

**GRAPHIC DESIGN
3D MODELING & DESIGN
DIGITAL VIDEO PRODUCTION
WEB DESIGN & DEVELOPMENT**



PLATT COLLEGE
DIGITAL ■ MEDIA ■ DESIGN

**COURSE CATALOG
JAN 2018 – JAN 2019**



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Associate of Applied Science Degree: Graphic Design
Associate of Applied Science Degree: Digital Media Design

Bachelor of Science Degree: Media Arts

Bachelor of Science Degree: Media Arts (study in Web)
Diploma: Specialized Web Design and Development
Diploma: Advanced Specialized Web

Bachelor of Science Degree: Media Arts (study in DV)
Diploma: Specialized DV Production
Diploma: Advanced Specialized DV Production

Bachelor of Science Degree: Media Arts (study in 3D)
Diploma: Specialized 3D Modeling & Design
Diploma: Specialized Advanced 3D Modeling & Design

PRESIDENT'S MESSAGE



It is a pleasure and a privilege to welcome you to Platt College San Diego, a community of bright and passionate students, faculty, and staff. Our goal is to ensure that your time at Platt College San Diego is an exciting journey of educational exploration and growth that prepares you for a successful career in graphic design and media arts. As such, I would like to take this opportunity to provide you with my heartfelt advice and encouragement, which I hope you will find helpful.

Each of us brings a diversity of skills, culture, and life experience. But one thing we all share is an earnest desire to make ourselves-and our world-a better place. This takes courage and I applaud you for making the decision to continue your education.

During our time together at Platt College San Diego, we will get to know each other well, but there are some truths we already know about you, our newest students. Being accepted into Platt College San Diego means that you have met our admission requirements, but it also means that we believe you will achieve the goals you have set for yourself. We also know that you are sincere in your desire to gain entry-level employment or advance your career. After all, Platt College San Diego is an institution of higher education with a focus on career development. We are committed to providing the tools and resources you need to realize your dreams.

In addition to offering a rigorous curriculum, Platt College San Diego will nurture your appreciation of human creativity. I encourage you to participate in our extensive co-curricular programs that provide cultural experiences, events and activities that promote social awareness and good citizenship.

Please dedicate yourself to your program and believe in your own creative talent. Stay thoroughly involved and enthusiastic as you pursue your goals. Embrace challenges as part of a meaningful educational journey. Ask for help when you need it and you will succeed.

Please read this catalog thoroughly and keep it as a reference. It provides useful information, including the policies and procedures we follow to ensure that students receive the educational resources and services they need to make the most of their Platt College San Diego experience.

We are delighted to welcome you to the Platt College San Diego community and look forward to working with you. Together we will design a bright career- yours!

Sincerely,

A handwritten signature in cursive script that reads "Meg Leiker".

Meg Leiker
President



History of Platt College San Diego

Platt College San Diego traces its origin to St. Joseph, Missouri, where the first Platt College was founded in 1879. The San Diego campus was opened in January 1980 offering a variety of drafting programs. It ceased affiliation with the Missouri school in 1985.

Beginning in 1985, Production Art, Graphic Design, Computer Graphic Design, Digital Media and Specialized Digital Media Diploma programs were added.

The selection of programs offered at Platt College San Diego was further enhanced in 1995 by the addition of Associate of Applied Science Degrees. In 2002 the College's commitment to the pursuit of academic excellence as part of career training developed further with the introduction of the Bachelor of Science Degree in Media Arts. This degree program focuses on the specialized areas of 3D Modeling & Design, Digital Video Production and Web Design and Development.

In 2003, Platt College San Diego expanded its facilities to include more classrooms, an administration area and a library.

To this day, Platt College San Diego continues to evolve into a learning institution that believes in the natural talents of every individual and the building of those talents into career oriented strengths.

Mission Statement

Our mission is to transform natural talents and aptitudes into strengths, skills, personal assets, and experience, leading our students to tangible work opportunities with a focus on building careers.

Legal Control

Platt College San Diego is incorporated under the laws of the State of California. It is operated by the Board of Directors, headed by the chairman, Robert D. Leiker.

Philosophy

The College seeks to create a learning environment that artistically inspires, expands talents, and positively challenges students' potential. The fields of our focus are perpetually developing, thus our emphasis is on providing a skill based foundation to meet future challenges in an evolving job market.

Administration and Faculty

A list of administrative staff and faculty members, along with their credentials, is printed on the supplement included with this catalog.

Information for International Students

The College is authorized under Federal law to enroll non-immigrant students in its programs. A student who is not a United States citizen or eligible non-citizen is considered an international student. Upon receipt of the applicant's enrollment agreement, admission test scores, proof of English competency by means of an acceptable score on the school administered test, as well as proof of equivalency to a high school diploma in the United States, Platt College San Diego will advise the applicant of acceptance or non-acceptance.

English language services are not provided and instruction does not occur in a language other than English. A score of 173 on the computer-based TOEFL and a score of 500 on the paper-based TOEFL will also constitute proof of English competency. However, the TOEFL does not take the place of our college's Wonderlic Scholastic Level Examination for admissions.

International Students accepted into the Bachelor of Science Degree: Media Arts, Associates of Applied Science Degree: Graphic Design, or Associate of Applied Science Degree: Digital Media Design are eligible for F-1 status. All international students must provide documentation to prove that sufficient funds are available to cover all tuition fees, supplies and living costs.

All admission requirements must be met before Platt College San Diego will issue an I-20. It will then be the responsibility of the prospective student to apply for an F-1 or M-1 student visa status and cover any associated charges.

Accreditation and Approvals

The College is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC), which is listed by the U.S. Department of Education as a nationally recognized accrediting agency.

Platt College San Diego is a private institution approved by the Bureau of Private Postsecondary Education (BPPE).

The College is also approved for VA benefits.

Accreditation documents, government approvals, and information on membership are available for review in the administration office.

Memberships

Platt College San Diego maintains membership in the following organizations:

- Better Business Bureau (BBB)
- The California Association of Financial Aid Administrators (CASFAA)
- National Association of Student Financial Aid Administrators (NASFAA)
- Printing Industries Association of San Diego (PIASD)
- Professional Association of Resume Writers and Career Coaches (PARW)
- San Diego Regional Chamber of Commerce

Instructors at Platt College San Diego also maintain individual memberships in many relevant professional associations including AIGA, Photoshop Users Group, InDesign User Group, Art Directors Club, Graphic Artists Guild, Zbrush Professionals, Professional Maya Users, CG Society, Printing Industries Assoc. (PIA), Refresh, African & Pacific Arts Council, and Autodesk. Professional organizations offer continuing education opportunities for faculty.

COLLEGE OVERVIEW



Facilities and Equipment

The classrooms, library, and administrative offices of the College are housed in a 16,700 square foot multi-story building located in the metropolitan area of San Diego. The facilities are in close proximity to major highways and public transportation. The facilities for core curriculum courses (taught in digital labs) in terms 1 - 4 accommodate a maximum of 30 students. The core curriculum courses in terms 5 and 6 (upper division) accommodate a maximum of 12 students (in the digital labs). The general education lecture classrooms accommodate a maximum of 30 students. In all cases, class sizes are carefully controlled to provide individualized assistance, which is our hallmark. The campus is accessible to the physically challenged with designated parking and an elevator. The facilities and equipment comply with all federal, state and local ordinances relating to fire, building, health and safety codes. Equipment typical of that used in today's industry is in place in the classrooms and is available for student use. A specific list of equipment utilized in each classroom can be requested from the admissions department. Internet access is available throughout the facilities.

Library

The campus maintains a central library with reference material for courses of study. Resource materials include general and specific subject reference books, magazines and professional publication. The college also maintains online resources which link the student to various research guides, Internet resources, databases and graphic design / media arts tutorials. Educational and inspirational exhibitions are displayed periodically.

Non-discrimination Policy

The College does not discriminate on any basis, including sex, age, race, national origin, creed, religion or disability. The College complies with the provisions of Title I of the Civil Rights Acts of 1964 and 1974, the Rehabilitation Act of 1973, the American Disabilities Act, and the amendments therein.

Students with disabilities who may need special accommodations in any class must notify the admissions representative prior to the program start date. All reasonable efforts will be made to provide the requested accommodations. Documentation of the student's disability and how it impacts the student's participation must also be submitted to the admissions representative prior to the program start date.

Degree or Diploma Awarded Upon Graduation

When all requirements for graduation are successfully completed and all financial obligations have been met, Platt College San Diego graduates will be awarded a certificate entitled "Bachelor of Science Degree: Media Arts," "Associate of Applied Science Degree," or "Diploma" in their program of study.

Students who achieve a cumulative grade point average of 3.70 or higher in their degree program will achieve "graduation with honors" and be recognized for this achievement at the graduation ceremony.

