There's in-depth analysis and practice in strategies and tactics employed in creating a campaign. Class yields an impressive array of traditional and digital collateral that students can use in their portfolios.

## **Mobile Application Design**

### **WD 302: User Interface Design**

**Fall/Spring**  
**3/3/45**

In this course students will learn the design principles that go into creating an effective user interface. In designing a prototype of a web application or website, students will evaluate what makes a user interface effective and conduct user testing to modify the application. Students will also be exposed to design patterns used commonly in applications and websites across multiple industries.

### **WD 401: Web Application Design**

**Fall/Spring**  
**2/3/45**

Web Application Design is for students have completed three levels of website design and are advanced in their comprehension and utility of HTML, CSS, Javascript, JQuery, Ajax, JSON, API's. The coursework will focus on developing a working knowledge necessary to create a web application. This entails understanding the relationship between databases and servers to create a functional prototype.

### **WD 402: User Experience Design**

**Fall/Spring**  
**3/3/45**

This course exposes students to the elements of design from a human-centered perspective. In developing an understanding of that perspective the

concepts of memory, affect, cognition and action and their impact on the design of a website, application, or software are explored. Students will analyze and implement varying design aspects to create a product that is both engaging and functional

### **WD 403: Mobile Application Design**

**Fall/Spring**  
**3/3/45**

This course will explore the foundations of Mobile application development frameworks across multiple operating system platforms including iOS and Android. Students will study the architecture and coding requirements behind these applications, solve design and engineering issues, and develop their techniques and methodologies for mobile application development.

### **WD 410: Web Application Design Capstone**

**Fall/Spring**  
**3/3/45**

The purpose of the Capstone Project is for the student to apply the knowledge acquired during their Web Application Design related coursework turning their project into a finished product. Depending on the project's complexity, students will work individually or in small teams facilitated by their instructor.

### **WD 411: Mobile Application Design Capstone**

**Fall/Spring**  
**3/3/45**

The purpose of the Capstone Project is for the student to apply the knowledge acquired during their Mobile Application Design related coursework turning their project into a finished product. Depending on the project's complexity, students will work individually or in small teams facilitated by their instructor.

## **Photography**

### **ADSN 231: Photography (Digital)**

**Spring**  
**3/5/75**

A course in the fundamentals of photography. Emphasis is on control and understanding of camera, film, paper and basic photographic processes including the making of negatives & prints.

·Lab fee

### **PH 101: Black and White Photography I**

**Fall**  
**3/5/75**

A course in the fundamentals of photography. Emphasis is on control and understanding of camera, film, paper and basic photographic processes including the making of negatives & prints.

·Lab fee

### **PH 102: Black and White Photography II**

**Spring**  
**3/5/75**

This course will investigate multiple printing techniques and chemical correction of the negative. Because it is a continuation of Black and White Photography I, this course will place emphasis upon the use of the zone system for exposure and development control.

·Lab fee ·Prerequisite: PH101

### **PH 103: Photography for Interior Designers**

**Spring**  
**2/3/45**

This course helps the interior student better understand how photography can aid in his or her visual communication. Lighting and design skills are stressed and the overall practice of photography.

·Lab fee

### **PH 111: Color Photography I**

**Spring**  
**3/5/75**

An introduction to the use of color photography, with emphasis upon processing and printing color negatives. Also covered will be the use of filter

packs and their exposure compensations.

·Lab fee ·Prerequisite: PH101

### **PH 116: Photojournalism**

**Fall**  
**2/3/45**

A beginning course in photojournalism which includes its history and a survey of current general markets. Also surveyed will be corporate communications and local and regional press.

·Lab fee

### **PH 121: Product Photography**

**Fall**  
**3/5/75**

This course will concentrate on the creation of high quality studio product photography, such as would be required in the world of corporate advertising or annual reports.

·Lab fee ·Prerequisite: PH122

### **PH 122: Studio Portraiture**

**Spring**  
**3/5/75**

This course is designed as an introduction to the equipment and procedures of the professional photography studio, and will concentrate on the formal portrait.

