

NACHIAS **ART ACADEMY and SEMINARY**

THE ORTHODOX JEWISH CULTURAL CENTER and ART SOCIETY OF LONG ISLAND

In loving memory of HaRav Chanina Getzel Herzberg zt"l and Rebbetzin Rochel Miriam Flaum a"h

Rebbetzin Naomi N. Herzberg-Flaum, Dean 917-886-7474
Rabbi Tzvi Flaum, Rabbinical Advisor 516-458-2957

FALL 2024-SPRING 2025

**Be a part of an
incredibly unique
educational
experience!**

- All courses are taught through **Zoom** technology and/or in-person
- A sophisticated **Art Academy** with professional instructors
- A **Torah Seminary** with world famous Torah educators
- Earn a diploma in a program of your choice in one year while attending **Seminary** and earning college credits
- Esteemed guest lecturers
- Job placement possibilities available for our graduates
- Second year **Seminary** students can take advantage of our **Professional** and/or **Seminary Programs** and earn additional credits and diploma
- **Seminary** and/or **Professional** courses are available as a full-time or part-time student
- Students attending **Seminary** in Eretz Yisroel will be able to take advantage of these **Professional** courses without conflicting with their **Seminary** course schedule
- Students throughout the world can now take advantage of these courses via **Zoom**
- Credits received via **TOURO UNIVERSITY, SARA SCHENIRER, SUNY, FDU**
- Visit our website at **nachasart.com** for updates

Due to popular demand from **Seminary** students in Israel to take **Art & Design** courses by us (the time factor works in their favor 9:30 am-12:30 pm in the USA which is 4:30-7:30 pm in Eretz Yisroel), plus additional requests from out-of-town students, and requests from adults returning to school, our **Torah Seminary** and **Art & Design** courses are given via **Zoom**. We are currently in the process of creating **Nachas Art Academy and Seminary** courses **in-person** at a convenient Five Towns location from 9:30 am-12:30 pm (with security) or via **Zoom** from all locations.

The Fall and the Spring terms are composed of the following criteria:

Each 3-credit **Seminary** course meets twice a week for 16 weeks for 40 hours of lecture plus homework.

Each 4-credit **Professional** course with workshop meets once a week for 16 weeks for 40 hours of lecture, classwork, and homework.

All courses are based on Jewish tradition, Torah teachings, and Jewish ideology.

ZOOM AND IN PERSON PROGRAMS AND COURSES BEING OFFERED

FALL 2024-SPRING 2025

NACHAS ART ACADEMY and SEMINARY is a combination of a **Torah Seminary** and **Art Academy** that will offer an understanding of how to navigate in the world of art according to a Jewish perspective. It will feature a **Torah Seminary Program** that will offer very sophisticated Torah courses in all areas of Torah knowledge and an **Art Academy** with divisions in **Fine Art & Design with a Concentration in Teaching, Interior Design, Fashion Design, and Graphic Design**. All courses will be taught by qualified instructors in their given professions.

NACHAS ART ACADEMY and SEMINARY will surely empower Jewish female adults of all ages with skills required for success by helping them reach their potential in many areas of Judaic Studies and Art. These courses will be structured in accordance with established programs offered at the most reputable institutions around the world. The Orthodox Jewish programs being offered will play a major role in the transformation of the greater Orthodox Jewish community on Long Island and will introduce them to new vistas of Torah education and Art education. The programs are consistent with the interests and quest of the Jewish community at large.