Change of Program and Catalog Revisions

The College reserves the right to make changes, additions, and/or adjustments to internal policies and program curriculum as deemed necessary to keep coursework current with applicable industry standards and technology. An ensuing change in tuition rates will not affect students already enrolled in a program who have been continuously enrolled since signing an Enrollment Agreement or who terminate/withdraw and return and start within one calendar year from the last date of attendance.

The College maintains the right to revise the catalog at any time (courses offered, number of hours, holiday calendar, internal policy, personnel, equipment, etc.) without changing the program objectives.

Controlled Substance Abuse and Awareness Policy

The College supports the "Drug-Free Schools and Communities Act" of the U.S. Congress. In cooperation with other community agencies, the school provides information designed to educate the student on the facts of substance abuse. A variety of pamphlets, books and posters are used to factually describe the effects of certain drugs on one's health. Materials that define the legal status of certain drugs and information on counseling, treatment and/or rehabilitation programs are available. Use of or being under the influence of intoxicating substances or illegal drugs on campus may cause probation or termination from school.

Platt College San Diego Clery Act Disclosures

Platt College San Diego actively supports the Clery Act and the associated Violence Against Women (VAWA) amendments. This support includes the provision of information to promote the awareness and prevention of Violence Against Women. This information is provided annually and includes the websites listed below which are resources within San Diego regarding domestic violence, rape prevention, dating violence, stalking and hate crimes.

- **San Diego Regional Guide Domestic Violence Resources**
<http://www.sdssheriff.net/dv/docs/resource-guide-eng.pdf>
- **California Department Of Public Health Rape Prevention And Education Program**
<http://www.cdph.ca.gov/programs/Pages/RapePreventionandEducationProgram.aspx>
- **San Diego County District Attorney Stalking Unit**
<http://www.sdcca.org/preventing/stalking/security-tips.html>
- **National Teen Dating Violence Awareness And Prevention**
<https://www.federalregister.gov/articles/2016/02/03/2016-02220-national-teen-dating-violence-awareness-and-prevention-month-2016>
- **San Diego Police Department Domestic Violence**
<https://www.sandiego.gov/police/services/prevention/victimresources/domesticviolence>
- **San Diego Police Department Sexual Assault**
<https://www.sandiego.gov/police/services/prevention/victimresources/domesticviolence>
- **San Diego Police Department Stalking**
<https://www.sandiego.gov/police/services/prevention/victimresources/stalking>
- **San Diego Police Department Hate Crime**
<https://www.sandiego.gov/police/services/faqs/crimeinfo>

Students and employees are also informed that printed information can be obtained from the Platt College San Diego Administrative Office at the front desk in room 204.



Collecting and Reporting of Crime Statistics

Platt College San Diego collects and maintains documentation regarding crime statistics and annually discloses that information in its Annual Security Report (ASR) and Campus Safety and Security Survey. This information specifically identifies crimes of violence against women, rape, dating violence, domestic violence, sexual assault and stalking. The information is distributed to employees and students annually and posted on our website.

Policies and Procedures for Reporting Crimes

The following procedure does not supersede an individual's judgement or right to notify the police of any criminal activity.

Whether the police are notified or not, victims or witnesses of crimes or suspicious activity that take place on the school campus, in its immediate geographic area or at a school activity are encouraged to report the crime to a teacher, staff member or other school official. They may do so confidentially.

The school official must first ensure the safety and wellbeing of the victim and / or witness. Next, relevant information regarding the incident should be obtained. As soon as possible the school official should initiate the CRIME REPORT FORM with one of the following personnel: Facilities Manager, Vice President / School Director or Director of Education. During the process of completing the CRIME REPORT FORM, additional evidence or information will be obtained. Reports are kept in a secure location within the controller's office and a digital copy is maintained by the facilities manager. It is the policy of Platt College San Diego to document and report criminal acts to the local authorities as required by law.

In the unlikely event that no appropriate school official is present, or if the victim or witness desires to report the crime confidentially, this crime reporting process can be initiated by contacting the Facilities Manager.

Health, Security and Safety

The College makes every effort to provide a secure and safe learning environment free from distraction. The school facilities comply with all requirements of federal, state and local safety codes, Board of Health specifications and Fire Marshall or OSHA regulations. A CAL/ OSHA Injury Prevention Program is in effect at the College and the program is maintained by the OSHA Program Administrator. Written policy and annual reports are available for review upon request in the administrative office. Forms to report hazards, accidents or crimes witnessed on campus are available in the administration office. An annual Campus Crime and Security Report is available in the admissions office.

Students must be responsible for their own security and safety. Consideration of the security and safety of others is also expected. The school is not responsible for personal belongings that are lost, stolen or damaged on campus or during an off-campus activity. Children cannot be brought into the classroom.

Service animals are allowed in the classrooms however, new students must submit documentation prior to enrollment to the Admissions Department. Current students must submit documentation to the Director of Education Department.

Students must notify a school employee of an injury or illness either experienced or seen, of a breach in security matters, or of a crime

witnessed on campus. In the case of an emergency, a school employee must be notified immediately. Employees have been instructed in how to obtain the services of the appropriate professional help in the most expedient manner.

In case of earthquake, stay inside, take cover under a heavy piece of furniture and hold on. If you are outdoors, move into the open – away from buildings, streetlights, and utility wires. You should expect aftershocks.

In case of fire, know the location of fire extinguishers and exits. Help isolate the fire by closing all doors on your way out; do not lock the doors. Do not attempt to fight a fire alone unless it is a minor fire. If you hear a bell - follow the evacuation route and wait for your instructor.

If you become trapped and a window is available, open it and place an article of clothing outside the window as a marker for emergency personnel. Do not stand in smoke; instead, drop to your knees and crawl to the nearest exit; cover your mouth with a cloth, if possible, to avoid inhaling smoke. Try to alert emergency personnel of your location by calling from your phone or shouting. An evacuation route is posted in each classroom. Take the following steps if an evacuation is necessary:

1. Stay calm and do not stop to gather belongings.
2. Follow evacuation route visibly displayed in each room.
3. Take nearest stairway, do not use elevator and follow route toward the church parking lot.
4. The East stairway route goes to 63rd St. turn north and take the first street (Rose St.) to the left that will take you to the parking lot. The West stairway will lead you to El Cajon Blvd., turn right, west, and make right to the church parking lot by the Apex store.
5. Wait for your instructor to take roll.
6. Wait for further instructions.

Student Conduct and Guidance

Platt College San Diego is committed to the practice of early intervention as it relates to the guidance of students and student conduct. Our expectation of appropriate student behavior begins with a common sense approach. All students should show respect to one another, their instructors and their entire school community. Common sense and civil law dictates that drugs (including alcohol) and weapons should never be brought to school. Except in extreme extenuating circumstances, food, children and pets should not be brought into the classroom.

Conduct that hinders classroom activities or interferes with classroom learning will initially be addressed by the instructor in most cases. The student will be informed of the offensive behavior and a resolution should be suggested. If the conduct continues the student will be referred by the instructor to the Director of Education who will try to resolve the relevant issues. The Director of Education will document these advisement sessions. Repeated misconduct or more severe misconduct could result in the student being terminated from the school.

Examples of misconduct may include but are not limited to the use of inappropriate language, disruptive behavior, frequent tardiness, lack of effort, repeated failure to follow instructions, excessive absences, etc.

ACADEMIC POLICIES



Dress Code

The College does not have a formal dress code; however, common sense must prevail. A student wearing attire that is disruptive to fellow students will be asked to leave class, resulting in an absence. The student has the option of returning to the class in proper attire, resulting in a late arrival.

BPPE Required Disclosures

Platt College, San Diego, Inc., 6250 El Cajon Boulevard, San Diego, CA 92115-3919 has been granted institutional approval by the California Bureau for Private Postsecondary and Education pursuant to California Education Code Section 941000. Bureau approval means that the school and its operation comply with the standards established under the law for occupational instruction by private postsecondary educational institutions. Institutional approval must be reestablished every three years; the school is subject to continuous review. The institution does not have a pending petition in bankruptcy.

All information in this school catalog is current, correct and certified as true by Robert D. Leiker, chairman.

Student Records

Records are maintained for a period of three years on the campus. After three years records are transferred to an off-site, fire-proof, storage facility and thus may take a week or more to access. A \$20.00 fee is assessed if duplication of the file is requested.

Official transcripts are available for a \$5.00 fee per transcript requested. The transcript request form is available for download from www.platt.edu, or the student may submit a separate request. The request must be made in writing and include the student's name, current address and phone number, social security number, dates of attendance/date of graduation, and the address where transcripts are to be sent. The request must include the student's signature for processing to occur. A student's records may be withheld if financial obligations have not been met or if the student still needs graduation requirements.

All admission documents become the property of the school and are retained by the College. These documents will not be released to the student or transferred to other institutions.

Housing Assistance

The College does not offer dormitory facilities or housing assistance. Information about housing rentals in the community is available online. Platt College is located near a large State University, thus an abundance of housing is available.