·Lab fee

### **PH 190: Photo Basics I**

**Fall**  
**3/5/75**

This is a photography course designed for non-photography majors dedicated to the introduction to and understanding of basic photographic techniques. Students are encouraged to creatively explore personal themes and issues while learning proper use of cameras. This course does not include darkroom instruction or Adobe Photoshop.

·Lab fee

### **PH 192: Photo Basics II**

**Fall**  
**3/5/75**

This is a photography course designed for nonphotography majors dedicated to the more advanced understanding of basic photographic techniques. Students are encouraged to creatively explore personal themes and issues

while learning proper use of cameras. This course does not include darkroom instruction or Adobe Photoshop.  
·Lab fee --Prerequisite: PH191

## **PH 202: Contemporary Concepts**

**Fall**

**3/5/75**

This course is designed to be an in-depth involvement with concept, and the proper relationship of form to a given concept. Thematic organization and visual sequencing are also emphasized.

·Lab fee ·Prerequisite: PH219

## **PH 209: Photo Science**

**Fall**

**3/4/60**

A course designed to refine the student's laboratory techniques and to instill within the student a greater understanding of photographic chemicals and processes.

·Lab fee. ·Prerequisite: PH102

## **PH 211: Color Photography II**

**Fall**

**3/5/75**

A continuation of the skills and processes introduced in Color Photography I. Emphasis is placed upon materials.

·Lab fee ·Prerequisite: PH111

## **PH 219: View Camera**

**Spring**

**3/5/75**

This is a hands-on course dealing with the techniques and capabilities of the large format camera, including architectural perspective and depth-of-field control. Emphasis will also be upon the concept of equivalence, as evidenced in the works of such masters as Weston, White, and Bullock.

·Lab fee ·Prerequisite: PH102

## **PH 247: Historical Processes**

**Spring**

**3/5/75**

This course is designed to offer the student an in-depth look at the history and aesthetic which charted the course of the nineteenth century photographer, as well as provide the student with an

opportunity to experience the creative potential of the historic and alternative processes which these photographers used.

·Lab fee ·Prerequisite: PH211

## **PH 250: Photographer's Portfolio**

**Spring**

**2/3/45**

A lecture studio course in which final refinement of the student's portfolio is the ultimate goal. In addition to class assignments, students will be expected to work on specially tailored individual photographic assignments under the guidance of the instructor. Emphasis will be placed upon elevating the student's employment potential, facilitated by simulated professional portfolio presentations and interviews.

·Lab fee ·Prerequisite: PH211

## **PH 251: Digital Media I**

**Fall**

**2/3/45**

This course is designed to introduce the student to the fundamentals of digital photography. It will include both digitized negatives and slides, and direct-capture using the digital camera.

·Lab fee ·Prerequisites: PH102 and CG260

## **PH 252: Digital Media II**

**Spring**

**2/3/45**

This course is a continuation of Digital Photography I and will increase the students' level of comprehension and ability in the world of digital photography. Emphasis will be placed on the production of B&W Quadtone prints, Stochastic prints, and digital negatives.

·Lab fee ·Prerequisite: PH251

## **PH 255: Digital Image Management**

**Spring**

**2/3/60**

This course helps students to manage their digital photography. Using Adobe Lightroom, students will have a platform to edit photographs in a non-destructive manner. Also, showcase their work in print layout, slide shows, and web galleries.

·Lab fee. ·Prerequisite: PH102

## **PH 361: Digital Photography Methods**

**Fall**

**3/5/75**

This course covers principles and techniques used in specialized fields of digital photography. These include photo restoration and the use of latest techniques such as Quadtone and Hextone printing.

·Lab fee ·Prerequisite: PH252

## **PH 362: Experimental Photography**

**Spring**

**3/5/75**

This course is intended to demonstrate and explore different experiments and methods utilizing photographic processes. This will be used as a platform from which the student can depart from the obvious and create images that more strongly reflect their inner intentions and interpretations.

## **PH 422: Studio Photography**

**Spring**

**2/3/45**

The production of a professional quality, commercial portfolio; the production of a singular body of work incorporating techniques, themes and/or concepts learned in all of the earlier courses.

·Lab fee ·Prerequisite: Seniors only

## **PH 441: Black and White Photography III**

**Fall**

**3/5/75**

A continuation and expansion of Black & White Photography II. This course will provide the student with the opportunity of increased involvement with photographic theories and techniques.