NACHAS ART ACADEMY and SEMINARY has a mission to best serve the needs of the students by providing the highest

quality programs available. These will grant opportunities for artistic and creative people from within the Orthodox Jewish community wishing to take part in a creative journey without compromising their religious practices. We are continuously ensuring the opportunity for students to obtain college credits for all the courses they will be taking at our **Torah Seminary** and **Art Academy**. This is accomplished in our collaboration and partnership with institutions of higher education and will provide degree options for students. We have developed programs that are tailored to meet the needs of the individual student's career goals, with extensive support. The **Torah Seminary** courses will be taught by world-renowned educators who will collectively uplift the knowledge base of the students in their breadth and understanding of many different diversified Torah topics. There will be courses in **Ethics of Our Fathers, Jewish History, Jewish Philosophy, Major Themes of the Bible, Practical Halacha, Tanach, and Tefila**. There will also be specially designed courses dealing with ideological issues that are confronting the Jewish people in our current society. We will offer a special course educating our students concerning the medical ethical dilemmas that exist in our contemporary world at large. There will be an option to take teaching methodology courses. A separate diploma will be granted upon completion of all **Torah Seminary** courses. **The Fine Art & Design with a Concentration in Teaching** courses are part of a one-year **Professional Program**, where students can choose to work towards a degree in teaching art, which will prepare them for creative and professional careers in the art field. These studies will include teaching on all levels from pre-school through adults. Students will receive a strong understanding of techniques and conceptual skills across many disciplines and genre, and they can

choose to concentrate in a variety of media. Our faculty will introduce students to a variety of mediums and techniques that will broaden their horizons and help them develop their own portfolios with artwork reflecting their personal signature style. **Interior Design** is a one-year **Professional Program** where students are taught designing with an emphasis on residential and commercial projects. The students will study the principles and elements of art, styles, history, and color harmony. They will develop a deep understanding of what it takes to bring design and balance into any setting. **Fashion Design** is a one-year **Professional Program** with an emphasis on fashion and apparel design projects. The students will study the history of fashion, drawing techniques, design room techniques, illustrations, styles, flat pattern designs, and the principles and elements of art. They will develop a true sense of style and designing with proper standards for the Orthodox Jewish community. The introduction of **Graphic Design** will allow our students to acquire more skills using the cutting-edge technology available through software designed specifically for design students. It is a one-year **Professional Program** with an emphasis on the key principles and techniques, design theory, and history.

All of the participants in **NACHAS ART ACADEMY and SEMINARY** will receive a one-year professional diploma for the program they attended and assistance with job placement in their field of expertise.

Professional Courses
One Year Program and Diploma

FALL 2024-SPRING 2025

BLE 101: Business Law and Ethics I (Halachic and Secular)

This course will examine the various forms of companies that can be established, their advantages and disadvantages, including tax ramifications and liability. Tips for creating and maintaining a healthy business will be provided. Students will learn how to establish and manage an open and effective relationship with clients, including budgeting. Contracts and retainer agreements will be analyzed. The court system will be explained. Professional ethics will be emphasized.

BLE 102: Business Law and Ethics II (Halachic and Secular)

Students will further examine the court system with a focus on bankruptcy. They will continue studying contracts with an emphasis on rental agreements and its provisions, with an emphasis on professional ethics and best practices. Students will be introduced to advertising and consumer protection laws, including the parameters of false advertising.

FA 101: Fine Art & Design Studio I (Based on Jewish Tradition)

Students will learn the fundamentals of illustration in relationship to the expression of ideas, while experimenting with various mediums and tools. Negative and positive space will be explored.

They will focus on traditional Judaic and secular teaching methodologies useful from pre-school through adulthood.

FA 102: Fine Art & Design Studio II (Based on Jewish Tradition)

Students will research various types of Judaica objects, Judaic artwork, and secular artwork in depth. They will develop their ideas and experiment with the creation of unique artworks, using professional art tools of the trade, watercolor paints, and acrylic paints. They will continue while focusing on additional Judaic and secular teaching methodologies useful from pre-school through adulthood.

FAD 101: Fine Art & Design with a Focus on Observation and Critical Analysis Studio I (Based on Jewish Tradition)

Students will be introduced to drawing in black and white and color. Line, volume, composition, and perspective will be taught through observation and critical analysis. Use of famous Judaic and secular artwork, botanical illustrations, and motifs for still life drawings, clothing, and interiors will be explored.

