



505 UNIVERSITY AVE,
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2022 – 2024 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 2022–2024 Catalog of Paier College published in October 2022.

All students and staff 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.

The College: Its Philosophy and Location and History

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 a 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 and can gain the knowledge and skills necessary to find a place in the productive stream of professional art, marketing, design, software and coding.

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, social science, design, marketing, graphics and web design. Each of these areas includes imaginative and analytical expression of human experience with oneself, with others, and with the world today. 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 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 within easy reach of the Hartford Capital region (54 miles), New York City (61 miles), and Boston (153 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

Parking is located at 505 University Avenue, Bridgeport CT. Refer to the Student 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, the studio, exhibition spaces and our unique Art Gallery. The average class size is 15. There is a total number of 5 computer labs. There is one PC Lab with 34 window machines and 2 Macintosh labs with a total of 54 Mac machines.

Facilities Capacity

Maximum capacity for facilities spaces:

Lecture Hall – 100 students

Classroom – 40 students

Computer Lab – 40 students

Online Course – 24 students (when offered)

Student Work and Exhibitions

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 to further 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 where prohibited 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
www.accsc.org

A copy of the ACCSC Complaint Form is available at The College and may be obtained from the Office of the Provost, or online at 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

Admission Requirements

Statement of Non-Discrimination

Paier College admits students regardless of race, color, sex, pregnancy, religion, creed, ethnicity, national origin, disability, age, sexual orientation, gender identity, veteran or military status, predisposing genetic characteristics, victim status, or any other protected category (under applicable local, state, or federal law) 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.

The Admissions Office can be contacted at admissions@paier.edu.

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.

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 criterion 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. (See housing section)

The Portfolio 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 reviewed for their reflection of skill, creativity, and potential for professional growth, maturity, and recommendation. The Portfolio Review is specifically for illustration, Fine Arts, Industrial Design, Interior Design, Photography and Graphic Design Programs.

Undergraduate Admission Requirements

Applicants must possess at minimum proof of graduation with a minimum 'C' average, or a passing GED score, or equivalent. 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, high school transcript and supporting documents. Transfer applicants must also submit official transcripts from all colleges attended to be considered for 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)
- Complete The Homeschool Certificate Form
- 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. A record of immunizations is required. A portfolio is not required but may be beneficial 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 (financial aid) funding. All Non-matriculated students will follow the standard admissions process as outlined.

After earning 15 credits, non-matriculated students may be required to have a consultation with the Admissions Office regarding 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 applicable 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 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.

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 regarding enrollment and matriculation into a program. At this point, The College may either allow a student to continue with NM study or matriculate.

*Those interested in non-matriculated study should contact the Admissions Office at admissions@paier.edu.

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 student may register for specific classes.

International Student Admissions

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. If transcripts are not in English and/or the American System of Credits, please refer to NACES.org/members for more information.
2. They must be verified by a credentialed service (for example, 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 The 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.
4. There is no financial aid available from The College for international 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. Students 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. Students 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.

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.

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 College, 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 The College 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 and/or The Dean in conjunction with The College faculty.
3. A course description and/or syllabus may be required for review toward 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 College

1. All collegiate transcripts should be sent to the admissions department as part of the application for admission supporting documents.
2. Once a prospective student gains acceptance, the Registrar or The 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 Paier transcript.

Active Student Transfer Credit Procedure

1. Active Paier College students wanting to take courses concurrently at another college are required to obtain approval in writing from the 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 Paier College transcript after the alternate institution’s transcript is received.

AP (Advanced Placement) and CLEP (College Level Examination Program) 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 application.

Please contact CollegeBoard.org to access your AP or CLEP scores.

Program Readmission and Re-entry

Program readmission is meant for students who **have not attended classes at Paier College 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.

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 outstanding 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 service member 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’s Office.

Completion of Programs

Completion time may vary according to the **semester hours** taken, success and the courses selected.

Level of Program	Typical Length to Completion in Months	Credits
Certificate in Portrait & Figure Painting	23 months	31.0 credits
Certificate in Web Application Design	08 months	22.0 credits
Certificate in Graphic Design	08 months	28.0 credits
Certificate in Interior Design	23 months	34.0 credits
Associates in Photography	24 months	43.0 credits
Associates in Mobile Application Design	24 months	30.0 credits
Bachelors in Industrial Design	47 months	85.0 credits
Bachelors in Marketing	47 months	78.0 credits
Bachelors in Mass Communication	47 months	60.0 credits
Bachelors in Illustration	47 months	60.0 credits
Bachelors in Fine Arts	47 months	60.0 credits
Bachelors in Interior Design	47 months	85.0 credits
Bachelors in Photography & Digital Imaging	47 months	60.0 credits
Bachelors in Graphic Design New Media	47 Months	81.0 credits
Bachelors in Digital Marketing	47 months	78.0 credits
Masters in Design Management	24 months	38.0 credits
Masters in Global Media and Comm.	24 months	24.0 credits

Most courses, particularly sequential courses, are offered only in one semester with indications noted in the course (*F=Fall*, *S=Spring*, *Su=Summer*). Students should review their degree audits carefully and consult with their Program Chair/The Dean concerning availability and completion dates.

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 The Dean are available to aid students in interpreting and meeting these requirements, but the student is responsible for knowing and 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, Bachelor of Fine Arts, Bachelor of Arts, Bachelor of Science, Master of Arts, Master of Professional Studies degree.

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.

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 or more 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

Master of Professional Studies	36-38 semester hours
Master of Arts	36-38 semester hours
Bachelor of Fine Arts	126-130 semester hours
Bachelor of Arts or Science	120-127 semester hours
Associate of Fine Arts	60-64 semester hours
Associate of Science	60-64 semester hours

*Total program clock hours (contact time) are shown in the above table and in program descriptions.

Grades and Quality Points

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

Satisfactory Academic Progress

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

All faculty members are required to advise The Dean and Registrar about those students who, at mid-term, who are academically at risk. The student in turn, will be provided with additional advisement and support from the faculty.

Academic and Financial Aid Scales

SAP Proposal for cumulative GPA (CGPA):

Academic and Financial Aid Scales

Graduate Degree Programs

Qualitative Scale Credits attempted 1-36 = 3.0 min CGPA
Quantitative Scale Credits attempted 1-36= 66.7% SCR

Bachelor and Associate Degree Programs

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

Certificate Programs

Qualitative Scale Credits attempted 1-17 = 1.5 min CGPA	Qualitative Scale Credits attempted 18+ = 2.0 min CGPA
Quantitative Scale Credits attempted 1-17 = 50% SCR	Quantitative Scale 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 number 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 quantitative or qualitative 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.
- 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:

- The College shall run a SAP (Satisfactory Academic Progress) report at the end of 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 receive a letter stating such warning. 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 (The Dean/Program Chair) and have weekly meetings to check their progress toward returning to good standing. All SAP advisings must be documented in student notes and place a SAP letter in their file.
- 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 student meets SAP, then they can be returned to good standing. If not, they will be dismissed again in the record system.
- Students may have unlimited appeals.

Appeal process (Academic and Financial Aid):

- Student must write letter of appeal containing:
 - A. Why they did not meet SAP
 - B. The circumstances under which it occurred, with supporting documentation
 - C. A detailed plan as to how the student will correct their current SAP status
- The Dean to compile an odd-numbered quorum of Faculty and Administration to vote on the appeal
- If voted no, then the student may not return. Student dismissal status will remain in the system, with SAP letter as documentation.
- If voted yes:
 - A. The student must also appeal for their financial aid to be reinstated (to also be facilitated by The Dean and Financial Aid Office)
 - B. If yes, they are on probation and have 1 semester (unless otherwise noted) to get back to good standing OR Improve
 - C. If no, the student will no longer have access to Title IV 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 Baccalaureate 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.

The College offers graduate programs with required courses for completion. Students are expected to maintain academic excellence and a minimum 3.0 cumulative GPS for graduation. Students will follow the curriculum of study as outlined in the college catalog.

Final Assessment

All faculty members have chosen to conduct final examinations, a thesis project or other appropriate concluding activities.

Course Substitution

Substitution of a course must receive permission from the appropriate Program 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 if a special assessment will be given. If such a request is denied, a grade of "F" will stand for the missed assessment.

Dean's List

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 The 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 3.0 or better.
3. The Dean/Program Chair must complete an audit for graduation.
4. Filed with the Office of the Registrar a completed application for graduation.
5. Filed with the Office of Career Services an alumni employment form; and
6. 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. 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 earned at Paier College. The fee to replace a diploma is \$40. Transcripts are not sent for students who have a balance with the Business Office.

Privacy Right of Students

The Family Education Rights and Privacy Act (FERPA) (studentaid.gov) stipulates 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, guardians and assigned persons certain rights with respect to the student's educational 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 (guardians, assigned persons) 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 (guardians, assigned persons) or eligible students to review the records. Schools may charge a fee for copies.
- Parents (guardians, assigned persons) or eligible students have the right to request that a school correct record which they believe to be inaccurate or misleading. If the school decides not to amend the record, the parent (guardians, assigned persons) 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 (guardians, assigned persons) 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 (guardians, assigned persons) 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 (guardians, assigned persons) and eligible students about directory information and allow parents (guardians, assigned persons) and eligible students a reasonable amount of time to request that the school not disclose directory information about them. Schools must notify parents (guardians, assigned persons) 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/expulsion 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. Only dismissed students will be eligible to appeal for a return.

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 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 honors recognition as they are expected to complete their degrees at an elevated level of academic mastery.

Change of Grade

A grade filed with the Registrar's Office is a part of the official record of the student and The College. It is subject to change only when a procedural error has been discovered in evaluation of student work or in the recording of the grade. In no case will the grade be revised other than in accordance with criteria applied to all students in the class. If an instructor agrees that an error in

grading occurred, the grade will be changed upon the written authorization of the instructor of the course and the approval of the Dean. The initials of the administrative staff member entering the grade change upon the records shall be noted upon the written authorization.