·Lab fee --Prerequisite PH202 & PH219

## **PH 452: Senior Degree Project**

**Spring**

**3/5/75**

A final summation of the student's photographic education; a production

of a singular body of work which will incorporate techniques, themes, and/or concepts learned in all of the earlier courses.

·Lab fee ·Prerequisite: PH211 & PH441

## **PH 462: Digital Imaging Portfolio**

**Spring**  
**3/5/75**

This course will provide the student with the opportunity to work on a single theme of his or her own choosing, under the guidance of the instructor.

·Lab fee ·Prerequisite: PH252

## **PH 463: Advanced Digital Techniques**

**Fall**  
**2/3/45**

Students will learn about third party software and plug-ins as extensions for digital image editing programs. These programs can be used to create and enhance photographs beyond the standard editing software. The software concepts will then be applied to photographic projects.

·Lab fee --Prerequisite PH202

## **PH 465: Photo Industry**

**Spring**  
**2/3/45**

This course covers aspects of creating a business with photography, including how to get started, preparing a business plan, identifying your needs, creating promotional materials, networking, and marketing.

·Lab fee

## **PH 471: Video Production I**

**Fall**  
**3/5/75**

An opportunity for the student to obtain experience with the equipment and software application of basic video and multimedia techniques used to produce digital motion projects.

·Lab fee ·Prerequisite: PH252

## **PH 472: Cinematography - DSLR**

**Spring**  
**3/5/75**

An introduction to the use of the DSLR camera for commercials and short broadcast-quality video productions.

·Lab fee ·Prerequisite: PH471

## **IS 201: Independent Study**

**Fall/Spring**  
**1-3 SH/3-9 CH**

Either semester. Maximum of up to 6 credits. May be repeated for a total of 6 credits. For seniors to develop a special project in advanced studio art. Limited to seniors with a GPA 3.0, with no outstanding incompletes for any other Independent Study. Students must select the appropriate faculty member for the subject matter they wish to explore. Exceptions only by approval of the department head.

·Prerequisite: Must have signed permission of the faculty member in the study area, the Division Director, and the Dean of the College

## Academic Services

- **Peter Benson** – Department Head of Photography. Professor of Photography. B.S., University of New Haven; M.A., Goddard College. Photography Instructor, Fairfield University; Director, Ferris Art Center; Staff Photographer, Yale University; Photographer for many national magazines. (1990)
- **Peter Miserendino** – Department Head of Graphic Design. Lecturer in Graphic Design. B.A., Visual Arts/ Illustration, Syracuse University; Associates Degree, Commercial Arts, SUNY. Illustrator and Graphic Designer; Instructor of Graphic Design for Connecticut Institute of Art; Adjunct teaching graphic art production, Elizabeth Seton College; Assistant Art Director at Troll Association, Inc., Mahwah, NJ; Art Director, Images Design, Darien, CT; Production Artist, The Ad Team, Yonkers, NY; sole proprietor of PT Pie Illustration and Graphic Design, providing “on-line” art services creating digital, cartoon (including web animation), technical and fine art illustration to corporations world-wide, as well as graphic design services and materials with over 20 years experience in pre-press production. Also is a recording artist/performer and song writer of solo acoustic guitar instrumentals with CDs available on Lighthouse Records; member of ASCAP. (2002)
- **Mary Baccar** – Department Head of Interior Design. Professor in Interior Design. M.ARC, Tulane University. B.ARC, Tulane University. Professional architect for over 20 years.
- **Robert E. Zappalorti** – Director of the Division of Fine Arts/ Illustration/Foundation. Professor of Fine Arts. Diploma, Paier School of Art; B.F.A., Albertus Magnus College; painter, author; exhibitor: New Haven Paint and Clay Club, Trinity College, Gallery-on-the-Green, Osage Gallery, Gallery 86, and Douglas Gallery; recipient, Benedictine First Prize. Represented by Cavalier Galleries, Greenwich CT, NYC, Nantucket MA. Member: Collegiate Press Editorial Advisory Board. (1971)