Career Services

The ultimate goal of Platt College San Diego is for graduates to be employed in their field of training. The school maintains a career services program designed to assist qualified students and graduates in obtaining career goals. Leads for full or part-time job opportunities are solicited from a variety of industry sources and networking opportunities. Graduates and students are encouraged to utilize these employment opportunities as they become available. The career services department advises students on interviewing skills, résumé writing and job search techniques.

Although the College cannot guarantee employment, many graduates who actively seek employment with the assistance of the career services department secure jobs in their field of training. A statistical report indicating placement percentages for each program is provided to each prospective student by the admissions department prior to enrollment.

The importance of regular class attendance and satisfactory academic progress are emphasized as qualities that influence potential employers.

Veteran Liaison

Platt College San Diego employs the services of a Veteran Liaison staff member to assist veterans with the transition from military life to student life. The Veteran Liaison has an office where veterans can obtain information about the school and information related to veteran support groups in the local area.

Audit Policy

A Platt College San Diego graduate may audit within five years of their graduation date any one technical class previously completed, as determined by current course description. A student interested in auditing a class must register in the class via the Director of Education's office prior to entering the classroom. This five-year ceiling may be waived for students who are enrolling in a more advanced program or who have been approved by career services to continue audit process.

General Admission Procedures and Requirements

Prior to the start date, candidates for enrollment in Platt College San Diego must provide evidence of high school completion in the form of an original diploma from a regionally accredited high school or the recognized equivalent (e.g. an original General Education Development – GED – certificate or score report or California High School Proficiency Exam certificate or score report), or in the form of an official transcript.

Students whose credentials are from a country other than the U.S. must have the credentials evaluated by a foreign credential evaluation agency. The agency must be a member of the National Association of Credential Evaluation Services (NACES).

All applicants must interview with an admissions representative prior to enrollment. Those interviewing in person will be given a tour of the facility to view classrooms, equipment and examples of student work. Those unable to interview in person must have an admissions interview by phone.

Platt College San Diego uses an aptitude test to measure the candidate's academic preparedness to undertake college-level course work in English and mathematics. Other nationally based exams, such as the SAT or ACT exam, will be considered. In addition, the applicant's past academic performance and work experience may be reviewed to determine if the individual can benefit from training at Platt College San Diego.

The school catalog is available online at www.platt.edu. A printed copy will be given to the student upon request or upon enrollment. The student should review the catalog prior to signing the enrollment agreement.

Students with disabilities who may need special accommodations in any class must notify the admissions representative prior to the program start date. All reasonable efforts will be made to provide the requested accommodations. Documentation of the student's disability and how it impacts the student's participation must also be submitted to the admissions representative prior to the program start date.

A signed and accepted contract (the "Enrollment Agreement") that outlines the details and obligations of the student and the College must be completed prior to the student's program start date. Students do not need to provide a vaccination record.

A former student of more than one year from the last date of attendance who was terminated or withdrawn from the program, or graduated from one program and requesting advancement to another program more than one year after the graduation date, is required to reapply for admissions. Reapplication for admission includes the admission interview process, a tour of the facility, and passage of the aptitude test. If conditions of reinstatement were placed on the student at the time of termination, these must be resolved prior to readmission. The conditions are stated in a letter at the time of termination and are available in the student file and in the computer record. The student must meet these conditions, if applicable, prior to readmission. They may be required to submit an appeal that includes the strategies and conditions now in place that will secure the student's academic success. Students must be in good financial standing from the previous enrollment to complete the enrollment process. Students will reenter to the same academic status in place at the time of termination. Proof of high school completion is also required if it was not submitted during the prior admission process. The conditions of reentry also apply to a former student of less than one year, though this student may apply for reentry through the Director of Education's office. A student reentering less than one year from the last date of attendance must submit a \$110 reentry fee on or before the reentry date.

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement.

Attendance Policy

Regular attendance is expected of the student. Should a student miss the first class session of a new module without a valid excuse, he may continue in the course at the discretion of the instructor, providing the hours are made up as noted in the Make Up Policy.

Students who miss more than 20% of the scheduled hours in a course will be withdrawn from the course (refer to the Grading System section for more information). Nevertheless, the instructors have the prerogative to enforce less than 20% of the scheduled hours based on the specific requirements of each course. Extenuating circumstances may lead to an exception of the withdrawal, but this is the decision of the instructor and the Director of Education. Three consecutive unexcused absences may result in a withdrawal from the course.

In addition, students who miss class due to unavoidable circumstances (such as illness documented by a physician, death in the family, etc) may petition for a grade of WE versus WF or F.

Students who are late to class are responsible for informing the instructor or teaching assistant at the time of their arrival to receive partial class attendance. Likewise, students leaving early must verify with the instructor or teaching assistant of their departure so correct hours of attendance will be recorded.

If a student is terminated from school for failure to meet the attendance policy, the student may apply for readmission. Please refer to the readmission policy under General Admissions Procedures and Requirements for more detail.

Make-up Policy

There is no makeup opportunity for an unexcused absence the day of a midterm or final exam. For excused absences, the makeup midterm or final exam must be completed at a time determined by the instructor.

If a student misses in excess of 16% of the scheduled hours in a technical class, the hours must be made up. The school's facilities are

available to students in the afternoon for this purpose. If a student misses in excess of 16% in a general education course, an extra assignment will be required. Make up work or time will be reflected in the student's grade, not in the attendance record. Regardless of make up allowed, the overall absence cannot exceed 20% of the required course hours.

Students must attend the first class session of a new module. If a student missed the first class session of a new module without a valid excuse, they may continue in the course at the discretion of the instructor.

Termination Policy

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

- Excessive absences
- Failure to maintain satisfactory academic progress
- Failure to comply with the academic policies described herein
- Conduct that is deemed detrimental to the student and classmates, staff and faculty, community or school property
- Insubordination or inappropriate behavior/comments to staff and faculty
- Immoral behavior that would bring discredit to the student and classmates, staff and faculty, community or school in general
- Physically injuring another individual on the premises
- Destruction or theft of school property or the property of other students
- Use of, or being under the influence of, intoxicating substances or illegal drugs on campus
- Cheating or plagiarism
- Delinquent in financial obligations to the school
- Other actions of the student or circumstances which warrant termination as determined by the School Director

Transfer of Credit to Platt College

The College will consider the transfer of credits for completed coursework from other accredited institutions. Transcripts from all previously attended institutions, military transcripts, and AP/CLEP/DSST scores must be submitted to the College from the institution granting the credit and must be officially signed and sealed.

If a student is receiving Title 38 Veterans benefits, the student must submit any requests for credit for prior training before certification of enrollment can be submitted to the Department of Veterans Affairs. The applying student must notify the College of all former postsecondary education, military training or occupational experiences and official transcripts from these learning institutions must be submitted to, and evaluated by, the Director of Education. The Department of Veterans Affairs will then be notified of any credit granted.

To be eligible for transfer of general education credit to the College, a minimum grade of "C" or a 2.0 in the transfer course must have been achieved, and the credit must be considered comparable to the level of coursework of the College's program and non-remedial in nature. The College utilizes American Council on Education (ACE) recommended scores for CLEP and DSST.

The College will consider transfer credits from postsecondary institutions approved by the appropriate governing or accrediting agencies of their

ACADEMIC POLICIES



locality. The College Level Exam Program (CLEP), DANTES Subject Standardized tests (DSST), Advanced Placement (AP) tests exams, and Military Training will be considered for transfer. Vocational postsecondary institutions in California must be approved by the Bureau for Private Postsecondary Education and be accredited either nationally or regionally. The College has not entered into any articulation agreements with other colleges or universities.

In the case of general education credits for the Associate Degree or Bachelor of Science Degree, credits from other institutions will be accepted, up to four semester credits in each of the following disciplines: Math / Science, English / Communications, Humanities / Social Sciences, and Art and an additional two credits in any of these four clusters. An additional digital portfolio project class (4.5 credits) is required of all Bachelor Degree students. In the Associate Degree, the student must complete at least two credits in each of: College Composition or equivalent; Public Speaking or equivalent; and Personal Finance or equivalent. In the Bachelor of Science degree, the student must complete at least two credits in each of: Written Business Communications or equivalent; and Introduction to Business Math or equivalent.

Students who withdraw or are terminated from the College and have successfully completed all technical course work and the Portfolio Project have three years to transfer in remaining general education requirements. Reentry will be required at that time; official transcripts must be submitted. They will be evaluated by the Director of Education's office to determine if a graduated status may be achieved. After that period of time the student will be subject to current catalog requirements and proficiencies in current technology.

Transfer credit will appear on the transcript with a grade of TC. The credits will be included in the attempted and earned credit hour totals.