FAD: 102 Fine Art & Design with a Focus on Observation and Critical Analysis Studio II (Based on Jewish Tradition)

Students will work through inquiry and experimentation to explore individual development of Judaic and secular artwork through the implementation of subject, form, content, and process. Additional sophisticated techniques will be implemented.

ADW 101: Theory and Process in Art & Design Studio Workshop I (Based on Jewish Tradition)

Students will learn fundamentals of the elements of art and the principles of design and how these concepts relate to the production of Judaic and secular art by artists and designers of all kinds. They will also be focusing on the psychology of color, creative imagination, theory, and process.

ADW 102: Theory and Process in Art & Design Studio Workshop II (Based on Jewish Tradition)

Students will focus on the portfolio and professional practice and learn the most relevant language used in the Judaic and secular art & design industry. They will also be given lessons in creating their own signature style.

PDW 101: Beginner Course in Portrait Drawing Workshop I (Based on Jewish Tradition)

Students will learn the art of portrait drawing using a drawing pencil. They will practice shading techniques and learn the correct way to draw and position the facial features in order to produce frontal portraits and side profiles. The students will then escalate to learn the process of creating Judaic and secular portraits of all subjects in colored pencils.

PPW 101: Beginner Course in Portrait Painting Workshop I (Based on Jewish Tradition)

Students will learn the art of portrait painting by using watercolor pencils and water color paint. They will practice watercolor painting techniques and learn the correct way to position the features before painting. They will then escalate to learn the process of creating portraits of Judaic and secular subjects with acrylic paints on canvas.

ID 101: Interior Design Studio I (Based on Jewish Ideology)

Students will learn to draft floor plans, elevations, how to measure spaces, how to create a kosher kitchen, bath, and furniture plans in both residential and commercial spaces, and learn the most relevant language used in this industry.

ID 102: Interior Design Studio II (Based on Jewish Ideology)

Students will study perspective, lighting plans, electrical plans and handicap accessible plans, and will continue learning the most relevant language that applies to these plans.

IDH 101: Interior Design History and Presentation Studio I (Based on Jewish Ideology)

Students will learn the history of Architecture and Interior Design from before the dark ages through the 18th century. They will learn how to sketch a variety of historical Judaica and secular pieces and about materials such as wood and marble. There will

be trips to designer establishments to learn about materials and to create presentation boards.

IDH 102: Interior Design History and Presentation Studio II (Based on Jewish Ideology)

Students will learn the history of Architecture and Interior Design from the 18th century through modern and contemporary styles. They will continue to sketch historical Judaica and secular pieces, learn about materials, and create presentation boards. There will be additional trips to designer establishments.

FD 101: Fashion Design Studio I (Based on Torah Teachings)

Students will learn the basic professional techniques with the most relevant language used in the construction of a designer sample garment according to Jewish law. The sewing techniques explored will include cutting, construction, and finishing. Trips to the fabric store will include an in-depth study of textiles and their properties.

FD 102: Fashion Design Studio II (Based on Torah Teachings)

Students will learn the techniques involved in patternmaking and draping, while becoming more accustomed to the most relevant language used in this industry.

FDH 101: Fashion Illustration and History Studio I (Based on Torah Teachings)

This course provides a cohesive and creative approach to the study of costume history from prehistoric and ancient eras to the 18th century, and concentrates on proportion, fabric, rendering design details, and silhouettes. The students will learn how to sketch and render a fashion figure in the costume of these time periods in order to create a fashion design collection.

FD 102: Fashion Illustration and History Studio II (Based on Torah Teachings)

This course provides a cohesive and creative approach to the study of costume history from the 18th to the 20th century and concentrates on proportion, fabric, rendering design details and silhouettes. The students will learn to sketch and render the contemporary fashion figure in order to create a fashion design collection.

GD 101: Graphic Design Studio I (Based on Jewish Ideology)

Students will be introduced to the tools and software available. They will explore the importance of identifying the image necessary for success. They will be involved in designing the graphic needs of projects assigned to them by researching the visual needs of the project and clients. This will include logos, stationery, and signature style.