## Faculty

- **Peter Benson** – Professor of Photography. (See Academic Services section)
- **Jeffrey Bishop** – Lecturer in Graphic Design. M.A., Liberal Arts, Wesleyan University, CT. B.A., Photography and Painting, Charter Oak State College, CT. Certified in Computer Information Science, Internet Website Developing, Electronic Publishing. Freelance Web Designer; Computer Instructor, Gibbs College, Teaching Assistant, ACES. (2012)
- **Glenn Curtis** – Lecturer in Photography. St. Petersburg Junior College. Academy for Forensic Photography and Crime Scene Investigation. Freelance Commercial Photographer; Prepress Consultant. Member: Professional Photographers of America; Professional Photographers Association of New England. CT Professional Photographers Association. (2002)
- **John F. Falato** – Professor of Fine Arts. Diploma, Paier School of Art; B.F.A., University of Hartford. Instructor: Greens Farms Academy, Silvermine College of Art. Advertising and illustration, Lennon and Newell, Inc., NYC. Represented in many public and private collections. Recipient of numerous prizes and awards including 1999 Weir Farm Award of Merit, Arts for the Parks Competition. Published in Art from the Parks, North Light Books, 2000. Represented by Harmon-Meek Gallery, in Naples, FL and by Fischbach Gallery, NYC. (1985)
- **Terence Falk** – Lecturer in Photography. B.F.A., Cum Laude, Photography, University of Bridgeport. Thirty years experience in fine art and commercial photography, which included assignments for annual reports and editorial clients. Master exhibition black and white printer for Richard Avedon, Bruce Davidson, Philippe Halsman, Horst, Duane Michals, Eva Rubinstein, and Rodney Smith. Exhibited widely in New England and New York. Selected in 2003 as one of only several photographers (out of nearly one-thousand applicants) to exhibit in the “Biennial Exhibition of the Portland Museum of Art”, in Portland, Maine. Solo exhibitions include, “Borrowed Light: The Photographs of

Terence Falk,” at The Center for Maine Contemporary Art in Rockport, Maine (2004). Also showed at The Aldrich Museum of Contemporary Art, Ridgefield, Connecticut (1996) and The Fitchburg Museum of Art in Massachusetts (1996) as one of three photographers cited among the twenty-five top contemporary artists in New England for their annual “New England/New Talent” exhibition. Teaching includes advanced classes at the Creative Arts Workshops and at The University of Bridgeport, in Connecticut. Currently on the faculty at Maine Photographic Workshops, F.I.T. in New York and Paier College of Art, in Hamden, Connecticut. Awarded an Artists Residency Fellowship at the Virginia Center for the Creative Arts in Sweet Briar, Virginia and a Weir Farm Visiting Artist Fellowship at Weir Farm Art Center, in Wilton, Connecticut. (2006)

- **Kahn Gasimov** – Lecturer in Fine Arts. M.A. in Sculpture, University of Art, Baku; BFA in Sculpture, College of Arts, Baku; School of Arts, Baku (former USSR). Majority of recent works are held by collectors in Moscow, Geeneva, Antwerpen, Tel Aviv, Jerusalem, and Toronto. Some selected commissions and exhibitions of sculptures including: Madame Tussauds Wax Museum, completed a number of life-size wax figures for museums; Mashantucket Pequot Museum, CT, 111 life-size Native American figures; Motown Cafe, NV and NY, commissioned to sculpt life-size portraits of Motown performers. Numerous solo shows in Canada, Jerusalem, Moscow and Baku. (2010)
- **Richard Hoyer** – Lecturer in Photography. M.A., Photography, Fairfield University; B.A., Science/Music, Southern CT State University; Graduate Studies, Photography, Columbia University, NY.; Internet Engineering and Design, Massachusetts Institute of Technology, MA. Photography instructor: Manchester Community College, Worchester Art Museum. Awards: Artwell Gallery, Nicholas & Johnson Silver Gavel Award; Wood Memorial, Silver Anniversary Biennial National Group Show, Simonds Photography Award. Extensive solo and group exhibitions. Publication: Photography for United Way Publication. Member:

American Society of Media Photographers; Society for Photographic Education; Editorial Photographers; College Art Association; International Center for Photography. (2005)