Credit-By-Exam

Platt College permits credit-by-exam for most technical courses. Credit-by-exam is available to those students who possess a well-rounded knowledge in a particular subject and possess a well-developed portfolio or demo-reel. Students who wish to test out of general education course work may do so through the national College Level Exam Program- CLEP (www.collegeboard.org).

Students who attend a Platt College technical course for more than three sessions are not eligible for credit-by-exam in that subject matter.

The lower division credit-by-exam consists of a portfolio assessment and a practical exam.

Upper division credit-by-exam is comprised of an assessment of the demo-reel, a practical exam and/or a written exam equivalent to the final examination for the particular class, depending on the area of study. Not all technical classes are available for credit-by-exam. Please see the administration office for more details.

Transfer of Credit from Platt College

Program coursework and specific graduation requirements of institutions vary considerably. The Director of Education office will provide an academic transcript to a receiving institution at the written request of a student. The receiving institution will evaluate the credits earned at the College and determine the transferability of those credits.

NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION

The transferability of credits you earn at Platt College San Diego is at the complete discretion of an institution to which you may seek to transfer.

Acceptance of the degree, diploma, or certificate you earn is also at the complete discretion of the institution to which you may seek to transfer. If the credits that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending Platt College San Diego to determine if your credits will transfer.

Advancement of Your Education

Students in the Associate of Applied Science program at Platt College San Diego may apply for the bachelor program or a specialized diploma program when they reach their second academic year. If the College cumulative grade point average is lower than 2.75 at the time of application, and/or the student has a history of excessive absences as described by the Attendance Policy in this catalog, the student must seek recommendation for entry to the advanced program. The Director of Education's office will make this determination at the time of application and notify the student. A second review of the student's academic and financial standing will be made prior to the start date of the advanced program, and the student will be informed of any deficiencies prior to that start date.

Requirements for Graduation

Students graduate when they meet all academic and financial requirements. All students must complete the required number of semester credit hours for their program of study as detailed in this catalog. A minimum grade point average of 2.0 (a "C" average) or better must be earned in each technical course. A "D" is acceptable for credit in general education courses, as long as the student has a grade point average of at least 1.80 in the General Education module and an overall GPA of 2.0 or higher. The completion of classes is determined based on a combination of in-class work, out-of-class work, quizzes, exams, papers, and projects. The course syllabus will specifically outline how each course grade is determined.

Each degree program contains 18 semester credit hours of general education courses. All general education credits must be completed in residence or by transfer.

Students must complete at least 25% of their coursework at the College to meet residency requirements. In addition to the program residency of 25%, students must meet a 33% residency in all Bachelor degree areas of study and the prerequisite term. In the specialized diplomas and advanced specialized diplomas, a residency of 80% must be met.

Students must meet with the financial aid, career services, and Director of Education departments prior to graduation. A Graduation Procedures form will be distributed by the Director of Education prior to the graduation date. The form must be completed by the student and signed off by the financial aid office and career services office prior to submission to the Director of Education for processing. Students who do not complete this form and obtain all required signatures will not receive the official diploma.

In addition, students must submit an updated resume to career services. The resume must include the most recent degree award and be approved by a career services advisor.

Platt College San Diego courses are not recommended nor have they been the subject of unsolicited testimonials or endorsements by vocational counselors, high schools, colleges, educational organizations, employment agencies, members of a particular industry, students, former students, or others; or governmental officials for government

employment. Some former students have provided testimonials at our request and we have acquired written permission to use them.

Successful completion of a course of instruction at Platt College San Diego does not qualify a student for acceptance into a labor union or similar organization. Successful completion does not qualify a student to receive, to apply to take or to take the examination required to receive, a local, State, or Federal license, or a nongovernmental certification required as a precondition for employment, or to perform certain functions in the States in which the educational program is offered, or to meet additional conditions that the institution knows or reasonably should know are generally needed to secure employment in a recognized occupation for which the program is represented to prepare students.

Interruption of Studies

The College permits a student limited interruption of their studies without being considered withdrawn. There are two options for the student – providing an Intent to Return notice and requesting an approved Leave of Absence. The student must apply in writing for either option, and will be informed in writing by the College of the approval or denial of the request. If the request is denied by the College, this determination is not subject to appeal, however, the student will have the option to remain in attendance or be withdrawn from the College.

Intent to Return

Students may request an interruption of his studies during the first or second module of a 15- or 18-week term by submitting an Intent to Return notice to the College prior to ceasing to attend. The Intent to Return notice allows for limited length interruption of studies during the term; however, the student must return by the start of the third module of the 15- or 18- week term. If the student does not return on the scheduled return date provided on an Intent to Return notice, the student will automatically be terminated from the College. The student's Pell Grant will be adjusted for originally enrolled courses the student does not attempt.

Leave of Absence

A Leave of Absence may be taken between 15- or 18- week terms but not during the term. A leave of absence cannot exceed 120 days in a continuous 12-month period. Any extension of the 120-day maximum must be presented in writing and reviewed by the financial aid and Director of Education's offices. Extensions are considered on a case-by-case basis. Under no circumstances may the number of leave days in the continuous 12- month period exceed 180 days. If the student does not return from a leave or extension of leave on the scheduled return date, the student will automatically be terminated from the College.

A student may verbally request an extension of the leave prior to the conclusion of the original leave, however, the student must sign the request for extension by the expiration date of the original leave of absence request or within 14 calendar days of the verbal request, whichever is earlier.

If unforeseen mitigating circumstances exist that prevent the student from signing the leave of absence, such as a medical or family emergency, he must contact the Director of Education and verbally request a leave of absence. The student must complete the written request form as soon as possible but within 14 calendar days of the verbal request and before the expiration date of the leave. The student must provide supporting documentation of the mitigating circumstance. If the student does not provide the required documentation after a verbal request, the student will be terminated from the College.

Honor's List Criteria

Determination of the Honor's List will be made twice during an academic program. For the AAS, the first review is performed after all term two modules are complete and include all course work from the beginning of the program to this point. The second review is performed at the end of the program, and comprises all course work from the beginning of the term three modules to the end of the program. For the BS Media Arts program, the first review is performed after all term five modules are complete and include all course work from the beginning of the program to this point. The second review is performed at the end of the program, and comprises all course work from the beginning of the term six modules to the end of the program. All diploma programs will be reviewed once, at the end of the program.

Consideration will be made on the basis of academic and attendance performance achieved within the academic cycle. To become an Honor's List recipient, a student must meet all of the following criteria:

- Maintain an average GPA of 3.70 or above
- Not earn any grade below a "C"
- Not withdraw from a course with a grade of WF or W
- Absence will not exceed 10% per academic cycle and no more than three sessions in each module within the academic cycle

Recipients will receive a certificate and their name will be displayed in the administration office on the Honor's List.

Satisfactory Academic Progress

Standards of satisfactory progress are represented by a set of academic requirements that enable Platt College (College) to maintain a high academic standard. The academic progress assessment commences after completion of the first term/payment period of the program and will be measured at the end of term/payment period. This policy is applicable to all students regardless of the type of funding applied towards program tuition and fees.

Students must meet the following minimum academic standards to maintain satisfactory academic progress (SAP) at the end of each term/payment period.

Qualitative Measure – Cumulative Grade Point Average (CGPA) Minimum cumulative grade point average of 2.0

Quantitative Measure - Cumulative Rate of Progress Successful completion of at least 66.67% of all attempted courses
Maximum Time Frame – Students are required to complete their program within 150% of the standard length of the program in credit hours. The rate of progress standard given above represents a minimum rate the student would need to persist to complete within 150%

If at any time it becomes mathematically impossible for a student to complete the program within 150% of the program length, they may be terminated from the school whether or not they are receiving Federal financial aid funds. Students are ineligible to receive Federal financial aid funds when it becomes mathematically impossible for a student to complete the program within 150% of the program length.

How Grades Affect Satisfactory Academic Progress

Grades of W (Withdrawal), CX (Credit by Exam), and I (Incomplete) will not affect the qualitative measure of satisfactory academic progress. Grades of TC (Transfer Credit) will not count in the grade point average calculation, but will be included in the calculation of quantitative measure and will count as both attempted and earned credits.

ACADEMIC POLICIES



The grade of WF (Withdraw/Fail) indicates the student surpasses the point in time in which a grade of W can be issued. The grade will not count in the grade point average calculation, but will count in the calculation of quantitative measure.

In exceptional cases, a student may petition for a grade of W even when attendance has surpassed the number of sessions in which a W can be issued. In this case, a grade of WE (Withdraw/Exception) will be granted. This grade will not count in the grade point average calculation, but will count in the calculation of quantitative measure.

When a student repeats a course, the first grade will be removed from the grade point average calculation but the credits will still count in the calculation of quantitative measure.

Should a student fail to meet either of the SAP requirements, the following will occur.