GD 102: Graphic Design Studio II (Based on Jewish Ideology)

Students will learn all about the various principles of graphic design and further develop abilities for advertising. They will explore combinations of colors and materials, and study resource books on the essential topics.

GDP 101: Graphic Design Studio Presentation I (Based on Jewish Ideology)

Students will study the basic foundation and techniques in the field of graphic design, as they apply to this profession. They will explore the elements and principles of design as they relate to typography, grids, and the overall design as a visual image and creation. They will be expected to make presentations of their completed works.

GDP 102: Graphic Design Presentation II (Based on Jewish Ideology)

Students will further explore, manufacture, and create an assignment and design samples for their portfolio. They will culminate the year with a thesis explaining and showing samples of what they have designed.

Professional Courses-Advanced 2nd Year Diploma

- Fine Art & Design with a Concentration in Teaching
- Interior Design
- Fashion Design
- Graphic Design

Seminary Courses

1. Biblical and Rabbinical Interpretation of Yomim Tovim
2. Contemporary Halachic Issues
3. Ideological Religious Concepts Derived from Ethics Of Our Fathers
4. Major Themes of the Bible in the World of Halacha and Hashkafa- Bible I
5. Major Themes of the Bible in the World of Halacha and Hashkafa- Bible II
6. Medical Ethical Dilemmas of the 21st Century
7. Halacha L'Maaseh and Hilchos Kashruth
8. Holocaust Studies and Art (Modern Jewish Thought)
9. Parshas Hashavua- Bible
10. Perush HaTefila-Analysis of Krias Shema and Shemoneh Esrei
11. The Hidden Power of Nashim Tzidkanius (Jewish Family Life for Women)
12. The Role of Jewish Women
13. Understanding the Meanings of Different Jewish Prayers
14. Business Law and Ethics I (Halachic and Secular)
15. Business Law and Ethics II (Halachic and Secular)



Steering the ship as Dean

Rebbetzin Naomi N. Herzberg-Flaum holds a Bachelor of Arts: B.A. in Art and Educational Management, a Master of Arts: M.A. in Adult Learning, and published a thesis specializing in art education. She is a graduate of the Willsey Institute of Art and Interior Design and attended Columbia University Graduate School of Business, earning a certificate in not-for-profit management. Her professional work history in the field of art education, practice, and educational management spans over a period of fifty years. During her years in art education, she served as a Member of the Accrediting Committee of Middle States Association of Colleges and Schools for the department of Fine Arts. She also served as Director of Operations for a private girls' school for fifteen years. At the present time, she is a high school art instructor teaching AP Studio Art, studio art workshops that include drawing skills, painting techniques, and Judaica art, and a course titled Introductory Course in Interior Design. She is also a free-lance artist, designer, and mentor for many private students and institutions. Rebbetzin Herzberg-Flaum is presently teaching art and design courses at Nachas Art Academy and Seminary.

Rabbinical Advisor

Rabbi Tzvi Flaum has been involved in women's collegiate education for over fifty years. He currently serves as the Dean of Religion at the Landers College of Touro in Manhattan, as well as a professor of the honors courses dealing with both Judaic Studies and Medical Ethics. He has produced thousands of Torah tapes relating to every major section of Torah Sheb'al Peh and Torah Sheb'ksav. After retiring from the world-famous Congregation Kneseth Israel, he founded The Torah Studies Network that offers shiurim for hundreds of members of the Jewish Community of the Five Towns each week. He has also served as Chairman of the Vaad HaRabonim of Far Rockaway and Lawrence. As a medical ethicist, he is an expert and Posek regarding very difficult issues concerning the creation of human life and the treatment of terminally ill patients. He is currently the Posek of Hatzalah of the Five Towns and West Hempstead, Kids of Courage, and ATIME. He is known for his warm and caring Rabbinical personality and has guided thousands of people in crisis throughout the years. Rabbi Flaum is presently teaching seminary courses at Nachas Art Academy and Seminary.