- **Gene Mayer** – Lecturer in Graphic Design. B.F.A., Communication Design, Pratt Institute, NY. Principal and Creative Director, Gene Mayer Associates, Inc., since 1985. His work has been recognized by The American Institute of Graphic Arts, The CT Art Directors Club, The International Association of Business Communicators and the Society of Typographic Arts. Clients include General Electric, The Hartford Financial Services Group, Bayer, United Technologies, Kraft Food and Tiffany & Company. Member: American Institute of Graphic Arts, CT Art Directors Club, International Association of Business Communicators, National Investors Relations Institute. (2006)
- **Whitney Prentice** – Lecturer in Fine Arts. M.F.A., Painting, New York Academy, Graduate School of Figurative Art. Freelance Artist. Boat Refinisher. Published in American Artist Magazine. Exhibitions in Dahesh Museum, NY, New Britain Museum of American Art, New Haven Paint and Clay Club. (2007)
- **Linda Scinto** – Lecturer in Interior Design. B.F.A., Interior Design, Paier College of Art. Professional member of ASID, NCIDQ Certified. Registered Interior Designer in CT. Professional member of Professional Picture Framers Assoc. Sixteen years experience with Kevin Roche John Dinkeloo and Associates LLC. Awards: ASID Presidential Citation, 1990 & 1997. ASID Chapter Service, 2002. (2013)
- **Vladimir Shpitalnik** – Professor in Illustration. Degree in Art and Ceramics at Abramtsevskae Art School Graduate Studies, Practicum: Study as artist in the Zagorsk Matrioshka Factory, Moscow Art Theater School; Scenic Design and Technical Design program; MFA, Yale School of Drama in Design. Illustrator, set and costume designer, widely exhibited and published in the U.S. and Russia: Alfred A. Knopf, Inc., Yale University, Lincoln Center Library, including original set and costume design for American Place Theatre and



Eugene O'Neill Theater Center, New Haven Ballet, and 30 other productions. Completed a commission for 30 murals for permanent installation at the Oakdale Theater.

Affiliations: United Scenic Artists, Society of Illustrators, Calligraphers Guild and Arts Council of New Haven, winner of the Gorbachev Award, and Recipient of the National Endowment for the Arts Award for Best Young Set and Costume Designer. Exhibits in 2005: Child at Heart Gallery in Newburyport, MA, "Robert's Snow." John Slade Ely House, New Haven, CT, "Connecticut Watercolor Society 65th Annual Exhibition", Cherry & Webb Gallery, Fall River, MA, "Art of the story. An exhibition of Children's Book Illustration", Society of Illustrators, New York, NY, "The Art of the Story Board." Kehler Liddell Gallery, New Haven, CT, "Group Show", The Robert Lehman Art Center, North Andover, MA, "The Art of Illustration". (1996)

- **Christopher Town** – Lecturer in General Education. Ph.D., Pharmacology, University of Florida, College of Medicine, Gainesville, FL. B.A., Biology, Cum Laude, Montclair State University, Upper Montclair, NJ. Independent Consultant in Drug Metabolism and Pharmacokinetics. Worked for Vertex Pharmaceuticals Inc., MA., Associate Director. Bayer Pharmaceuticals, CT., Principal Research Scientist; Hoffman-LaRoche, Inc., NJ., Associate Research Investigator, Senior Scientist. Numerous Presentations and Papers. Member: International Society for the Study of Xenobiotics. (2012)
- **Tammy Vaz** – Professor in General Education Studies and Graphic Design. M.F.A., Design, Massachusetts College of Art. B.A., Graphic Design, Salve Regina University. Study Abroad: Universite Internationale, Cannes France; Universite de Paris-Sorbonne, Paris France, American College in Paris, France. Vaz Design, LLC, Graphic Designer providing print and web design services. Instructor at Middlesex Community College, Becker College, Worcester Art Museum. Teaching Assistant at Massachusetts College of Art. Art Director at Sound Marketing Group. Art Director at Moore Medical Corp. Graphic

Designer at Arthur D. Little, clients include U.S. Army, Natick Research, Development and Engineering Center, Graphic Designer at Aetna Life Insurance Company. Awards: Third prize for Stuttgart 21 Logo Competition, Stuttgart, Germany. (2005)

- **Lauren Yanks** – Lecturer in General Education. M.A., Religion, Yale Divinity School, CT. 2017. M.F.A., Writing, Literature, Critical Thinking; New York University, NY, 1997. B.A., History, English, Penn State University, State College, PA, 1992; Graduated both institutions with honors. English Professor, State University of New York, NY, 2002-2012; Dutchess Community College, NY, 2004-2007, Villanova University, PA, 1998-2002. Executive Director, 2011-Present, Children of Tomorrow, Inc., NY. (2016)
- **Robert Zappalorti** – Professor of Fine Arts. (See Academic Services listing.)