Academic/Financial Aid Warning

A student who has a cumulative grade point average between 1.67 and 1.99 and/or the cumulative rate of progress is between 51% and 66.66% at the end of the term will be placed on academic/financial aid Warning. The student will be placed on this status for one term and may receive Federal financial aid funds. The student will be notified in writing of this status.

Academic/Financial Aid Probation

A student on academic/financial aid Warning who does not meet SAP at the end of the warning term will become ineligible for Federal financial aid funds. Students may appeal the loss of funds by submitting a written appeal within three business days. If the appeal is approved, the student will be placed on academic/financial aid Probation, and possibly an academic plan. Probation without an academic plan is only for one additional term of Federal financial aid eligibility. The student will be notified in writing of this status.

Termination

Students who have a CGPA below 1.66 and/or whose rate of progress is below 51%, at the first SAP evaluation, may be terminated from the College; the length of the termination will be determined at the time of the drop. The student will be notified of this termination in writing.

Appeals

A student on academic/financial aid Warning who does not meet SAP by the end of the warning term will be ineligible for Federal financial aid funds, and must appeal to be placed on academic/financial aid probation and reinstate their Federal financial aid. Students who do not receive federal financial aid must also submit an appeal. The appeal must contain an explanation of the circumstances that caused the student's inability to meet SAP. Examples of catastrophic or unavoidable events would be: injury or illness, the death of a close relative, hospitalization, or other special circumstances. The appeal must also explain what has changed in their situation that will allow the student to make satisfactory progress at the next evaluation.

An appeal must be in writing and submitted to the attention of the SAP Review Committee (care of the Director of Education) within three business days of notification of unsatisfactory progress.

Appeals will be answered in writing within three business days of receipt. If approved, the student will be permitted one of two options based on when the student can meet the academic progress standards. If denied, the student may be terminated from the College or need to make other arrangements for the payment of tuition and fees.

Option 1 – Academic/Financial Aid Probation for One Payment Period/Term:

The first option is a status of academic/financial aid Probation for one payment period/term. It is expected that the student will meet SAP by the end of one term. Should the student not meet SAP by the end of the probation term, the student will become ineligible for additional Federal financial aid but may submit an additional appeal to be placed on an academic plan and have their Federal financial aid reinstated. This appeal must be submitted within three business days of the notification of failure to meet SAP. If the appeal is denied, the student may be terminated from the College or need to make other arrangements for the payment of tuition and fees.

Option 2 – Academic/Financial Aid Probation with an Academic Plan: If it is determined that the student needs more than one payment period/term to meet SAP, the student will be given an academic plan that, when followed, will ensure that he will meet the SAP standards by a specific time. If the student fails to meet the terms of the academic plan they will become ineligible for additional Federal financial aid and may be terminated from the College.

Academic Plans

The purpose of the academic plan is to assist the student in meeting the minimum required SAP standards by a specific point in time. The student's progress will be monitor under modified SAP standards which will be evaluated at the end of each term. The student will remain eligible for Federal financial aid funds while following the plan. Failure to meet any part of the plan will result a loss of funds and possible termination from the College.

If failure of the academic plan was due to a catastrophic or unavoidable event (examples of acceptable circumstances would be: injury or illness, the death of a close relative, hospitalization, or other special circumstances), the student may appeal and request a modified academic plan. The appeal must contain an explanation of the circumstances that caused the student's inability to meet the academic plan and must also explain what has changed in their situation that will allow the student to make satisfactory progress at the next evaluation. This appeal must be in writing and submitted to the attention of the SAP Review Committee (care of the Director of Education) within three business days of notification of failure to meet the academic plan. Appeals will be answered in writing within three business days of receipt.

Consequences of Not Meeting SAP

A student on academic/financial aid Probation or an academic plan who does not meet SAP in the specified time frame (determined by the academic plan) will become ineligible for Federal financial aid and may be terminated from the College. The student will be notified in writing of the loss of Federal financial aid eligibility and the conditions of their termination.

Reentry after Termination

A former student of more than one year from the last date of attendance who was terminated or withdrawn from the program, or graduated from one program and requesting advancement to another program more than one year after the graduation date, is required to reapply for admissions. Reapplication for admission includes the admission interview process, a tour of the facility, and passage of the aptitude test. If conditions of reinstatement were placed on the student at the time of termination, these must be resolved prior to readmission. The conditions are stated in a letter at the time of termination and are available in the student file and in the computer record. The student must meet these



conditions, if applicable, prior to readmission. They may be required to submit an appeal that includes the strategies and conditions now in place that will secure the student's academic success. Students must be in good financial standing from the previous enrollment to complete the enrollment process. Students will reenter to the same academic status in place at the time of termination. Proof of high school completion is also required if it was not submitted during the prior admission process. The conditions of reentry also apply to a former student of less than one year from the last date of attendance, though this student may apply for reentry through the Director of Education's office. A student reentering less than one year from the last date of attendance must submit a \$110 reentry fee on or before the reentry date.

If the student has credits from a prior enrollment at the College, the student's SAP status will be determined based on the credits applicable to the new program regardless of the outcome of the prior attempt of the course. If the student is not in good SAP standing, they may need to submit an appeal to have their Federal financial aid reinstated. If the student reenters and is ineligible for Federal financial aid due to SAP reasons, the student should make other payment arrangements until SAP is reestablished.

Grading System

A student will receive a grade of W for any course attended up to 20% of the total class sessions. If the student attends 21% to 59% of the sessions, a grade of WF is assigned. A student who attends 60% or more of the sessions and then withdraws will be awarded a grade of F. The F will remain until the student successfully retakes the class, at which time the F will be removed from the grade point average calculation. Students will be allowed to repeat only one class in which a grade of WF or F was earned without being charged. In cases of multiple repeats, the student will be charged for the class(es) that is repeated.

The school's grading system is as follows:

Excellent	(4.0)	A	90–100
Above Average	(3.0)	B	80–89
Average	(2.0)	C	70–79
Below Average*	(1.0)	D	63–69
Unsatisfactory	(0.0)	F	59 or below
Withdraw/Exception	(0.0)	WE	
Withdraw/fail	(0.0)	WF	
Withdraw	(0.0)	W	
TC	Transfer credit for prior training		
CX	Credit by examination/Portfolio assessment		
INC	Incomplete		

*No credit is granted for a D grade in technical courses, but is granted for General Education Courses if a cumulative 1.8 grade point is maintained for the General Education Module, and the student maintains a cumulative grade point average of 2.0.

In cases of an emergency, a student may be issued a grade of Incomplete. The incomplete grade must be resolved within fourteen calendar days of the module end date, or a grade of F will be issued.

Grades of W (Withdrawal), CX (Credit by Exam), and I (Incomplete) will not affect the qualitative measure of satisfactory academic progress. Grades of TC (Transfer Credit) will not count in the grade point average

calculation, but will be included in the calculation of quantitative measure and will count as both attempted and earned credits.

The grade of WF (Withdraw/Fail) indicates the student surpasses the point in time in which a grade of W can be issued. The grade will not count in the grade point average calculation, but will count in the calculation of quantitative measure.

In exceptional cases, a student may petition for a grade of W even when attendance has surpassed the number of sessions in which a W can be issued. In this case, a grade of WE (Withdraw/Exception) will be granted. This grade will not count in the grade point average calculation, but will count in the calculation of quantitative measure.

Refer to the Student Complaint and Grievance Procedure section of this catalog for the policy on challenging a grade.

Course Repeat Policy

- The first repeat is not charged. The student will be charged tuition if he or she repeats more than one course during all Platt College San Diego enrollments.
- Students who fail a technical class (grades of WF, D or F) will be allowed to repeat that class two more times for a total of three attempts. If the student does not successfully complete the course after the third attempt, he may be terminated from the College for a period of six months. Refer to the Reentry After Termination section of this catalog for more information.

Definition of a Semester Credit Hour

The College measures student progress in semester credit hours, as follows:

- General Education: 15 lecture hours per credit.
- Technical: A combination of 30 lab hours / 15 lecture hours per credit.
- Out of class work: The college approximates that for every two clock hours of technical class work, one clock hour of out of class work will be completed; for every two hours of general education class work, four hours of out of class work will be completed.

Readmission Policy

A former student of more than one year from the last date of attendance who was terminated or withdrawn from the program, or graduated from one program and requesting advancement to another program more than one year after the graduation date, is required to reapply for admission. Reapplication for admission includes the admission interview process, a tour of the facility, and passage of the aptitude test. If conditions of reinstatement were placed on the student at the time of termination, these must be resolved prior to readmission. The conditions are stated in a letter at the time of termination and are available in the student file and in the computer record. The student must meet these conditions, if applicable, prior to readmission. They may be required to submit an appeal that includes the strategies and conditions now in place that will secure the student's academic success. Students must be in good financial standing from the previous enrollment to complete the enrollment process. Students will reenter to the same academic status in place at the time of termination. Proof of high school completion is also required if it was not submitted during the prior admission process. The conditions of reentry also apply to a former student of less than one

GRIEVANCE PROCEDURE



year from the last date of attendance, though this student may apply for reentry through the Director of Education's office. A student reentering less than one year from the last date of attendance must submit a \$110 reentry fee on or before the reentry date.