Grade Reports (Report Card)

A final grade report, indicating the official grades earned by the student in each credit course, will be distributed to the student at the end of each semester. The following grading system is used to indicate and evaluate the student's performance.

Grades and Quality Points

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

Course Repeating

A student may repeat a course. 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 (financial aid) for one repeat of that course. Students who fail a course will be eligible for Title IV funding (financial aid) for that course until it is successfully completed or until financial aid is exhausted. 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 by 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 following spring semester. All incomplete grades will revert to an “F” grade.

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 Prerequisite 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. Students must submit an Add/Drop form to the Registrar’s Office before the end of the add/drop period.

Course Withdrawal

Students who wish to remove a course or courses after the add/drop period expires must withdraw from the course. When a student withdraws from a course or courses, they will receive a grade of “W” on their transcript of record. Students 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 paperwork required by The Dean. 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 form 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.

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 The Dean. Academic policy regarding the penalty for absences are published on course syllabi by the instructor.

Makeup Work

Each Faculty member outlines their policy on their syllabi if there is one available.

Student Services

While the development of academic, creative, and technical 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.

Campus

The campus is located on the beautiful Long Island Sound featuring rolling hills and brick estates. It is adjacent to the University of Bridgeport and offers a wide variety of activities weekly. We offer dining at Marina Hall as well as local cafes and restaurants. The campus is a peaceful and sedate setting highlighting various types of creative students and staff working together to build a creative community.

Housing

Residential life at Paier offers accommodations for all eligible students. Cooper Hall – 400 Linden Ave, Bridgeport, CT 06604. Cooper Hall offers a traditional coeducational living style to 160 students in a traditional two-person rooms, as well as a select number of single occupancy rooms. Located adjacent to Marina Dining Hall, Cooper Hall provides an ideal environment for students to learn and grown in their undergraduate careers. Cooper Hall provides residents with the comfort of air conditioning within all residential rooms

Health Services

Although Paier College has no Health Services Office, the Student Services Department can assist with providing outside resources for health-related matters. The Student Affairs Office often serves in the liaison capacity for such matters.

Academic Advising

The services of The Dean, the Registrar, the Program Chairs, the Director of Student Affairs, the Provost 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.

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. 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 area.

Student Recreational Center

Students at Paier can enjoy the services at Wheeler Recreation Center. Wheeler assists individuals in participating in overall health and wellness programs. The facility includes a 25-meter swimming pool, volleyball, soccer, racquetball, and basketball courts as well as weight and cardio rooms and a multipurpose room.

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 and online e-book access. . 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 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 "wet" campus for those of legal age of consumption. The College does not permit unlawful or exorbitant consumption of alcohol on the premises. Refer to the Student Handbook for further policies.

College Career and Placement Office

The Career and Placement Office posts job openings and assists in placement for both current students and graduates of The College. The Career and Placement Office also provides students with advice regarding 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. The Career and Placement Office can be contacted at careerservices@paier.edu.

Campus Security Report

According to the **Clery Act**, The College provides an Annual Campus Security Report, which is available on the College's URL: www.paier.edu. A hard copy of the report is available upon request.

Under the **Clery Act**, a group of individuals called campus security authorities (including campus policy/security, individuals with a security function, individuals written into campus security policy as someone to whom members of the community should make crime reports, and officials with significant responsibility for student and campus activities) are required to report **Clery Act** crimes to the designated crime collection body at the institution. Reports from CSAs inform institutional response, such as providing a victim of dating violence, domestic violence, sexual assault, and stalking with a written explanation of rights and options, analyzing whether there is a serious or ongoing threat that would warrant a timely warning, and determining whether a **Clery Act** crime occurred that must be reported in the institution's statistics.

Under Title IX, an institution has actual knowledge of an incident when information is reported to the **Title IX** coordinator or to officials with the authority to institute corrective measures. Such information results in specific actions by the institution, including outreach from the **Title IX** coordinator to explain what supportive measures are available and how someone can file a formal complaint with the institution.

Both the **Clery Act** and **Title IX** guide disciplinary procedures for incidents involving dating violence, domestic violence, sexual assault, and stalking. While not a complete list, here are some examples of where and how the **Clery Act** and **Title IX** intersect in relation to the implementation of disciplinary procedures:

- The **Clery Act** requires institutions to explain the types of proceedings, steps involved, and timelines for such procedures within their policies.

- **Title IX** provides specific steps that must take place as part of an institution's disciplinary process or, as Title IX describes it, grievance procedures.
- Under the **Clery Act**, institutions must describe what standard of evidence they use for such proceedings, while **Title IX** specifies that the policies addressing **Title IX** requirements must state whether the institution uses the preponderance of the evidence or clear and convincing standard.
- **Title IX** requires institutions to describe the range of sanctions imposed for incidents of dating violence, domestic violence, sexual assault, and stalking, whereas the **Clery Act** requires that the policy must list all possible sanctions.
- Both laws require training for individuals involved in disciplinary proceedings.
- The **Clery Act** requires that complainants and respondents each have the same opportunity to have others present at disciplinary proceedings (which includes formal and nonformal meetings), including an advisor of choice. Similarly, **Title IX** affords an advisor of choice. **Title IX** requires the grievance process to provide for a live hearing and makes the advisor of choice responsible for conducting cross-examination during the live hearing.
- Both the **Clery Act** and **Title IX** require simultaneous notification in writing to complainants and respondents of the results of disciplinary proceedings.

Tuition and Cost

Undergraduate Program & Semester Hour Costs 2022-2023

Tuition cost	Status	Fees
\$612 per credit per semester	Less than or equal to 11 credits (Part-time)	\$68 per credit per semester
\$9,180 per semester	12-15 credits (fulltime study)	\$1,020 per semester
\$11,016 per semester	16-18 credits (fulltime study)	\$1,224 per semester
\$612 per credit per semester	Greater than or equal to 19 credits (fulltime study)	\$68 per credit per semester
		*Laboratory fees: per course \$50.00-\$300.00 (when noted)
Room & Board cost	Status	Fees
\$11,400 for a single (no roommate)	Minimum 12 enrolled	None-Meals included
\$9,000 for a double (with roommate)	Minimum 12 enrolled	None-Meals included

*Commuters may purchase the meal plan

Meal Plan	
20 meals: \$275	40 meals: \$475

Graduate Program & Semester Hour Costs 2022-2023

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)

Web Application Design Certificate Program & Semester Hour Costs 2022-2023

Tuition cost	Fees
\$600 per credit per semester	\$60 per credit per semester

General Fees & Other Tuitions

- Reservation deposit:
 Full-time student: \$300
 Part-time student: \$125
 Non-Matriculated student \$125

*Reservation deposit waivers may be available to those who qualify. Please contact the Financial Aid Office for more information.

- Housing deposit: \$300
- Application fee: \$25
- Transcript of grades fees: \$10
- Late payment fee: \$50
- Technology Fee \$215
- Bad check fee: \$25

Tuition and fees for all students are billed, posted due, and payable prior to the student beginning 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 a pro-rata basis. 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

* Estimated minimum for full-time student. An additional \$500 should be allotted 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 Chair before making purchases in order to ensure all software and hardware is compliant for the curriculum. All students have access to the computer lab during designated school hours. The use of personal laptops is not required, students may use any of The College's student laptops available.

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. To officially withdraw, Paier College considers it best practice to complete withdrawal paperwork with a representative of The College. After classes have begun, the Registrar's and The Dean's Office will make available a withdrawal form. The effective date of withdrawal shall be the 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 16-week pro-rata basis up to 60% of semester completion, after which no refund will be made. Refunds will be made within forty-five (45) days of the date of determination. An applicant rejected by the school is entitled to a refund of all monies paid, except the application fee of \$25. Information concerning The College's refund policy for Title IV Federal Financial Aid can be obtained from the Financial Aid Department.

Refund Schedule		
16 Week Semester		
	Refund %	Charge %
Week 1	100%	0%
Week 2	100%	0%
Week 3	81%	19%
Week 4	75%	25%
Week 5	69%	31%
Week 6	62%	38%
Week 7	56%	44%
Week 8	50%	50%
Week 9	44%	56%
Week 10	40%	60%
Weeks 11 - 16	0%	100%
Refunds are determined daily. This chart provides a general weekly outline of refunds.		

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

The Financial Aid Office administers the Title IV Federal Student Aid program under policies established by The College and guidelines provided by the U.S. Department of Education. Financial Aid is available to all matriculated students who qualify. 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

How to Apply for Financial Aid

Students interested in financial aid consideration 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 at <http://studentaid.gov> or complete 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 Office 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 or reviewed in person. The Financial Aid Office can be contacted at financialaid@paier.edu.

To be considered for financial aid, students must:

1. **Complete the Free Application for Federal Student Aid (FAFSA) for each academic year.** The FAFSA serves as an application for all sources of Financial Aid processed through The College. Students can complete the FAFSA online at www.studentaid.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. **Submit required documents.** The Department of Education or the institution may randomly select the FAFSA for verification. The applicants 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. Applicants may be required to provide information about sources and amounts of non-taxable income, *i.e.*, Social Security, public assistance, or child support. Additional eligibility documents may be required by the Financial Aid Office.
3. **Accept your aid.** All initial Financial Aid Offer Notifications and some revised offers require a student signature if the student is accepting all forms of financial aid. Students are responsible for submitting all signed notifications to the Financial Aid Office.

- 4. Maintain Satisfactory Academic Progress.** All aid recipients are required to maintain a designated minimum 2.0 cumulative grade point average (CGPA) and complete a percentage of the classes attempted. Please refer to SAP procedures for more information (see SAP in table of contents).