The Rabbi and Rebbetzin plan on developing and evaluating these programs to ensure that they are presented on the highest level possible, applying the best cutting-edge technologies that are available. In their unique capacities, they have both obtained years of educational experiences in their involvement with the Orthodox Jewish community. At the moment, they are planning programs for college students, seminary students, and adults desiring to join the courses. The criteria to attend will require a high school diploma, application, interview process, an art portfolio demonstrating artistic excellence, and will culminate in acceptance and registration. They welcome seminary students returning from Israel and from around the world. The response to creating such a program has been overwhelmingly positive. The neighborhood is excited about this new entity that will provide a journey of creative studies and help open new avenues of Torah and artistic adventure, with courses designed to challenge, stimulate, encourage, and realize individual potential that is marketable, empowering people of all ages.

Regulations

- 1) Students will be receiving a call for a personal interview. **Art & Design** students must bring 3 original samples of any genre of artwork for review, created exclusively at school or independently.
- 2) There is a non-refundable registration fee of **\$150.00** due upon acceptance into any program.
- 3) Tuition is **\$10,000.00** for the two-semester **Seminary Program** with a diploma and transcript. Students will be able to receive college credits for all courses as if they attended **Seminary** in Israel.
- 4) Tuition is an additional **\$10,000.00** for the two-semester **Professional Art & Design Programs**, with a diploma and transcript. Students will be able to receive college credits.
- 4) Students can do both the **Seminary Program** and the **Professional Program** simultaneously to receive maximum credits or just register for one of the programs mentioned above.
- 5) The students will receive a diploma stating completion once all courses are passed and all projects are submitted.
- 6) Methods of payment include check, money order, QuickPay (Zelle), cash, or credit card (with a fee for electronic payment).
- 7) All necessary books and materials are required to be purchased by the students.

For your view:

A LARRY GORDON SHOW

PODCAST

with

Rabbi Tzvi Flaum

&

Rebbetzin Naomi N. Herzberg-Flaum

<https://www.youtube.com/watch?v=1d6fju81QBg>

NACHAS SEMINARY, INC.
(D/B/A) Nachas Art Academy and Seminary
Application for Admission

FALL 2024 - SPRING 2025

Date _____

Name _____

Address _____

City _____ State _____ Zip _____

Home Phone # _____ Cell Phone # _____

Email Address _____

Academic History:

List all schools and dates attended

High School _____

Seminary _____

College _____

Employment Information:

Current job title _____

Employer name _____

Employer phone _____

Program of Study: Circle the appropriate number and fill out information

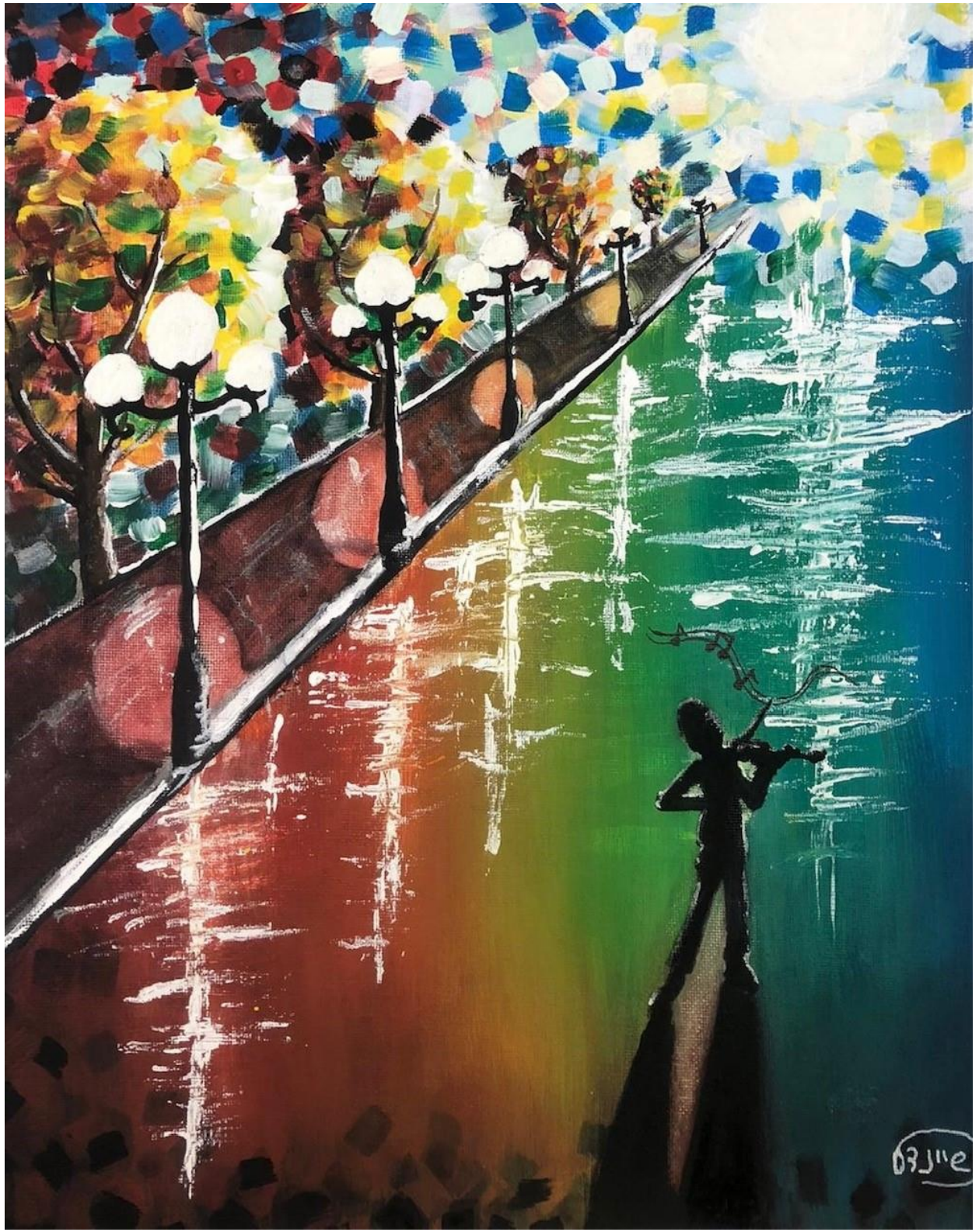
1. **Seminary only**
2. **Fine Art & Design with a Concentration in Teaching and Seminary**
3. **Fine Art & Design with a Concentration in Teaching**
4. **Interior Design and Seminary**
5. **Interior Design**
6. **Fashion Design and Seminary**
7. **Fashion Design**
8. **Graphic Design and Seminary**
9. **Graphic Design**
10. **Additional requested art programs_____**

Attend in person___ Attend via Zoom___

Please write a short and clear description in five sentences or more about your goals and aspirations in wanting to be a participant in this unique program.

Copy, scan, or download this application from www.nachasart.com. Mail to: Nachas Seminary, Inc. 1 Andover Lane, Lawrence, NY 11559, via email to naominherzberg@gmail.com, and via text to 917-886-7474.

Interview Process: You will be receiving a call for a personal interview. Art & Design students must bring 3 original samples of any genre of artwork for review, created exclusively at school or independently. Acceptance into the program of your choice will depend upon your artistic ability, creativity, and desire to follow the initiative of each specialized program. There is a non-refundable registration fee of \$150.00 due upon acceptance into any program. We are looking forward to personally meeting you. Methods of payment include check, money order, QuickPay (Zelle), cash, or credit card (with a fee for electronic payment).







**VIEW THE ARTWORK OF ONE OF
OUR TALENTED STUDENTS,
MICHAL BRAHA**

WITH HER PERMISSION

CHECKOUT HER WEBSITE:

<https://artzwithheartz.godaddysites.com>