Family Educational Rights and Privacy Act (FERPA)

The Family Educational Rights and Privacy Act (FERPA) (20 U.S.C. § 1232g; 34 CFR Part 99) is a Federal law that protects the privacy of student education records. The law applies to all schools that receive funds under an applicable program of the U.S. Department of Education.

FERPA gives parents certain rights with respect to their children's education records. These rights transfer to the student when he or she reaches the age of 18 or attends a school beyond the high school level. Students to whom the rights have transferred are "eligible students."

Parents or eligible students have the right to inspect and review the student's education records maintained by the school. Schools are not required to provide copies of records unless, for reasons such as great distance, it is impossible for parents or eligible students to review the records. Schools may charge a fee for copies.

Parents or eligible students have the right to request that a school correct records which they believe to be inaccurate or misleading. If the school decides not to amend the record, the parent or eligible student then has the right to a formal hearing. After the hearing, if the school still decides not to amend the record, the parent or eligible student has the right to place a statement with the record setting forth his or her view about the contested information.

Generally, schools must have written permission from the parent or eligible student in order to release any information from a student's education record. However, FERPA allows schools to disclose those records, without consent, to the following parties or under the following conditions (34 CFR § 99.31): School officials with legitimate educational interest; other schools to which a student is transferring; specified officials for audit or evaluation purposes; appropriate parties in connection with financial aid to a student organizations conducting certain studies for or on behalf of the school; accrediting organizations; to comply with a judicial order or lawfully issued subpoena; appropriate officials in cases of health and safety emergencies; and state and local authorities, within a juvenile justice system, pursuant to specific State law.

In addition, Platt College San Diego will disclose, without consent, "directory" information to include the student's name, program of study, dates of attendance, and award of degree or diploma if applicable. All students will complete a Release of Information form at the time of enrollment. The student can update this information at any time by completing a new release form. Platt College will notify students annually of their rights under FERPA.

For additional information, you may call 1-800-USA-LEARN (1-800-872-5327) (voice). Individuals who use TDD may call 1-800-437-0833. Or you may contact the FPCO at the following address:

Family Policy Compliance Office
U.S. Department of Education
400 Maryland Avenue, SW
Washington, D.C. 20202-8520

Notice of Student Rights

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

A student may cancel their contract with the College by written notice, without any penalty or obligation, and receive a full refund of any money paid, through attendance at the first class session, or the seventh day after enrollment, whichever is later. "Day" is defined as a calendar day. Cancellation occurs when the student gives written notice to the Director of Education; the notice need not take any particular form but must include the student name, date, reason for cancellation, and signature. The notice may be in person, by mail, or by fax. An email from the student requesting cancellation will be accepted as long as the email is identifiable as that of the student, and is from the student email currently on file with the College. If mailed, the notice must be properly addressed, with prepaid postage, and is effective on the postmark date.

After the end of the cancellation period, you have the right to withdraw from school at any time, and you have the right to receive a refund of tuition paid. Your refund rights are described in the contract. If you lose your contract, ask the school for a copy and for a description of the refund policy, or see the Withdrawal or Termination Refund Policy.

If the school closes before you graduate, you may be entitled to a refund. Contact the Bureau for Private Postsecondary Education at the address or telephone number printed on this page for information.

Student Complaint and Grievance Procedure

Students wishing to resolve complaints regarding their grades should first contact their instructor. Other problems or complaints may be addressed by the Director of Education.

All complaints regarding grades must be initiated with the instructor no later than fourteen calendar days after the module end date. The instructor must submit any grade change to the Registrar's office within and additional fourteen day time period, or no later than twenty-eight calendar days following the module.

Accrediting Commission of Career Schools and Colleges

Schools accredited by the Accrediting Commission of Career Schools and Colleges must have a procedure and operational plan for handling student complaints. If a student does not feel that the school has adequately addressed a complaint or concern, the student may consider contacting the Accrediting Commission. All complaints considered by the Commission must be in written form, with permission from the complainant(s) for the Commission to forward a copy of the complaint to the school for a response. The complainant(s) will be kept informed as to the status of the complaint as well as the final resolution by the Commission. Please direct all inquiries to:



Accrediting Commission of Career Schools and Colleges
 2101 Wilson Boulevard, Suite 302
 Arlington, VA 22201
www.ACCSC.org
 (703) 247-4212

A copy of the Commission's Complaint Form is available at the school and may be obtained by contacting the administration office during school hours 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.

Bureau for Private Postsecondary Education

Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at:

2535 Capitol Oaks Drive, Suite 400
 Sacramento, CA 95833
www.bppe.ca.gov
 Toll free telephone number: (888) 370-7589, or
 Fax number: (916) 263-1897

A student or any member of the public may file a complaint about this institution with the Bureau for Private Postsecondary Education by calling (888) 370-7589 or by completing a complaint form, which can be obtained on the bureau's Internet Web site www.bppe.ca.gov.



Tuition and Fee Schedule

Tuition and fees for each program are detailed in the Catalog Supplements.

Note that in addition to the obligatory fees, there is a charge of \$110 for readmission after withdrawal or termination, provided the student returns and starts within one calendar year from the last date of attendance.

A student will be charged tuition if he or she repeats more than one course during all Platt College San Diego enrollments.

Financial Aid

The College participates in a variety of financial aid programs. Students must meet the eligibility requirements of the program to qualify.

Types of Federal Student Aid Available

- Grants – financial aid that does not have to be repaid.
- Work-Study – you work to earn money for school related expenses.
- Loans – money you borrow that must be repaid, plus any interest, less the amount of any refund and that. If the student has received federal student financial aid funds, the student is entitled to a refund of the moneys not paid from federal student financial aid program funds.

How to Apply

The Free Application for Federal Student Aid (FAFSA) is the basic application for all federal student aid and some forms of state aid. The FAFSA can be completed online (www.fafsa.ed.gov) or by mail and should be done as early as possible each year. Before accessing the FAFSA online, the student must first obtain a pin number (www.pin.ed.gov) from the U.S. Department of Education. This pin number will allow the student to access their data and sign several documents electronically. The FAFSA application data is confidentially submitted to the U.S. Department of Education and they determine the student's estimated family contribution (EFC) based on a federal formula. The College and the student will receive the EFC information. The College uses the EFC to determine financial aid awards. It is important that the student provide accurate information on the FAFSA application as correcting inaccurate information is timely and may impact the student's funding. Students and parents can contact the financial aid Office located on campus for answers to questions regarding financial aid.

Internal Scholarships

Platt Academic Scholarship

As of August 14, 2014, this scholarship of \$5,000 is available to first time students to Platt College San Diego who meet the eligibility criteria and all admission requirements. Ten scholarships per year are available on a first come first serve basis. The purpose of this scholarship is to encourage students, who possess a good work ethic and commendable academic ability, to pursue a career in the Graphic Design/Media Arts Industry.

Eligibility Criteria:

1. A score of 26 or higher on the timed portion of the Wonderlic SLE Test as administered under Platt College San Diego testing conditions.

2. A 3.0 high school grade point average (GPA) or a 3.0 college grade point average providing that a minimum of 24 semester credits or 36 quarter credits have been completed.
3. Evidence of commendable writing skills demonstrated in the composition of a 500 word essay. Commendable writing skills will be determined by the scholarship committee.
4. Evidence of a commendable work ethic. For example:
 - A good reference from a legitimate employer
 - Exceeding the minimum GPA
 - Participation in community service
5. Demonstrate the ability to communicate in a professional manner during an interview with the scholarship committee.

Extended Opportunity Scholarship

As of November 1, 2014, this scholarship of an amount ranging from \$1,000 – \$6,000 will become available on a first come first serve basis to those who qualify. The purpose of the scholarship is to assist middle income students who have limited resources to fund their education. To qualify for this scholarship first time Platt College San Diego students must complete an application, meet all of the required criteria, and have an Estimated Family Contribution (EFC) between 2,301 and 19,830. This scholarship is intended to assist middle income students in avoiding expensive private educational loans or a burdensome payment while in school. The scholarship is renewable each award year if funding is available and the student meets the eligibility criteria.

Eligibility Criteria - First-Time Applicants:

1. A score of 20 or higher on the timed portion of the Wonderlic SLE Test as administered under Platt College San Diego testing conditions.
2. Students must apply for federal financial aid for the current award year and have an EFC between 2,301 and 19,830 and be ineligible for a PLUS loan.
3. Submit a 500 word essay (minimum) explaining why they deserve the scholarship why they would benefit from the training offered at Platt College San Diego. The essay should explain their desire to attend the College and their need to receive additional financial assistance to do so.
4. Have an interview with the Scholarship Committee to communicate their motivation and dedication to furthering their education and pursuing a career in which they seek training but are in need of additional financial assistance.