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. Students may only receive federal aid at one institution at a time. Programs of financial aid described in this section are subject to change due to updates in federal, state, and local regulation or funding fluctuations. Students may visit <http://studentaid.gov> for more information on basic eligibility criteria.

Verification

Verification is a process by which the Financial Aid Office reviews a student's FAFSA information for accuracy and completeness. If the student file is selected for verification, they 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 the students financial aid eligibility. Tax returns may also be requested at the discretion of The College. *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.

Appeal Process

The Financial Aid Office supports students to submit an appeal for certain special circumstances. Types of appeals include:

- Involuntary Loss of Income- due to Divorce or Separation, Death of a Wage Earner, Loss of Wages, or High Medical Expenses
- Request for Dependency Override
- Parent Refusal to Provide FAFSA Information
- Increase in Cost of Attendance

Students interested in appealing should contact the Financial Aid Office at financialaid@paier.edu for more information.

Determination and Distribution

Paier Colleges uses Federal Methodology. 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 funds available to The College.

Cost of Attendance

The following budgetary items are used to determine the student's direct and indirect 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 Office. The Financial Aid Office can be contacted at financialaid@paier.edu. An additional allowance is added to the cost of books and supplies for first-time Paier students 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 to the Financial Aid Office by the deadline presented.
4. Students must accept responsibility for all personally signed agreements and should retain copies of the forms.
5. Students who question the accuracy or completeness of their application should consult with the Financial Aid Office.

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.

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 determines awards in keeping with adjusted federal allocations each year. For the 22-23 academic year, awards range from approximately \$711-\$6895. Currently, graduate students do not qualify for the Federal Pell Grant. To receive a Pell Grant, an undergraduate student must meet the general eligibility and enrollment requirements for Title IV aid.

Federal Supplemental Educational Opportunity Grant Program (FSEOG)

Students with financial need are considered under this program. Priority is given to Federal Pell Grant recipients.

Loans

Federal Direct Stafford Loan Program (formerly GSL)

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. Please contact the Financial Aid Office to determine loan availability. The Financial Aid Office can be contacted at financialaid@paier.edu.

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, withdrawal, or dropping below six (6) credits. 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 separating from The College for other reasons must schedule an exit interview with the Financial Aid Office. To be eligible for the Stafford Loan, students must be matriculated into a program as half-time, three-quarter-time, or full-time.

Federal Direct PLUS Loan for Undergraduate Students (Parent Plus Loan)

The Federal Direct PLUS loan program allows parents to borrow up to the student's estimated cost of attendance, minus any estimated financial assistance per year for each dependent who is enrolled at least half-time at Paier College. There are several repayment options for Parent Plus Loan borrowers. Contact the Financial Aid Office or visit <https://studentaid.gov> for details.

Federal Direct PLUS Loan for Graduate or Professional Students (Graduate Plus Loan)

Graduate students may borrow up to the estimated cost of attendance, minus any estimated financial assistance per year. Half-time enrollment is required for the Graduate Plus loan. Applicants should contact The College 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. The student must be enrolled at half-time status. Contact the Financial Aid Office or visit <https://studentaid.gov> for details.

Private Education Loans

Private loans or education loans are also available to graduate and undergraduate students at The College. Contact the Financial Aid Office for information and application procedures.

Other College Employment

The College participates in the federally sponsored college work-study program. Please inquire through your program chair or the Human Resources (HR) Office. The HR Office can be contacted at humanresources@paier.edu.

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- Veteran Readiness & Employment; Chapter 32- Veterans Education Assistance Program (Post-Vietnam Veterans), Post 911 GI Bill® Chapter 33, Chapter 35-Survivors and Dependents Education; Chapter 1606-Selective Reserves.

Eligibility for these programs is determined by the Veterans Administration (VA) and students are advised to make their initial application for such benefits at least 30 days prior to the start of the semester. Students must be matriculated in a program, must maintain good academic standing, and must be making progress toward completion of the program's requirements (as outlined by SAP). Chapter 30 and 1606 beneficiaries must submit monthly attendance certification to the VA via the WAVE website: <https://www.gibill.va.gov/wave/index.do>.

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, Veteran Readiness 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

The 1864 Fund Scholarship

The 1864 Fund Scholarship may be available to students who accept all available financial aid (including loans) yet still possess a tuition balance. This fund is facilitated by a non-profit entity affiliated with The College dedicated to continued education. These scholarships may be open to new and returning undergraduate and graduate students. Interested students should contact the Office of Financial Aid for information on how to apply.

Tracy Lynn Skeffington Scholarship

Paier College offers the Tracy Lynn Skeffington Scholarship to one, third-year applicant in the graphic design program. The applicant must be in good academic standing. Recipient selection is based on financial need, artist ability, as well as merit achievement in Graphic Design.

Additionally, outside scholarships may be obtained through parental employers, civic organizations, and other corporations. The Guidance office 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. Students interested in receiving assistance with searching for outside scholarships are encouraged to contact the Financial Aid Office.

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 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

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 to the student 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.

Return of Title IV Funds

A student receiving Title IV aid that withdraws from the institution before the 10th week of a given semester is subject to Return to Title IV Refund Calculations. If a student withdraws and a Return to Title IV refund calculation is completed, any amount of Title IV proceeds that the school must return to the Department of Education will be completed within 45 days of its determination.

The student will receive a letter informing them of what financial aid the college was able to keep (earned) and what amount had to be returned (unearned) according to federal guidelines. The notification also informs the student of what funds they must return, if applicable. Students are also notified of any remaining balances that may be owed to the college as well.

Official Withdrawal

A student may officially withdraw from The College verbally or by completing a withdrawal form at the Registrar's 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. To ensure that the institution is federally compliant, all unearned aid will typically be returned 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

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. Although we are not an attendance-taking Institution,

we reserve the right to contact the student if their attendance is weak or nonexistent and discuss the probability of being withdrawn. The student will receive notification from the Financial Aid Office once the recalculation process is complete. The letter will include details about the results of the recalculation. 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.

Readmission and Reentry 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.
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 The Dean. If curricular requirements are changed before the student is readmitted to the program, the student may be required to complete the new requirements for the program.

If the time away from a program is for less than one calendar year, a qualified student may reenter the program. In all cases, the duration of the time away from The College cannot exceed one year. A reentered student will be allowed to resume their original program requirements.

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

Programs of Study

Digital Marketing and Communication Studies

Program Description

The Digital Marketing and 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 Communication

First Year

Code	Courses	SH/CHW/CHS
Fall		
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
DMCM 205	Introduction to Digital Marketing	3/3/45
MCOM 242	Introduction to New Media	3/3/45
Fall Semester Total:		15/15/225
Spring		
AS 102	English II	3/3/45
MCOM 110	Public Communication	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
Fall		
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		
Spring		
AS 322	Western Civilization II	3/3/45
AS 258	Introduction to Environmental Science	3/3/45
AH 380	History of Modern Art/Design	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
Fall		
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
Spring		
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
Fall		
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
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)

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 can 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
Fall			Fall		
FO 111	Drawing I	3/5/75	FA 282	Clay Figure Modeling	3/5/75
FO 131	Painting I: Oil	3/5/75	FA 383	Creative Processes I	3/5/75
AH 105	History of Western Art I	3/3/45	FA 341	Head Painting I	3/5/75
AS 101	English I	3/3/45	FA 351	Life Drawing III	2/3/45
FYS 101	First Year Seminar	3/3/45	AH 305	History of Modern Art	3/3/45
	Fall Semester Total:	15/19/285	AS 267	Effective Speaking	3/3/45
				Elective	2/3/45
				Fall Semester Totals:	19/27/405
Spring			Spring		
FO 110	Color/Design	3/5/75	FA 384	Creative Processes II	3/5/75
FO 112	Drawing II	3/5/75	FA 352	Life Drawing IV	2/3/45
CG 160	Introduction to Computer Graphics	2/3/45	IL 341	Painting IV: Clothed	3/5/75
FO 132	Painting II: Oil	3/5/75	CG 370	Painting on the Computer	2/3/45
AS 102	English II	3/3/45	AS 210	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
Second Year			Fourth Year		
Code	Courses	SH/CHW/CHS	Code	Courses	SH/CHW/CHS
Fall			Fall		
FA 225	Landscape Painting	3/5/75	FA 487	Fine Arts Thesis I	3/5/75
FA 223	Printmaking I	3/5/75	FA 451	Life Drawing V	2/3/45
FA 251	Life Drawing I	2/3/45	FA 445	Life Painting I	3/5/75
FA 258	Painting: Still Life	3/5/75	IL 483	Studio Explorations I	3/5/75
FO 123	Perspective	2/3/45	AS 250	Business Practices	2/2/30
AS 231	Mathematical Ideas	3/3/45	AS 255	Introduction to Biology	3/3/45
	Fall Semester Total	16/24/360		Fall Semester Totals:	16/23/345
Spring			Spring		
CG 371	Computer Drawing	2/3/45	FA 488	Fine Arts Thesis II	3/5/75
FA 252	Life Drawing II	2/3/45	IL 484	Studio Explorations II	3/5/75
FA 273	Painting: Watermedia	3/5/75	AH 406	History of Contemporary Art	3/3/45
FA 259	Painting: Trompe L'Oeil	3/5/75	AS 205	Introduction to Philosophy	3/3/45
FO 141	Three Dimensional Design	2/3/45	AS 258	Man and The Environment	3/3/45
AH 106	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 352	Life Drawing IV	2/3/45
FA 342	Head Painting II	3/5/75
FA 446	Life Painting II	3/5/75
IL 341	Painting IV: Clothed	3/5/75
FA 252	Life Drawing II	2/3/45
	Spring Semester Total:	16/26/390
	First Year Total	23/37/555