## Administrative Services

- **Kathryn Calkins**- Business Office Director
- **Teresa DiLorenzo**-Director, Human Resources
- **Wendell Jones** – Model Coordinator B.F.A., University of Utah. (1995)
- **Lynn Pascale**-Placement & Support Administrator
- **Jeffrey Rife**-IT Administrator
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## Administration

- **NEW Provost Info** – Provost,
- **Joseph M. Bierbaum** – President, B.S. in Management (2007); M.S. in Marketing Analytics (2009), Bentley University.
- **Christopher DiStiso**– Dean of Art and Academics, M.B.A. New York Institute of Technology (2009). B.A. in Communication, Central Connecticut State University (2000).
- **Conor Geary**- Chief of Staff

## Student Services

- **John DeRose** – Director of Financial Aid. A.S., South Central Community College; B.S., University of New Haven. (1987)
- **Beth R. Harris** – Librarian. AA, Middlesex Community (1998) Technical College; B.A.,

Wesleyan University; MLS, Southern Connecticut State University. (2001)

- **Shontisha Kinchen-Askew**-Assistant Director, Financial Aid.
- **Lynn Pascale** – Placement and Support Administrator, Associate in Science, Middlesex Community College. Admissions Secretary. Stone Business School. (1993)
- **Damary Rodriguez** –Assistant Director, Admissions

## Emeriti

- **Lorraine L. Davis** – Professor Emerita of Interior Design. B.F.A., Syracuse University. (1954)
- **Leonard Everett Fisher** – Academic Dean Emeritus. B.F.A., M.F.A., Yale University. (1966)
- **Howard G. Munce** – Professor Emeritus of Illustration. Diploma, Pratt Institute. (1977)

## In Memoriam

- **Kenneth S. Davies** – Dean Emeritus of Illustration. B.F.A., Yale University; D.F.A. (Honorary), New England Law. (1954)
- **Jack O'Hara** – Professor Emeritus of Graphic Design. B.F.A., Massachusetts College of Art, Tufts University Ed. M., New York University; Teachers College, Columbia University. Advisor for the yearbook. Paintings in regional and national exhibitions. (1992)
- **Edward T. Paier** – (1918–2010), CEO of the Board of Directors. B.F.A., Yale University. Founder, Paier College of Art; taught art and photography in public and private schools, vocational training courses in the U.S. Army; portrait painter: commissions include Hunter Holmes McGuire, Seth G. Haley, Surgeon General Kirk, Senator Abraham Ribicoff, and many others. (1946)

## Glossary

**Academic Probation:** a status resulting from unsatisfactory scholarship; not a penalty but a warning with opportunity to improve.

**Academic Studies:** a body of knowledge in which the human experience is explored. Also, at PAIER COLLEGE, that portion of the curriculum which is composed of studies in English and art history together with the fields of the humanities, mathematics, physical science, and social science.

**AFA Degree:** Associate in Fine Arts Degree, awarded upon completion of a two-year curriculum of art and academic studies. Associate degree programs are designed for employment upon graduation, with potential for transfer to bachelor degree programs.

**BFA Degree:** Bachelor of Fine Arts Degree, awarded upon completion of four years of study in art. BFA programs include studies in art and academics, provide potential for employment upon graduation, and permit transfer to graduate study programs.

**Certificate:** awarded upon completion of three to six semesters of study, part-time, with preparation for employment in a specialized field of art. Completed studies may be applied later toward diploma or degree requirements.

**Clock Hour:** the number of minutes per hour of class instruction, (a clock hour is 50 minutes). Total clock hours are computed using a 15-week semester, and the following formula: 1 clock hour of lecture = 1 semester hour (credit), 2 clock hours of studio = 1 semester hour (credit). See box on page 47, and individual Program Listings, pages 24–42.