Eligibility Criteria - Renewal:

1. Prior EOS recipient.
2. Have a 3.00 CGPA.
3. Students must apply for federal financial aid for the current award year and have an EFC between 2301 and 19,830 and be ineligible for a PLUS loan.
4. Comply with Attendance policy as listed in the school catalog.



Federal Pell Grant

This grant is the foundation of student aid, to which aid from other programs might be added. This grant is available to undergraduate students and usually does not have to be repaid. The amount of aid is based on a federal formula, which considers the family size, income and resources to determine the student's EFC. All students must apply for the Pell Grant before they can receive funding from any other federal student aid program.

Federal Supplemental Educational Opportunity Grant (FSEOG)

FSEOG funds are awarded to neediest Pell Grant eligible undergraduate students. The College is allocated a limited amount of FSEOG funds each year and not all Pell Grant recipients will be eligible for FSEOG.

Iraq and Afghanistan Service Grant

This grant is available to students who are not Pell Grant eligible who had a parent or guardian in the U.S. armed forces that died as a result of service performed in Iraq or Afghanistan after 9/11. To qualify for the grant, the student must have been under 24 years old or enrolled in college at the time of the parent's death.

Cal Grant

A Cal Grant is money for college you don't have to pay back. To qualify, you must meet the eligibility and financial requirements as well as any minimum GPA requirements. Cal Grants can be used at any University of California, California State University or California Community College, as well as qualifying independent and career colleges or technical schools in California.

There are three kinds of Cal Grants — A, B and C — but you don't have to figure out which one to apply for. Your eligibility will be based on your FAFSA responses, your verified Cal Grant GPA, the type of California colleges you list on your FAFSA and whether you're a recent high school graduate. To learn more about the qualifications, go to Calgrants.org.

Federal Work-Study

This program provides part-time work opportunities for eligible students to assist with their education expenses. Students can work on campus, off-campus, or in a community service job. A student must demonstrate need to participate in the Federal Work-Study Program. These funds are limited and not all eligible students can participate.

Federal Direct Loans

Federal Direct Loans are low-interest loans for students and parents to help pay for the cost of a student's education after high school. The lender is the U.S. Department of Education rather than a bank. These low-interest loans must be repaid regardless of the outcome of the student's education. The Stafford Loan Program is available to students and the PLUS Loan Program is available to parents of undergraduate dependent students.

Federal Direct Stafford Loans

A student may receive a Subsidized or Unsubsidized Stafford loan or both, based on eligibility. This loan is not credit based. Federal Direct Loans are available to students regardless of income. Subsidized Stafford loans are based on financial need as determined by the student's EFC and cost of attendance. The interest is subsidized while the student is in school. Interest begins to accrue at the start of the grace period. Unsubsidized Stafford loans are not need based and the interest is not subsidized while the student is in school or during the grace period. Repayment begins 6 months after the student withdraws or graduated

from the College. Federal loans are required by law to provide a range of flexible repayment options and loan forgiveness benefits.

Federal Direct PLUS Loans

The PLUS Loan Program provides low-interest loans to parents of undergraduate students for educational costs not already covered by the student's financial aid package, up to the full cost of attendance. The parent borrower will be subject to a credit check. If the parent is denied a PLUS loan, the student may be eligible for additional Unsubsidized Stafford loan funds. Repayment begins 63 days after the final disbursement is made.

Veterans Benefits

The College is approved by the State Approving Agency for Veterans Affairs and participates in several Veterans' Education Programs. The student needs to contact the VA to determine specific eligibility.

Private Loans

A student may apply to a private lender for a loan to cover education expenses not covered by other program funds. These loans are generally subject to a credit check and a co-signer may be required. Interest rates on these types of loans may vary and be higher than the rates charged for the Stafford and PLUS Loan Programs. Contact the individual lenders for more details.

What to Expect After I Apply

The College will determine individual student aid eligibility based on the student's EFC, cost of attendance, enrollment status, and year in school. The student will be notified of their awards and will be given the opportunity to accept or decline any or all of the awards offered. Student aid funds are generally disbursed once each term after it is determined that the student is otherwise eligible. To be eligible for disbursement, the student must provide all required documentation, be enrolled in a minimum number of credits and maintain satisfactory academic progress toward their certificate or degree. Students will be notified when disbursements are made to their account. If there are excess funds on the student's account after all tuition and fees are paid, the student will be issued a refund as soon as possible but no later than 14 days.

Verification

For those students selected for verification, the College will use the current Verification Guide issued by the U.S. Department of Education as the governing document. The student will be notified of all required verification documentation in writing. The required documentation must be submitted to the financial aid Department as soon as possible but no later than 45 days after notification. Financial aid funds will not be disbursed to a student with an unverified application. If the student fails to provide the required verification documents, they will be considered ineligible for financial aid and will be required to make other payment arrangements.

If the student's application information needs to be corrected, it is done electronically as a result of verification. The student may also make corrections to their information, if they so choose. Once the College obtains a corrected EFC, the student's awards will be evaluated and updated if necessary. The student will be notified in writing if their awards change as a result of verification.

If a student or parent provides false information or forged documentation, the College must refer the case to the U.S. Department of Education for resolution.

REFUND POLICIES

Installment Agreements and Payments on Account

An installment agreement will be executed at the time of enrollment for the payment of any balance of tuition and fees not covered by financial aid funds, grants, scholarships, or other sources. Parents of dependent students must personally guarantee the agreement.

The financial aid department will schedule monthly payments to be submitted by the student per academic year of enrollment. No interest will be charged on the unpaid balance. Late payment fees may be applied to the account when a monthly payment becomes 20 days delinquent. The monthly late charge for active student accounts will be \$10.00 per late payment; for graduated or inactive students, the late charge will be \$15.00 per late payment.

Following graduation or the final day of attendance, the accounts of students who do not make a payment for three consecutive months or of students who fail to make other suitable payment arrangements with the school may be submitted to a collection agency.

Cancellation Policy

A student may cancel their contract with the College by written notice, without any penalty or obligation, and receive a full refund of any money paid, through attendance at the first class session, or the seventh day after enrollment, whichever is later. "Day" is defined as a calendar day. Cancellation occurs when the students gives written notice to the Director of Education; the notice need not take any particular form but must include the student name, date, reason for cancellation, and signature. The notice may be in person, by mail, by fax, or by email. The email must be the one on file with the College and include a verifiable signature. If mailed, the notice must be properly addressed, with prepaid postage, and is effective on the postmark date.

If a student cancels this agreement, the College will refund any money paid (less that for unreturned books and supplies – see below) within 45 days after their notice is received.

Policy on Books and Supplies

Materials become the property of the student once issued unless they are returned in good condition (allowing for reasonable wear and tear and in saleable condition, i.e., not marked in or on) within 10 days following the date of the student's withdrawal. There are no refunds on books for students who have completed a course.

Withdrawal or Termination Refund Policy

After the end of the cancellation period, the student also has the right to withdraw from school at any time, and the student has the right to receive a refund for the part of the program not taken. The student's refund rights are discussed below. All refunds will be paid within 45 days of the date the school determines that the student has withdrawn. The College must comply with the refund calculation policies set by both the State of California and the U.S. Department of Education.

It is very important that you realize the very large differences between the two formulas at certain junctures. If you are contemplating dropping, you must visit the financial aid office for a discussion of the financial implications. A hypothetical refund calculation may be prepared upon your request. Descriptions of both formulas are also given below.

If the student is paying tuition and fees without the aid of federal funding, the refund calculation will then be based on the State of California regulations.

Unofficial Withdrawal or Termination Policy

Grounds for an unofficial withdrawal or termination include unsatisfactory academic progress, excessive absenteeism, failure to satisfy financial obligations to the school and failure to comply with

school rules. The withdrawal will be completed by the Office of the Director of Education.

Official Withdrawal Policy

Students deciding to withdraw from the College must notify the Director of Education Department in writing as outlined below. Failure to officially withdraw from the College may result in academic or financial difficulties for students. The student is responsible for any and all financial consequences resulting from failure to complete the withdrawal process. To withdraw from the College, the student must:

- Submit a request in writing, in person, by US mail, fax, or email. Email requests will be accepted if from the platt.edu email issued to the student.
- The notification must include: name, date, reason for withdrawal, and signature if sent in other than email form.

Withdrawal from the College may not relieve the student from certain financial obligations. Students who withdraw are strongly encouraged to meet with College administrators to understand their rights and responsibilities.

State of California Pro Rata Policy

This policy determines the amount of tuition and fees the student will be charged based on the number of clock hours scheduled to attend in the program as of the last day of attendance. Generally, fees and books are not prorated but charged at the full amount.