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
	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, 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 and New Media

First Year

No.	Courses	SH/CHW/CHS
Fall		
ADSN 103	2D Design Prin.	3/5/75
FO 111	Drawing I	3/5/75
ADSN 119	Intro to Comp Apps	3/5/75
AH 105	Western Art History I	3/3/45
FYS 101	First Year Seminar	3/3/45
	Fall Semester Total:	15/21/315
Spring		
ADSN 108	3D Design Prin.	3/5/75
FO 112	Drawing II	3/5/75
ADSN 219	Computer Apps II	3/5/75
AH 106	Western Art History II	3/3/45
AS 101	English I	3/3/45
	Spring Semester Total:	15/21/315
	First Year Total:	30/42/630

Third Year

No.	Courses	SH/CHW/CHS
Fall		
ADSN 230	Video I	3/5/75
GDSN 305	Graphic Design Studio III	3/5/75
ADSN 255	Intro to Web Applications	3/5/75
AS 231	Mathematical Ideas	3/3/45
AS 321	Western Civ I	3/3/45
AS 258	Environmental Science	3/3/45
	Fall Semester Total:	18/24/360
Spring		
GDSN 306	Graphic Design Studio IV	3/5/75
ADSN 226	Intermediate Web Apps	3/5/75
GDSN 212	Visual Semiotics	3/5/75
ADSN 233	Motion Graphics	3/5/75
GDSN 203	ID and Logo	3/5/75
	Spring Semester Total:	15/25/375
	Third Year Total:	33/49/735

Second Year

No.	Courses	SH/CHW/CHS
Fall		
GDSN 255	Graphic Design Studio I	3/5/75
PH 190	Photo Basics I	3/5/75
ADSN 203	Typography	3/5/75
AH 305	History of Modern Art	3/3/45
AS 299	Innovation/Human	3/3/45
	Fall Semester Total:	15/21/315
Spring		
AS 102	English II	3/3/45
GDSN 256	Graphic Design Studio II	3/5/75
ADSN 379	History of Graphic Design	3/3/45
MCOM 242	Intro to New Media	3/3/45
MCOM 262	Writing for Interactive Media	3/3/45
GDSN 499	Storyboarding	3/5/75
	Spring Semester Total:	18/22/330
	Second Year Total:	33/43/645

Fourth Year

No.	Courses	SH/CHW/CHS
Fall		
AH 381	Contemporary Moving Image	3/3/45
GDSN 355	Graphic Design Studio V	3/5/75
GDSN 232	The Soundtrack	3/5/75
MCOM 290	Intercultural Communication	3/3/45
ADSN 325	Web Application III	3/5/75
	Fall Semester Total:	15/21/315
Spring		
GDSN 304	Business Practices	3/3/45
GDSN 465	GD Studio VI	3/5/75
AS 322	Western Civ II	3/3/45
GDSN 425	Design Services	3/5/75
MCOM 287	Video Editing & Post Prod.	3/5/75
	Spring Semester Total:	15/21/315
	Fourth Year Total:	30/42/630
	Program Total:	126/176/2670

Total Program Semester Hours: 126 Total Program Clock Hour Minimum: 2670

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	Graphic 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	Graphic 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 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
Fall		
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
Spring		
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
	Spring Semester Total:	14/24/360
	First Year Total:	29/43/635

Second Year

Code	Courses	SH/CHW/CHS
Fall		
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:	16/31/405
Spring		
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:	33/47/705

Third Year

Code	Courses	SH/CHW/CHS
Fall		
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
Spring		
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
Fall		
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
Spring		
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

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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 Science in Industrial Design

First Year

Code	Courses	SH/CHW/CHS
Fall		
ADSN 103	2-D Design Principles	3/3/45
ADSN 105	Design Drawing	3/5/75
ADSN 119	Intro to Computer Apps	3/5/75
FYS 101	First Year Seminar	3/3/45
AS 101	English I	3/3/45
AH 105	History of Western Art I	3/3/45
	Fall Semester Total:	18/22/330
Spring		
ADSN 208	3-D Design Principles	3/5/75
ASDN 106	Design Drawing II	3/5/75
ADSN 119B	Introduction to Computer Apps II	3/5/75
AS 102	English II	3/3/45
AS 231	Mathematical Ideas	3/3/45
ADSN 107	Product Lab Orientation	2/3/45
	Spring Semester Total:	17/24/360
	First Year Total	35/48/690

Third Year

Code	Courses	SH/CHW/CHS
Fall		
IDDSN 305	Industrial Design Studio III	3/5/75
ITDSN 312B	Furniture Design II	3/5/75
ADSN 375C	NX Siemens PLMI	3/5/75
PH 121	Product Photography	3/5/75
ADDSN 218C	Solidworks III	2/3/45
AS 267	Effective Speaking	3/3/45
	Fall Semester Total:	17/26/390
Spring		
IDDSN 306	Industrial Design Studies IV	3/5/75
IDDSN 218D	Solidworks IV	2/3/45
ADSN 357D	NX Siemens PLM II	3/5/75
ITDSN 311	Exhibition Design	3/5/75
ADSN 245	History of Industrial Design	3/3/45
AS 205	Philosophy	3/3/45
	Spring Semester Total:	17/24/360
	Third Year Total	34/50/750

Second Year

Code	Courses	SH/CHW/CHS
Fall		
IDDSN 255	Industrial Design Studio I	3/5/75
ADSN 205	Design Drawing III	3/5/75
IDDSN 215	Materials/Manufact I	3/5/75
IDDSN 218S	Solidworks I	2/3/45
AS 255	Intro to Biology	3/3/45
	Fall Semester Total:	14/21/315
Spring		
IDDSN 256	Industrial Design Studio II	3/5/75
ADSN 206	Design Drawing IV	3/5/75
IDDSN 216	Materials/Manufact II	3/5/75
IDDSN 218W	Solidworks II	2/3/45
AH 305	History of Modern Art	3/3/45
ITDSN 312	Furniture Design I	3/5/75
	Spring Semester Total:	17/26/390
	Second Year Total	31/47/705

Fourth Year

Code	Courses	SH/CHW/CHS
Fall		
IDDSN 355	Industrial Design Studio V	3/5/75
AS 321	Western Civ I	3/3/45
IDDSN 399	Special Projects Portfolio	3/5/75
AS 210	General Psychology	3/3/45
ADSN 233	4D Time Based Media	3/5/75
	Fall Semester Total:	15/21/315
Spring		
IDDSN 356	Industrial Design Studio VI	3/5/75
AS 299	Intro to Creativity & Design	3/3/45
IDDSN 450	New Product Commercial	3/5/75
AS 322	Western Civ II	3/3/45
	Spring Semester Total:	12/16/240
	Fourth Year Total	27/37/555
	Program Total:	127/182/2700

Total Program Semester Hours: 127 Total Program Clock Hour Minimum:27

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 marketplace.

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.

Bachelor of Fine Arts in Interior Design

First Year			Third Year		
No.	Courses	SH/CHW/CHS	No.	Courses	SH/CHW/CHS
Fall			Fall		
ADSN 103	2D Design Prin.	3/5/75	ID 305	ID Studio III	3/5/75
FO 111	Drawing I	3/5/75	ID 218D	Revit II	2/3/45
ADSN 119	Intro to Comp Apps	3/5/75	ID 362	Construction Documents	3/5/75
AH 105	Western Art History I	3/3/45	ID 231	Photo for Interiors	3/3/45
AS 101	English I	3/3/45	ADSN 380	Hist. of Arch & Urban	3/3/45
FYS 101	First Year Seminar	3/3/45	ID 218	Computer Rendering	2/3/45
	Fall Semester Total:	18/24/360		Fall Semester Total:	16/22/330
Spring			Spring		
ADSN 108	3D Design Prin.	3/5/75	ID 307	Lighting & Acoustics	3/5/75
FO 112	Drawing II	3/5/75	ID 306	ID Studio IV	3/5/75
ADSN 219	Computer Apps II	3/5/75	ID 312	Furniture Design	3/5/75
AH 106	Western Art History II	3/3/45	ID 309	Human Factors	3/5/75
ID218A	CAD I	2/3/45	AS 210	General Psychology	3/3/45
AS 102	English II	3/3/45	AH 406	Hist. of Contemporary Art	3/3/45
	Spring Semester Total:	17/24/360		Spring Semester Total:	18/26/390
	First Year Total:	35/48/720		Third Year Total:	33/48/720
Second Year			Fourth Year		
No.	Courses	SH/CHW/CHS	No.	Courses	SH/CHW/CHS
Fall			Fall		
ID 217	Color Studies Interiors	3/5/75	ID 408	Building Codes ID	3/5/75
ID 255	ID Studio I	3/5/75	ID 455	ID Studio V	3/5/75
ID 218B	CAD II	2/3/45	ID 399	Portfolio	3/5/75
AS 321	Western Civ I	3/3/45	AS 258	Intro to Env Science	3/3/45
AS 299	Intro to Creativity	3/3/45	AS 231	Mathematical Ideas	3/3/45
ADSN 205	Drawing III	3/5/75		Fall Semester Total:	15/21/315
	Fall Semester Total:	17/24/360	Spring		
Spring			ID 304	Business Practices	3/3/45
ID 256	ID Studio II	3/5/75	ID 456	ID Studio VI	3/5/75
AS 322	Western Civ II	3/3/45	ID 215	Construction Systems	3/5/75
ID 218C	Revit I	2/3/45	UNR	Elective	3/3/45
ID 303	Materials, Products & App	3/3/45	AS 210	Effective Speaking	3/3/45
AS 255	Intro to Biology	3/3/45		Spring Semester Total:	15/19/285
	Spring Semester Total:	14/17/255		Fourth Year Total:	30/40/600
	Second Year Total:	31/41/615		Program Total:	130/177/2445