**Course Prerequisite:** a preliminary requirement, usually another course, that must be met before an advanced course may be taken.

**Credit Hour:** see *Semester Hour*

**Curriculum:** a program of courses fulfilling the requirements for a certificate, diploma, or degree.

**Dean:** a chief administrative officer of the College. Paier College has a Dean of the College.

**Diploma:** awarded upon completion of four years of study in art, or two in photography. Diploma programs are designed for employment upon graduation with

potential for completed studies to be applied later toward degree requirements.

**Division Director:** the supervisor of instructional programs, faculty, and activities of respective disciplines.

**Drop:** a procedure for discontinuing a particular course.

**Dual Enrollment:** enrollment at Paier College and another college concurrently. The student must have permission for transfer credit from the Dean of the College.

**Enrolled:** to be entered in a program or registered to take a course.

**Extracurricular Activity:** an activity not falling within the student's program of study—for example, student association, student publications, or clubs.

**Grants:** financial assistance available to Paier College students. Such assistance generally requires exceptional financial need and does not have to be repaid.

**Loans:** all long-term loans at Paier College are low-interest loans with payment deferred until the student graduates, withdraws, or changes status from full-time or half-time student to less than half-time.

**Major:** the student's field of primary study emphasis, concentration, or specialization.

**Matriculation:** enrollment in a program, including payment of the application fee.

**Orientation:** the process of informing and advising students in making the most beneficial transition to the College.

**Quality Points:** numerical values assigned to letter grades so that they may be averaged: e.g., A-4, B-3, C-2, D-1, and F-0. Thus, a student earning an A in a three-semester-hour course is awarded 12 quality points.

**Registration:** the process of officially enrolling in a course.

**Section:** a division of a course enrollment into one or more groups to provide desired class size .

**Semester Hour:** the unit by which the College measures its coursework . Total semester hours are computed using a 15-week semester, and the following formula: 1 clock hour of lecture = 1 semesterhour (credit), 2 clock hours of studio = 1 semester hour (credit) . *See box on page 47, and individual Program Listings, pages 24–42.*

**Semester:** a period of academic time based on 15 weeks of instruction, or its equivalent, with an examination week .

**Student Association:** an organization maintained by students who work with the administration and faculty of the College to coordinate activities for students and to pursue student interests .

**Student Status:** a designation dependent upon the following number of semester hours per semester; full-time: 12 S.H. or more; half-time: 6–11 S.H.; part-time: 1–5 S.H. .

**Withdrawal:** to discontinue study in the College. The student is required to advise the Director of Student Record Services of intent to withdraw . This procedure protects the student's eligibility to resume classes at a later date and to receive a transcript entry of "W," if accomplished within proper time limits

## Memberships

The following list of professional organizations in which the College's faculty and staff may hold membership and indicates the diversity and comprehensiveness of their professional activities and access to information.

Aid to Artisans AIGA  
 Alliance Theatre Construction Consultants American Committee for Southern Asian Art American Culture Association  
 American Institute of Architects American Institute of Architecture American Library Association American Society of Interior Designers American Society of Portrait Artists American Watercolor Society  
 Anna Chapter #449 Order of the Eastern Star Art/Place Coop Gallery  
 Arts Council of Greater New Haven Artspace, New Haven  
 Artworks, Hartford ASCAP  
 College Art Association  
 Collegiate Press Editorial Advisory Board Connecticut Academy of Fine Arts Connecticut Art Association Connecticut Art Directors Club Connecticut Art Education Association Connecticut Classics Arts Association Connecticut Commission of the Arts Connecticut Educational Association Connecticut Graphic Arts Society Connecticut Historical Society Connecticut Library Association  
 Connecticut Professional Photographers Association Connecticut Society of Architects  
 Connecticut Watercolor Society Connecticut Women's Artists Dorcas Shrine #61 Order of The White Shrine of Jerusalem  
 East Hampton Art League  
 Editorial Advisory Board for Collegiate Press Engineers of North America  
 Graphic Artist Guild Essex Art Association Guilford Art League  
 Institute of Contemporary Art International Design Association International Honor Society in Education  
 Jewel Court #29 Order of the Amaranth, Inc. Kappa Delta Pi  
 Kitchen and Bath Association Lyme Art Guild  
 Madison Education Association Milford Fine Arts Council Mystic Art Association  
 National American Institute of Architects National Art Club  
 National Art Education Association National Association of Photoshop Users National Association of Social Workers National Education Association  
 National Kitchen and Bath Association National Society of Interior Designers New Britain Art League  
 New England Appraisers Association New Haven Art Festival  
 New Haven County Medical Society New Haven Paint and Clay Club New York Art Directors Association New York Art Directors Club  
 Professional Photographers of Connecticut Professional Photographers of New England Shoreline Alliance for the Arts  
 Silvermine Guild  
 Society of Children's Books Writers and Illustrators Society of Illustrators  
 Society of Sculptors  
 Southern Connecticut State University Alumni Association  
 Southern Vermont Art Center Textile Society of America Theatre Communications Group United Scenic Artists  
 Who's Who in America Who's Who in Art  
 Who's Who in Interior Design Yale Club of New Haven