Total Program Semester Hours: 130 Total Program Clock Hour Minimum: 2445

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
ID 426	History of Interiors II	3/3/45
ID 432	Textile Applications and History	2/3/45
	Spring Semester Total:	12/15/225
	First Year Total	20/27/405

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 443	Senior Projects	4/6/90
ID 430	Textiles Selection	3/3/45
	Fall Semester Total:	14/18/270
	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
Fall		
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
Fall		
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
BUAD 102	Business Communications	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 210	Intro to Business Intelligence & Analytics	3/3/45
MKTG 305	Principle of Marketing II	3/3/45
MGMT 301	Operations Management	3/3/45
Spring Semester Total:		15/15/225
Third Year Total:		30/30/450

Second Year

Code	Courses	SH/CHW/CHS
Fall		
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
Fall		
MKTG 406	Digital Consumer Behavior	3/3/45
MKTG 307	Marketing of Promotion	3/3/45
MCOM 330	Advertising Media Planning	3/3/45
MGMT 320	Business Planning	3/3/45
MKTG 325	Sales Marketing & Management	3/3/45
Fall Semester Total:		15/15/225

Spring

MKTG 309	Digital Marketing	3/3/45
MKTG 419	Integrated Marketing Communication	3/3/45
MKTG 308	Marketing Research	3/3/45
MKTG 342	Multinational Marketing	3/3/45
MGMT 450	Business policy and Strategy	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 Advertising, Digital & Social Media, Public Relations, International Communication, Journalism, Public Relations, and Sports Communication. The Program features a variety of course offerings in digital and traditional 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 class 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 is shaped by politics, society, culture, and economics.
- 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 digital 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, 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 the 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 (Journalism Concentration)

First Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
AS101	English I	3/3/45
MCOM110	Public Communication	3/3/45
MCOM111	Intro Mass Comm.	3/3/45
	Humanities or Social Science	3/3/45
FYS 101	First Year Seminar	3/3/45
	Fall Semester Total:	15/15/225
<i>Spring</i>		
MCOM240	News Reporting & Writing	3/3/45
AS231	Mathematical Ideas	3/3/45
	Science 1 of 2	3/3/45
	Humanities or Social Science	3/3/45
	MCOM concentration core or MCOM elective	3/3/45
	Spring Semester Total:	15/15/225
	First Year Total:	30/30/450

Third Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
MCOM	MCOM concentration core or MCOM elective	3/3/45
MCOM	MCOM concentration core or MCOM elective	3/3/45
MCOM	MCOM concentration core or MCOM elective	3/3/45
	Fall Semester Total:	15/15/225
<i>Spring</i>		
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
	Spring Semester Total:	15/15/225
	Third Year Total:	30/30/450

Second Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
MCOM211	Communication Theory	3/3/45
	Humanities or Social Science	3/3/45
	Language 101	3/3/45
	Science 2 of 2	3/3/45
	MCOM concentration core or MCOM elective	3/3/45
	Fall Semester Total:	15/15/225
<i>Spring</i>		
	Language 102	3/3/45
	Humanities or Social Science	3/3/45
	MCOM concentration core or MCOM elective	3/3/45
	MCOM concentration core or MCOM elective	3/3/45
	Fine Arts 1 of 1	3/3/45
	Spring Semester Total:	15/15/225
	Second Year Total:	30/30/450

Fourth Year

Code	Courses	SH/CHW/CHS
<i>Fall</i>		
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
	Fall Semester Total:	15/15/225
<i>Spring</i>		
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM	Elective	3/3/45
MCOM 395	Senior Seminar in Mass Communication	3/3/45
MCOM	Elective	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
Fall		
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
Spring		
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
Fall		
CG 160	Introduction to Computer Graphics	2/3/45
AS 267	Effective Speaking	3/3/45
CG 388	Web Page Design I	2/3/45
CG 260	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:	16/18/315
Spring		
WD 401	Web Application Design	3/3/45
WD 402	User Experience Design	3/3/45
WD 410	Web Application Design Capstone	3/3/45
DMCM 205	Intro to Digital marketing	3/3/45
WD 411	Mobile Application Design Capstone	3/3/45
	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
Fall		
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
Spring		
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
Fall		
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 Semester

Code	Courses	SH/CHW/CHS
CG 160	Introduction to Computer Graphics	2/3/45
CG 388	Web Page Design I	2/3/45
CG 260	Photo Digital Imaging	2/3/45
WD 302	User Interface Design	3/3/45
CG 389	Web Page Design II	2/3/45
CG 361	Multimedia	3/3/45

First Year Total: 14/18/270

Second Semester

Code	Courses	SH/CHW/CHS
WD 402	User Experience Design	3/3/45
WD 403	Web Application Design	3/3/45
WD 410	Web Application Design Capstone	3/3/45

Second Semester Total 9/9/135

Program Total 23/27/405

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 and Digital Imaging

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 and Digital Imaging

First Year

Code	Courses	SH/CHW/CHS
Fall		
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
Fall		
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
Fall		
PH 211	Color Photography II	3/5/75
PH 202	Contemporary Concepts	3/5/75
PH 251	Digital Media I	3/5/75
PH 121	Studio Portraiture	3/5/75
PH 219	View Camera	3/5/75
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
Fall		
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
PH 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
Fall		
FYS 101	First Year Seminar	3/3/45
PH 101	Black and White Photo 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 102	Black and White Photo 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
AS 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
Fall		
PH 211	Color Photography II	3/5/75
PH 202	Contemporary Concepts	3/5/75
PH 251	Digital Media I	3/5/75
PH 112	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
	Art History Elective	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 38 semester hours of class work, including a final thesis.

Master of Professional Studies in Design Management

First Year

Code	Courses	SH/CHW/CHS
Fall		
DSNMG 500	Collaborative Design Studio I	2/3/45
DSNMG 510	Design Management I	3/3/45
ITKM 600	Information Systems	3/3/45
MGMT 600	Leadership & Management	3/3/45
	Fall Semester Total:	11/12/180
Spring		
DSNMG 501	Collaborative Design Studio II	2/3/45
DSNMG 511	Design Management II	3/3/45
MGMT 652	Small Business and Entrepreneurship	3/3/45
MKTG 600	Marketing Concepts	3/3/45
	Spring Semester Total:	11/12/180
	First Year Total	22/24/360

Third Year

Code	Courses	SH/CHW/CHS
Fall		
DSNMG 601	Collaborative Design Studio III	2/3/45
DSNMG 611	Design Management III	3/3/45
BLAW 600	Business and Ethics	3/3/45
	Fall Semester Total:	8/9/135
Spring		
DSNMG 601	Collaborative Design Studio IV	2/3/45
DSNMG 612	Design Management IV/Thesis	3/3/45
ACCT 600	Financial Accounting	3/3/45
	Spring Semester Total:	8/9/135
	Second Year Total	16/18/270
	Program Total:	38/42/630

Total Program Semester Hours: 38 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)

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 542	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

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 260: Photo Digital Imaging

Fall/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 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 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

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

CG 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: CG16

Graduate Level: Design Management

DSNMG 500: 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 501: 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 510: 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 511: 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 600: 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 601: 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.

DSNMG 611: 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 612: 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 Marketing Communication

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

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 340: 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

DMCM 343: Digital Marketing Production

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

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.

Fine Art

FA 223: 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: 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: 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*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*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.

Foundation Studies

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 105: Drafting 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: Drafting 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 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 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 111: Drafting 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 112: Drafting and Perspective

Fall/Spring
3/5/75

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

Prerequisite: ADSN 111

ADSN 119: Introduction to Computer Apps I

Fall/Spring
3/5/75

A survey of the primary image processing, layout, vector graphic and digital presentation software in the Adobe Suite. Adobe Photoshop is explored in this class through the creation of media that fulfills project assignments. The assignments are tailored to teach students tools, techniques, and best use practices while working in Photoshop.

ADSN 120: Introduction to Computer Applications II

Fall/Spring
3/5/75

A survey of the primary image processing, layout, vector graphic and digital presentation software in the Adobe Suite. Adobe Illustrator and InDesign are explored in this class through the creation of media that fulfills project assignments. The assignments are tailored to teach

students tools, techniques, and best use practices while working with Adobe programs.

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 205: Drafting 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: Drafting 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. Fine Arts

ADSN 214: Technical drafting and Perspective

Fall/Spring
3/5/75

Advanced drawing techniques utilizing a variety of media and subjects. Investigates structure, materials, and scale by illustrating and rendering objects and environments. Prerequisite: ADSN 111 and ADSN 112.

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 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

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 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. 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 and Fusion360, but more importantly how to think like a surface modeler.

ADSN 357D: NX Siemens PLM II

Fall/Spring
3/5/75

This course expands on NX and Fusion360 software and gives students CAD tools to create complex shapes using curves and surfaces. 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 CAD, but more importantly how to think like a surface modeler.

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.

ADSN 425: History of Industrial Design

Fall/Spring
3/3/45

A seminar examining specific topics in the global history of modern design such as industrial design, transportation, furniture design, marketing & retail, sustainability and technology. Students will research and write a paper on an Industrial Design Topic.

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.

General Education

AS 101: English I

Fall/Spring
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

Fall/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.

AH 110: Art History I

Fall/Spring
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 growth of western civilization.

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.

AS 205: Introduction to Philosophy

Fall/Spring
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

Fall/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/Spring
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 251: Business Management

Fall/Spring
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: Man and the Environment

Fall/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 321: Western Civilization I

Fall/Spring
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

Fall/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.

AS 299: Introduction to Creativity and Innovation

Fall/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.

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

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 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-yr. 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 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 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 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**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 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 project presentations will be created.

IDDSN 218D: Solid Works IV*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 project presentations will be created.

IDDSN 218S: Solid Works I*Fall/Spring**3/5/75*

The goal for this course is to teach you how to start using Solidworks as a valuable tool to create products in 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 218W: Solid Works II*Fall/Spring**3/5/75*

In addition to continued skills training, course material will focus on ways that CAD software, such as Solidworks can help make industrial design concepts manufacturable objects and products. Exercises and tutorials will be emphasized in the early part of the semester.

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, simple hand-held products, and advance through simple mechanically activated products. Emphasis will be placed on aesthetics, manufacturability and model making skills. Students will be expected to create a presentation for each project and for the semester.

IDDSN 256: Industrial Design Studio II

Fall/Spring
3/5/75

Projects will begin with advanced foundation studies, simple handheld products, and advance through simple mechanically activated products. Emphasis will be placed on aesthetics, manufacturability and model making skills. Students will be expected to create a presentation for each project and for the semester.

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 products that focus on a design solution, and advance through more sophisticated products that address a complex design problem. Emphasis will be placed on aesthetic development, user requirements, and design for manufacturability and sustainability. Students will be expected to create a presentation for each project and for the semester.

IDDSN 306: Industrial Design Studio IV

Fall/Spring
3/5/75

A studio course where complex product design projects are assigned. These projects often have a component of collaboration with a company, this experience is a portfolio builder and gives real career experience to the student. Emphasis will be placed on aesthetic development, user requirements, and design for manufacturability and sustainability. Students will be expected to create a presentation for each project and for the semester.

IDDSN 355: Industrial Design Studio V

Fall/Spring
3/5/75

A studio course where complex product design projects are assigned. Projects will include sophisticated electromechanical products. Emphasis will be placed on research, aesthetic

development, user requirements, and design for manufacturability. Project presentations will be created which will include detailed analysis, synthesis, material specification, and complete design documentation. When possible, the student is encouraged to work with other professions such as engineering, graphic design and with corporate sponsorship.

IDDSN 356: Industrial Design Studio VI

Fall/Spring
3/5/75

A studio course where complex product system projects are assigned. Projects will include sophisticated products. Emphasis will be placed on research, aesthetic development, user requirements, and design for manufacturability. Project presentations will be created which will include detailed analysis, synthesis, material specification, and complete design documentation. When possible, the student is encouraged to work with other professions like engineering, graphic design and with corporate sponsorship. A professional portfolio will be completed.

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 presentation.

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

ITDSN 215: Interior Construction Systems

Fall/Spring
3/5/75

Students study architectural systems, details, and building codes. Construction methods and materials of foundations, walls, partitions, floors, ceilings, and roofs are covered, as well as doors, windows, stairs, and fireplaces. Continued study of building components and energy systems. Plumbing, heating, ventilation, air conditioning, acoustics and solar energy will be examined. Students will be able to represent knowledge of systems and structure details.

ITDSN 217: Color Studies for Interiors

Fall/Spring
3/5/75

This course is an extension of 2D principles/ Color Theory. Students are introduced to further color studies and rendering techniques using various media. Additional studies will focus on composition of materials/color boards as visual presentation tools.

ITDSN 218A: Beginning CAD

Fall/Spring
3/5/75

This course is an introduction to computer aided 3D Modeling. Subjects covered will include Introduction and Interface, drawing 2D shapes, mixing straight lines and arcs, numerical input, generating, viewing and rendering objects, moving rotating, sizing and mirroring objects, and drawing derivative objects. Elementary projects may be assigned, and a semester report may be generated.

ITDSN 218B: Intermediate CADD & Sketchup

Fall/Spring
3/5/75

This is an intermediate class in computer aided 3D modeling. Subjects covered will include terrain models, curved lines and meshes, deformations, trim and stitch operations, and attaching extending and attaching objects. Intermediate projects will be

assigned, and a semester report will be generated.

Prerequisite: ITDSN 218A

ITDSN 218C: Revit 1

Fall/Spring
3/5/75

Introduction to AutoDesk Revit

ITDSN 218D: Revit 2

Fall/Spring
3/5/75

Advanced techniques for Revit

Prerequisite: ITDSN 218C

ITDSN 218E: Computer Rendering Introduction to Lumion and Enscape

Fall/Spring
3/5/75

Prerequisite: ITDSN 218C, 218D

ITDSN 255: Studio I Residential

Fall/Spring
3/5/75

Introductory level course in Interior Design. Application of design theory to residential interiors. Introduction to human factors, programming, space planning, application of color, form, texture, pattern and aesthetic sensitivity to various interior problems with an emphasis on creativity and innovation. Students will communicate design ideas with a variety of two- and three-dimensional presentation techniques.

ITDSN 256: Studio II Residential/ADA

Fall/Spring
3/5/75

Exploration of more complicated problems in residential interiors with continued emphasis on human factors, space planning, creativity, and innovation. Application of knowledge of architectural systems to design solutions. Introduction to multi-level spaces, atypical users and barrier free design. Design solutions will be presented using a variety of two- and three-dimensional skills with continued development of media and presentation techniques.

Prerequisite: ITDSN 255

ITDSN 303: Materials, Products and Specifications

Fall/Spring
3/5/75

Examination of background finishes and materials from construction and manufacturing processes through measurement and installation methods. Areas covered include floor, wall, and ceiling materials as well as woods, laminates, and glass.

ITDSN 304: Business Practices and Ethics

Fall/Spring
3/5/75

Lecture course on business practices and professional ethics as applied to the Interior Design profession. Survey of business types, marketing and selling of services and products, and fee structures will be discussed. Current trends in safety, codes and licensing issues will be explored. Examination and preparation of business forms including contractual agreements, budget estimates, purchase orders, and invoices will be covered in depth and applied to the thesis project.

ITDSN 305: Studio III Commercial

Fall/Spring
3/5/75

Introduction to difficult Interior problems in commercial design. Students will work more advanced programming, space planning, circulation problems and human factors. Continued emphasis on creativity and innovative problem solving. Application of architectural and energy systems as well as safety and building codes to design solution. Sensitivity to atypical users and their needs will be expanded. Architectural and design details, materials and finishes will be incorporated in the final design proposal. Prerequisite: ITDSN 255, ITDSN 256.

ITDSN 306: Studio IV Commercial

Fall/Spring
3/5/75

Continued development of knowledge and skills learned in Interior Design 305 to effectively solve interior design problems in commercial design

solutions. Design proposals will be presented
Prerequisite: ITDSN 255, 256, 305.

ITDSN 307: Lighting & Acoustics

Fall/Spring
3/5/75

An introductory course in Lighting for Interior Spaces. What light is, how it can be produced and how the eye perceives it will be examined. Students will learn basic lighting terminology as well as what equipment is available for commercial and residential use and their appropriate applications. The effect of light to create a mood or atmosphere will be explored. Lighting plans for interior spaces will be generated with an emphasis on technical as well as aesthetic concern. Students will be introduced to Acoustics and the law pertaining to interior design.

ITDSN 309: Human Factors

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 355: Studio V Mixed Use

Fall/Spring
3/5/75

Students will develop a thesis project in Interior Design which will highlight their ability to solve complicated design problems creatively while being sensitive to human factors, structure and energy systems, programming, circulation, materials and finishes, design details, custom cabinetry, and furniture. The design solution will be presented using a variety of advanced two level and three-dimensional techniques. Rationale for solution will be validated by research data. Student will produce a programming document for approval for thesis work.

Prerequisite: ITDSN 255, 256, 305, 306

ITDSN 356: Studio VI Thesis

Fall/Spring
3/5/75

Course involving extensive work in large project of the student's choice, pending approval from the advisor. Knowledge of all interior design classes will culminate in this final project. Students will assemble a final portfolio representative of their design education experiences.

Prerequisite: ITDSN 255, 256, 305, 306, 355

ITDSN 362: Construction Documents

Fall/Spring
3/5/75

Preparation of Construction Documents for Interiors will be covered in depth. Drawings to be prepared include construction/demolition, electric/telephone, reflected ceiling, floor finishes, applied finishes, panel and post, and furniture plans as well as detail drawing for special construction, custom cabinetry, furniture, and millwork.

ITDSN 399A: Internship

Fall/Spring
3/5/75

Professional, supervised, paid or unpaid work in an organization related to career goals. Students will be required to develop a project portfolio and

complete an intern project report.
Prerequisite: Permission of advisor.

ITDSN 308: Building Codes for Interiors

Fall/Spring
3/5/75

An in depth understanding of international and jurisdictional building codes and ADA regulations.

ITDSN 399: Portfolio

Fall/Spring
3/5/75

A culmination of projects completed in school to be displayed in a digital website portfolio for presentation. Student will study ways to become a better employee and person in this class.

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 in-formation 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 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 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 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 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 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 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 110: Public Communication

*Fall/Spring
3/3/45*

The process and variables of everyday public speaking are examined through situations, content, presentation strategies and effects, and by classroom practice in the basic principles of oral communication.

MCOM 111: Introduction to Mass Communication

*Fall/Spring
3/3/45*

The role and function of mass media. Survey of traditional and digital media. Explore media criticism, challenges and professional opportunities.

MCOM 201: Persuasive Communication

*Fall/Spring
3/3/45*

Study of communication as a form of influence; the process and functions involved, its potential and limitations; social and personality factors related to persuasion, attitude formation and change. Students will analyze and present persuasive messages.

MCOM 205: Introduction to Digital Marketing

*Fall/Spring
3/3/45*

This course provides an overview of Digital Marketing Communications as a new emerging discipline. In this course, students will first learn about

the foundations of marketing and communications, and proceed to understand the history and particularities of implementing marketing communications in the digital space. Topics include core principles, practical executions, useful frameworks, and significant caveats of digital marketing communications. Current examples and case studies will be discussed to deepen the understanding of key factors for success and measuring effectiveness of digital marketing communications campaigns. Students will engage in group projects using real-world brands to research best practices of innovative digital marketing communications.