2022-2023 Academic Calendars  
 Monday  
 Monday

2/28/2022  
 Feb 28 -march 6

**Spring 2022 Semester**

Sunday

3/13/2022

Monday	3/29/2022	Registration for Fall 22	Final Grades for Fall 22 8-week
Friday	4/15/2022	Good Friday	Term I Due 1/16/2023
Tuesday	4/26/2022	College Closed	Last day with
Friday	4/29/2022	Final Grades Due	withdraw from FA
		Sunday Commencement	22 8-week Term II
			Monday Last Day to 1/22/2023
			withdraw from 16
			week term
<b>Summer 2022 Semester</b>		Friday Summer Term I Begins	Monday Fall Student 2/20/2023
Monday	5/1/2022	11/18-11/19-2022	Show & Sale
		Friday-Sat Memorial Day - College Closed	Sunday No Classes 3/5/2023
Monday	5/30/2022	Wednesday	Thanksgiving
		Summer term I End	Monday-Friday - College Closed
Sunday	6/26/2022	Thursday Summer Term II Begin	Monday Thanksgiving 3/6/2023
Monday	6/27/2022	Final Grades Sum I Due	Recess - College Closed
Tuesday	6/28/2022	Friday	Fall 2022 and FA
		Independence Day	Friday 22 8 -week Term I 3/17/2023
		Holiday - College Closed	Term End
Monday	7/4/2022	Sunday	Monday Final Grades Due 3/30/2023
		Last Day of Summer II Term	for Fall 2022 and
Sunday	8/21/2022	Final Grades Sum II Due	Friday FA 22 8- Week term II 4/7/2023
Tuesday	8/23/2022	Tuesday	Friday-Sat 4/14-4/15/2023
<b>Fall 2022 Semester</b>		<b>Spring 2023 Semester</b>	
Monday	8/15/2022	Tuesday Faculty Return	Sunday Faculty Return
		New Student Orientation	Sunday New Student Orientation 5/2/2023
Thursday	8/25/2022	Thursday	Tuesday
		Move -In for Housing	Friday New Student Orientation snow day
Saturday	8/27/2022	Friday	Summer 2023 Semester
Monday	8/29/2022	Saturday	Monday
		Begin Last day to add/drop for Fall	Monday Spring 2023 and SP 22 8-Week
Sunday	9/4/2022	Monday	Sunday Add/Drop for SP 23 8-Week Term I ends
Monday	9/5/2022	- College Closed	Monday Last Day to submit incomplete work
		Last day to add/drop for FA	Sunday from Fall/ Summer 2022 Semesters
Sunday	9/11/2022	22 16 week term	Tuesday 6/27/2023
Sunday	10/23/2022	Fall 22 8-week Term I End	
Monday	10/24/2022	Monday	
		Fall 22 8- Week Term II begins	

Monday	6/26/2023	SU II 8-Week Term Begins
Sunday	7/2/2023	Last Day to add/drop SU II 8- week term
Sunday	8/20/2023	Summer 2023 Semester End
Tuesday	8/22/2023	Final Grades Due

Calendar Subject to Change