MCOM 211: Communication Theory

*Fall/Spring
3/3/45*

An examination of communication theory which includes theories on verbal communication, nonverbal communication, interpersonal communication, self-concept, relationship development, influence, conflict, group communication, decision-making, gender communication, organizational communication, intercultural communication, and media communication.

MCOM 218: Media Aesthetics

*Fall/Spring
3/3/45*

The artistic philosophy and practical applications of creating effective media. This is a hands-on laboratory course. The study focuses on aesthetics as a physical expression of creative and marketing goals and how this is put into practice when communicating messages through images and words. Subjects include compositional strategy, visual literacy and message design. This knowledge shapes design critical to working in digital and traditional media through— websites, documents, ads, brochures, video, proposals, and more. This course will offer an introduction to Photoshop.

MCOM 220: Introduction to Advertising

*Fall/Spring
3/3/45*

An examination of the theories and practices of advertising. Historical, legal, and social psychological aspects of advertising. Advertising explored from both client side and agency side perspectives.

MCOM 240: News Reporting & Writing

Fall/Spring
3/3/45

Introduction to print and digital reporting techniques— sources of news, interviewing, public document and database searches – and its application in writing various forms of news stories.

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 251: Sports Journalism

Fall/Spring
3/3/45

This course covers sports writing and sports broadcasting. Learn the skills of reporting competition and play-by-play coverage, communicating about sports through word and image, commentary, and interview skills.

MCOM 252: Web Publishing, Usability & SEO

Fall/Spring
3/3/45

This course is primarily geared toward search engine optimization (SEO) in the context of website development and usability. It is intended to be friendly to mass communication, marketing, and design students who want to learn about one of the important technical aspects of the Web: SEO. Each module begins with a less-technical discussion about the issue at hand and then evolves into the more technical details, digging into the rich information of how to build a website with the goal of SEO. This course does just that, and when programming is discussed, codes will be presented with full explanations. The professor will not hide behind buzzwords and concepts; instead, he will bring hands-on exercises, referencing to sitemaps, bookmarking widgets, cloaking, and geo-targeting.

MCOM 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 every time.

MCOM 254: Mobile Marketing, Communication & Design

Fall/Spring
3/3/45

This class helps students become builders of e-commerce apps. When this course ends, students will not be just users of iPhones and iPads, because they will take control of these devices. They will learn how to create apps for Apple OS, and in the process, they will also develop hugely demanded programming skills. The class requires absolutely no prior programming knowledge at all. The course will start from the very basic level, but students will be surprised how quickly they can learn.

MCOM 255: Sports Business and Marketing

Fall/Spring
3/3/45

This course provides an overview of major sports business issues. It covers professional, Olympic, and collegiate sports. Students study sports as a business, and discuss sports marketing, promotion, and sports sponsorships.

MCOM 260: Introduction to Film Studies

Fall/Spring
3/3/45

This course will help students develop a broad understanding of filmmaking. The course focuses on key concepts of film aesthetics, form and style with the goal of informed critical analysis. It will look at the construction of film images, systems of film editing, film sound, and the varied modes of organizing these core elements. Students will define and analyze the

cultural significance of various classics as well as modern and international films. By viewing and discussing films of different types and genres, students will demonstrate their knowledge through assignments.

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 272: Creating Digital Media

Fall/Spring
3/3/45

This hands-on laboratory course offers students work in building digital media projects. Students will explore new techniques and platforms and build portfolio worthy projects they can use when seeking employment. It is recommended that a student has taken MCOM218 or has a basic understanding of Photoshop.

MCOM 275: Podcast Studio

Fall/Spring
3/3/45

Students learning the basics of researching, writing, producing, directing and editing a podcast. Students will produce both scripted and improvisational discussions. The class will explore different genres of podcasting—educational, inspirational, motivational, and business focused. Students will listen to and review the work of podcasters. *3 semester hours*

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 284: Business and Professional Communication*Fall/Spring**3/3/45*

An extremely practical course where the class develops skills key to effective business communication. Students create business letters and emails, resumes, cover letters, and thank you letters. Extensive time is spent learning and rehearsing the answers to the most common interview questions. Students select their dream job or internship and are interviewed by a professional recruiter in a mock interview.

MCOM 290: Intercultural Communication*Fall/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 306: Argumentation and Debate*Fall/Spring**3/3/4*

Knowledge and practice in the craft of research and reasoning in argumentative communication. Practice in analysis, evidence, briefing, refutation, and delivery of arguments. Prerequisite: Mass Communication 110.

MCOM 323: Advertising & Public Relations Writing*Fall/Spring**3/3/45*

The course is designed to teach students traditional and digital writing styles, techniques and tactics used in the advertising and public relations industry. Students will spend time researching, strategically writing and then editing their work. They will learn how to write for diverse target audiences. The course begins with public relations writing and developing a journalistic style, as the class create news releases, media advisories, and other public relations writing pieces typically found in a strategic media kit or online newsroom. The course then segues to creative writing for traditional and digital advertising where students not only write but design advertising pieces. Students will learn how to write and create compelling ads and the strategies and skills employed by the advertising copywriter. Prerequisite: Mass Communication 220 or 270.

MCOM 330: Advertising Media Planning*Fall/Spring**3/3/45*

An investigation of the characteristics, preferences and composition of the media audience. Students learn how that information is obtained and used in planning media strategy in advertising. Topics include characteristics and evaluation of major media rates and sources of information, problems of coverage, duplication, costs and scheduling. Prerequisite: Mass Communication 220.

MCOM 333: TV Commercials*Fall/Spring**3/3/45*

Study how advertising strategies are translated into creative briefs and message

strategies that guide the creative process. Special consideration is given to the roles of TV commercials, the format elements of TV commercials, the advantages of TV commercials, the creative process of designing TV commercials, and the creation of TV commercials. Prerequisite: Mass Communication 220.

MCOM 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. Prerequisite: Mass Communication 220 or 270.

MCOM 339: Advertising and Public Relations Campaigns*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. Prerequisite: Mass Communication 220 or 270.

MCOM 341: Magazine and Feature Writing*Fall/Spring**3/3/45*

An in-depth experience of writing for digital and traditional media. Focus is on the additional research and preparation needed for this writing genre. Principles of advocacy and rhetoric and their relevance in the news media are explored. Prerequisite: Mass Communication 240.

MCOM 343: Digital Marketing Production

Fall/Spring
3/3/45

This is an advanced, portfolio driven course to help finesse skills students have learned so far in marketing, advertising, public relations and design. The class will use strategies and tactics to craft content marketing plans and translate them into different platforms of digital media. Students will gain a deeper understanding of developing a digital marketing campaign and the role different digital platforms play in effective integrated marketing communication. The class will set campaign objectives, identify target audiences, and create engaging content marketing through digital platforms which may include blogging, advertising, email marketing, video, audio and social and mobile media applications. Prerequisite: Mass Communication 205.

MCOM 346: Media Management & Economics

Fall/Spring
3/3/45

This class covers the foundational concepts and approaches of media management and economics. Students learn how to use these constructs to analyze media industries and markets, and the corresponding practices of media organizations, to make successful managerial and administrative decisions. Students develop an understanding of how media management and economics have been influenced by various factors, such as regulation, globalization, technology, and culture. The course discusses contemporary trends in media management and economics, especially the emerging business models of social media companies and search engine giants.

MCOM 348: Social Media—Creation, Content & Analytics

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.
Prerequisite: Mass Communication 205.

MCOM 352: Advanced Web Publishing

Fall/Spring
3/3/45

This course sets out to define and apply advanced concepts of HTML and CSS scripting. Students will develop data driven sites incorporating scripting and advanced HTML concepts, combining technical skills with professional design approaches. Instructor's permission may be required for this course. Prerequisite: MCOM 252 Web Publishing, Usability & SEO

MCOM 354: Media, Sports, and Society

Fall/Spring
3/3/45

This course studies the relationship between and among media, sports, and society. It examines media coverage of sports, the mediated sports culture, sports and politics, the spectators' enjoyment of sports violence, the dark side of competition, and gender and ethnicity issues in sports. Instructor's permission may be required for this course.

MCOM 355: Sports Psychology

Fall/Spring
3/3/45

Cross listed with PSYC255 Sports Psychology

MCOM 357: The Portfolio Project

Fall/Spring
3/3/45

The semester is spent creating professional portfolios students can use to seek employment. This is a highly specialized, hands-on class where actual portfolios are created to help students obtain work in their specific area of interest—advertising, public relations, sports media, digital media, broadcast, non broadcast, production, and many more.

Prerequisites: MCOM 218. Open to Juniors and Seniors who already have portfolio pieces created from prior classes. Sophomores upon instructor's approval.

MCOM 360: Broadcast Journalism

Fall/Spring
3/3/45

Instruction and practice in the basics of writing news for broadcast media. Emphasis on broadcast style, specificity of language, time constraints and other considerations unique to traditional and digital radio and television news. Students record and prepare news segments. Prerequisite: Mass Communication 240.

MCOM 370: Publicity Methods

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 public relations campaign for a client that includes free and paid media. Students see a project through from the discovery phase through to the delivery of the campaign to the client. Class yields an impressive array of traditional and digital collateral that students can use in their portfolios. Prerequisite: Mass Communication 220 or 270.

MCOM 384: Strategic Communication

Fall/Spring
3/3/45

This course will provide students with a broad framework of strategic communication with principles, knowledge, and skills. In particular, this course will introduce students to areas such as corporate relations, leadership strategy, cross-cultural communication, crisis management, public diplomacy, and negotiation and conflict management. It will examine relations with stakeholders, the media, the government as well as NGOs. It will also study the different types of communication, such as intercultural communication, lobbying, advocacy and activism.

MCOM 390: Media Law and Ethics

Fall/Spring
3/3/45

Legal interpretations and standards of judgment that affect the reporter and the mass media. Theory of the First Amendment. Problems of libel, privacy, censorship, contempt, news source protection. Relationship of media regulations to community standards and

social mores. Instructor's permission may be required for this course.

MCOM 395: Senior Seminar in Mass Communication

Fall/Spring
3/3/45

Emphasis on the analysis of mass media institutions, content, function, and policy. Problem-centered approach, requiring experimentation in media forms and journalistic inquiry. Prerequisite: Senior standing within the Department of Mass Communication.

MCOM 398: Internship

Fall/Spring
3/3/45

Professional, supervised work in an organization related to career goals. Prerequisite: Permission of department required. Students may take up to 6 semester hours in this course.

MCOM 399: Independent Study

Fall/Spring
3/3/45

Advanced project not covered by a regular course offering. Term paper or other academic fulfillment project is required. Faculty sponsor must be secured in advance. Prerequisite: Permission of the department and school director is required.

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
3/3/45

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

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 171: Photo Basics - Analog*Fall**3/5/75*

An introduction to photography's basic principles, techniques, and thought processes. The student will become comfortable with the camera and begin to experiment within the darkroom by developing film and printing images.

·Lab fee

PH 172: Photo Basics - Digital*Fall/Spring**3/3/45*

An introduction to photography's basic principles, techniques, and thought processes of digital photography. Exercises are designed to teach best practices for image enhancement and manipulation as well as introduce the students to basic color management and printing techniques.

·Lab fee

PH 190: Photo Basics I*Fall/Spring**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/Spring**3/5/75*

This is a photography course designed for nonmajors 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 261: Composite Imagery I

Spring
3/3/45

Composite I explores the tools for compositing images. Students will use filters, blending, masks and selections through assignment-based projects.

·Lab fee.

PH 262: Composite Imagery II

Spring
3/3/45

A continuation of Composite I. Students will be given conceptual ideas in which they must composite images to fit the appropriate assignments. This class uses projects to reinforce the techniques learned from the first section.

·Lab fee. ·Prerequisite: PH 261

PH 340: History of Photography

Spring
3/3/45

A survey of the history of photography. Starting with pre-photographic theories and practices in the 1600s and proceeding to present day, students will evaluate the trajectory of the medium. The advancement of photographic technology and its parallel to the recording historic and social events in world history will be examined, and its evolution into an art form will be explored.

PH 335: Documentary Imagery

Fall
3/5/75

Documentary Imagery explores both still images and the documentary in video. Beginning with capturing an ethical story with stills and concludes with a production of a short documentary film. Research and ethical readings will be part of the coursework.

·Lab fee

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.

·Lab fee.

PH 373: Product Photography II

Spring
3/5/75

A continuation of Product Photography. Students will use both still and moving images to convey a desired sensation for advertisement and sales.

·Lab fee.

PH 378: Fashion Photography

Spring
3/5/75

An advanced portrait and product class where fashion photography styles will be explored. Students will learn lighting, posing, retouching, and marketing concepts. Historical and contemporary attributes will be evaluated.

·Lab fee.

PH 380: Junior Studio

Spring
3/3/45

A junior year course where students will work on a project of their own creation for a full semester. Alternating weeks of critiques and research presentations will push the student further conceptually and technically.

·Lab fee. Prerequisite: Juniors only

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

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.

The 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



ACADEMIC CALENDAR FALL 2022

Wednesday	August 24	Fall Faculty Meeting
Saturday	August 27	New student orientation
Saturday	August 27	Residential Move-In
Monday	August 29	First day of classes
Sunday classes are withdrawn with grade of "W" on 8-week Term	September 4	Last day of add/drop period (after this date all transcript)
Monday	September 5	LABOR DAY HOLIDAY CLOSED
Sunday classes are withdrawn with grade of "W" on and Last day to make-up an grade" from 2021	September 11	Last day of add/drop period (after this date all transcript) "Incomplete Spring Semester
Friday	September 23	NO CLASSES
Monday	October 10	Indigenous People's Day No CLASSES
Sunday	October 23	Last Day of 8-Week Term I



Monday	October 24	First Day of 8-Week Term II
Tuesday	October 25	Final Grades Due for 8-Week Term I
Sunday	October 30	Last Day to Withdraw from 8-Week Term II
Friday	November 4	Last Day to Withdraw from 16 Week FA 22
Friday	November 11	Veteran's Day – NO CLASSES
Friday-Sat	November 18-19	Fall Student Art Show Launch
Wednesday	November 23	College to Close at 3PM NO EVE CLASS
Thursday-Friday	November 24-25	Thanksgiving Recess –CLOSED
Sunday	December 18	FA 22 16-Week and FA II 8-Week Semester End
Tuesday	December 20	Final Grades Due for FA 22 and FA22 8-Week II
Saturday-Monday	December 24-26	CLOSED

ACADEMIC CALENDAR SPRING 2023

Monday	January 2, 2023	Faculty return
Thursday	January 5, 2023	New student orientation
Friday	January 6, 2023	New Student Orientation(snow day)



Saturday	January 7, 2023	Move-In Day for Housing
Monday	January 9, 2023	Spring 2023 Semester Begins
Monday	January 9, 2023	Spring 2023 Term I Begins
Sunday classes are withdrawn with grade of "W" on 8-week Term	January 15, 2023	Last day of add/drop period (after this date all transcript)
Monday	January 16, 2023	Dr. Martin Luther King Jr. Holiday- CLOSED
Monday classes are withdrawn with grade of "W" on and Last day to make-up an grade" from fall 2022 Semester	January 22, 2023	Last day of add/drop period (after this date all transcript) "Incomplete
Monday	February 20, 2023	President's Day Holiday- CLOSED
Sunday	March 5, 2023	Spring Term I Ends
Monday	March 6, 2023	Spring Term II Begins
Monday-Friday	March 6-10, 2023	Reading Days
Friday	March 17, 2023	Last Day to withdraw from Spring 23 Semester
Monday	March 30, 2023	Registration for Summer 23 and Fall 23 Begins
Friday	April 7, 2023	Good Friday –CLOSED



Friday-Sat	April 14-15	Student Art Show Launch
Sunday	April 30, 2023	Spring II and Spring 2023 Semesters End
Tuesday	May 2, 2023	Final Grades Due
Friday	May 5, 2023	Commencement Ceremony

ACADEMIC CALENDAR SUMMER 2023

Monday	May 1, 2023	Summer 2023 Semester Begins
Sunday	May 6, 2023	Last Day to Add/Drop for Session I
Monday	May 29, 2023	Memorial Day Holiday – CLOSED
Sunday	June 25, 2023	Summer Session I Ends
Monday	June 26, 2023	Summer Session II Begins
Tuesday	June 27, 2023	Final Grades Due for Summer Session I
Sunday	July 2, 2023	Last day of add/drop period (after this date all transcript)
classes are withdrawn with grade of "W" on 8-week Term		
Tuesday	July 4, 2023	Independence Day Holiday – CLOSED



Sunday	August 20, 2023	Summer 2023 Semester and Session II End
Tuesday	August 22, 2023	Summer Semester/ Session II Grades Due

ACADEMIC CALENDAR FALL 2023

Monday	August 28, 2023	Fall 2023 Semester Begins
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ADDENDUM TO CATALOG

Satisfactory Academic Progress for Federal Financial Aid Programs (Graduate)

To receive Title IV federal student assistance, graduate students must meet the standards specified below:

- **Minimum GPA** – maintain a minimum GPA of 3.0 or better or have an academic standing consistent with the requirements for graduation.
- **Maximum Time Frame** – may not attempt more than 150 percent of the credits normally required for completion of the degree. If Program is 36 credits you cannot attempt more than 54 credits.
- **Pace of Progression** – must accumulate credits towards the degree greater than or equal to two-thirds of the cumulative credits attempted at the institution.

All graduate students will be measured against each of the three Satisfactory Academic Progress (SAP) components at the end of the Spring term to determine eligibility for receipt of Title IV student financial assistance in the upcoming year.

1. GPA and Academic Standing (Qualitative): All students must maintain a minimum cumulative grade point average (CGPA) as specified of 3.0 and be neither dismissed nor suspended from their academic program, as determined by their program's specific academic standards policy. All students are also required to achieve all program requirements for graduation.

2. Pace (Quantitative): Students must be on target to complete their academic program within the set time frame, which is measured by the Pace at which they complete their required coursework. All students must maintain a minimum Pace of 66.6667%. To determine if a student is meeting this standard, total cumulative earned credit hours at Paier plus accepted transfer credit hours are divided by the total cumulative attempted credit hours, including accepted transfer credits. A student must successfully complete the designated cumulative minimum percentage of all attempted credit hours at the point of SAP evaluation as determined by the



calculation above and illustrated in the table below.

Table 1: Pace Examples for Global Media and Communications Studies:

Cumulative Attempted Credits	Cumulative Earned Credits	Pace (Completion Rate)
36	27	66.67%
27	18	66.67%
18	12	66.67%
9	6	66.67%

Table 2: Pace Examples for Design Management

Cumulative Attempted Credits	Cumulative Earned Credits	Pace (Completion Rate)
38	26	66.67%
32	22	66.67%
24	16	66.67%
16	11	66.67%
8	6	66.67%

*This table is meant to show how the Pace calculation is done and shows the most extreme examples of the Pace calculation.

3. Maximum Time Frame (Quantitative): All students are expected to finish their degree within a maximum time frame, no longer than 150% of the published length of their program. For graduate and professional students, the maximum Time Frame is measured by the actual length of the program.