The tuition refund will be calculated as follows:

1. Deduct the \$110 registration fee and the charges for books and supplies from the TOTAL COST for tuition, fees and services.
2. Divide this figure by the number of clock hours in the program. The result is the hourly charge for the program.
3. Multiply the total clock hours scheduled to be attended through the last day of attendance by the hourly charge to determine the tuition charge.
4. Add to this the cost of the books and supplies received and not returned in saleable condition, plus the \$110 registration fee to determine the total charge.
5. Subtract total charge from the total paid by the student or paid on the student's behalf to determine if a refund is due or the student owes a balance.

If a refund is due, refunds must first be made to the loan and grant programs first and then to the student. The student will be billed for any balance owed.

Example Calculations:

Numerator: days in the semester scheduled to be completed as of the student's last date of attendance.

Denominator: total days in the semester

If a student is scheduled for 40 days as of his last day of attendance (includes weekends) of the 85 day semester the percentage earned would be:

$$40/85 = 47.1\%$$

Aid disbursed of \$8,500 x .471 = \$4,003.50 Earned

\$8,500 disbursed - \$4,003.50 earned = \$4,496.50 refund due

Return of Title IV Funds

The state refund policy determines the amount of the tuition and fees that the student owes the College. The Return to Title IV Funds (R2T4) policy determines the amount of financial aid that the student has “earned.” Any unearned financial aid must be returned within 45 days of the student’s withdrawal. The R2T4 calculation determines the percentage of calendar days in a semester that have been completed. This percentage of completion is applied to the amount of financial aid funds the student has been awarded for the semester. Based on the calculation, it is possible that the student could owe funds to the College for charges that were initially paid by the financial aid. The student may leave owing the College even though the account would have been paid-in-full if the student had completed the semester.

Refunds

The College is required to determine the amount of financial aid funds that must be refunded based upon the percentage of the payment period the student completed prior to withdrawing. Financial aid funds must be returned to the program based upon a tuition refund (state policy) or unearned financial aid. These refunds must be made within forty-five (45) of the determination of the date the College determines the student withdrew or 14 days after the student’s last day of attendance. Financial aid funds are returned in the following order:

1. Federal Direct Unsubsidized Stafford loan
2. Federal Direct Subsidized Stafford loan
3. Federal Direct PLUS loan
4. Federal Pell Grant
5. Federal Supplemental Educational Opportunity Grant

Post-Withdrawal Disbursement

If a student was not disbursed all of the financial aid funds earned, they may be due a post-withdrawal disbursement. If the post-withdrawal disbursement includes loan funds, the College must get the student’s permission before disbursement. The student may choose to decline some or all of the loan funds, to avoid incurring additional debt. The College may automatically use all or a portion of your post-withdrawal disbursement of grant funds for tuition and fees. The College needs the student’s permission to use the post-withdrawal grant disbursement for all other charges. If the student does not grant their permission, the funds will be offered to the student, and the student will be responsible for unpaid debt to the College. Some financial aid funds that are scheduled cannot be disbursed after a student withdraws. For instance, a first-time, first-year undergraduate student who has not completed 30 days of a program before withdrawal, will not receive any loan funds that they would have received had they remained enrolled past the 30th day.

Overpayments

The R2T4 calculation also determines the student’s unearned institutional charges by using the same percentage of the semester completed. This calculation does not impact the student’s actual institutional charges. If the unearned institutional charges are less than the unearned financial aid, the student may be required to return the difference, this is called an overpayment. This can happen when the student receives more financial aid than what is needed for payment institutional charges. The maximum amount of a grant overpayment the student could be required to repay is half of the grant funds received or were scheduled to receive. The student must make arrangements with the College or the Department of Education to return the unearned grant funds. Loan overpayments are repaid as part of the normal repayment schedule of the student’s loans.

State of California Student Tuition Recovery Fund

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

Student Tuition Recovery Fund Disclosure

You must pay the state-imposed assessment for the Student Tuition Recovery Fund (STRF) if all of the following applies to you:

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

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if either of the following applies:

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

The State of California created the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic losses suffered by students in educational programs who are California residents, or are enrolled in a residency programs attending certain schools regulated by the Bureau for Private Postsecondary and Vocational Education.

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

1. The school closed before the course of instruction was completed.
2. The school’s failure to pay refunds or charges on behalf of a student to a third party for license fees or any other purpose, or to provide equipment or materials for which a charge was collected within 180 days before the closure of the school.
3. The school’s failure to pay or reimburse loan proceeds under a federally guaranteed student loan program as required by law or to pay or reimburse proceeds received by the school prior to closure in excess of tuition and other costs.
4. There was a material failure to comply with the Act or this Division within 30 days before the school closed or, if the material failure began earlier than 30 days prior to closure, the period determined by the Bureau.
5. An inability after diligent efforts to prosecute, prove, and collect on a judgment against the institution for a violation of the Act.

However, no claim can be paid to any student without a social security number or a taxpayer identification number.

Note: Authority cited: Sections 94803, 94877 and 94923, Education Code. Reference: Section 94923, Education Code.

ACADEMIC PROGRAMS SUMMARY

TERM 1 GRAPHIC DESIGN

DD101 Digital Production
DES101 Design Basics
TYP101 Typography

TERM 2 GRAPHIC DESIGN

D102 Vector Graphics
DPD102 Digital Publishing
P102 Raster Graphics

TERM 3 GRAPHIC DESIGN

WD103 Intro. to Web Design & Development
GD103 Graphic Design for Advert. & Social Media
P103 Digital Imaging
PP100 Portfolio Project

TERM 4 DIGITAL MEDIA DESIGN

IA104 Introduction to 3D
IV104 Introduction to Digital Video Production
IW104 Fundamentals of Web

TERM 5 3D MODELING & DESIGN

3D310 Advanced Materials
3D320 Hard Surface Modeling - Prop Modeling
3D330 Game Character

TERM 6 3D MODELING & DESIGN

3D410 Anatomy for Character Modelers
3D420 Advanced Organic Modeling
3D430 Demo Reel Development
PP200 Portfolio Project

TERM 5 DV PRODUCTION

DW300 Script Writing
DS300 Sound Design & Engineering
DC300 Digital Compositing & Motion Graphics

TERM 6 DV PRODUCTION

DAP400A Digital Video Production
DAP400B Adv. Digital Video Production
DAC400 Adv. Digital Compositing & Motion Graphics
PP200 Portfolio Project

TERM 5 WEB DESIGN & DEVELOPMENT

WR300 Responsive Web Design
WC300 Web Campaign Implementation
WS300 Scripting for the Web

TERM 6 WEB DESIGN & DEVELOPMENT

WCM400 Content Mgmt. Systems for Designers
WIP400 Programming for Designers
WUD400 User Experience Design
PP200 Portfolio Project

A.A.S. GENERAL EDUCATION / PORTFOLIO

ENS101 Environmental Science I
ART103 Life Drawing
ART104 Creative Concepts
BUS104 Personal Financial Management
COM105 Oral Communications
CS110 Personal Branding
ENG105 English Composition
HUM140 History of Society in Art (Ancient to 15th Century)
HUM141 History of Society in Art (15th to 20th Century)
INT100 Internship

B.S. GENERAL EDUCATION / PORTFOLIO

ART202 Fundamentals of Illustration
BUS202 Marketing Communications
ENG202 Digital Media Writing
ENG204 Business Communications
ENS201 Environmental Science II
FIL201 Film and Society
HUM203 History of Graphic Design
INT200 Internship
MAT204 Business Math
MUS201 Enjoyment of Music

A.A.S. DEGREE: GRAPHIC DESIGN

TERM 1 GRAPHIC DESIGN
TERM 2 GRAPHIC DESIGN
TERM 3 GRAPHIC DESIGN
A.A.S. GENERAL EDUCATION / PORTFOLIO

A.A.S. DEGREE: DIGITAL MEDIA DESIGN

TERM 1 GRAPHIC DESIGN
TERM 2 GRAPHIC DESIGN
TERM 3 GRAPHIC DESIGN
TERM 4 DIGITAL MEDIA DESIGN
A.A.S. GENERAL EDUCATION / PORTFOLIO

B.S. DEGREE: MEDIA ARTS

A.A.S. DEGREE: GRAPHIC DESIGN
TERM 4 DIGITAL MEDIA DESIGN
(Choose two of three TERM 5's)
TERM 5 3D MODELING & DESIGN
TERM 5 DIGITAL VIDEO PRODUCTION
TERM 5 WEB DESIGN / PP200
B.S. GENERAL EDUCATION

B.S. DEGREE: MEDIA ARTS

(study in 3D Modeling & Design)

A.A.S. DEGREE: GRAPHIC DESIGN
TERM 4 DIGITAL MEDIA DESIGN
TERM 5 3D MODELING & DESIGN
TERM 6 3D MODELING & DESIGN / PP200
B.S. GENERAL EDUCATION

B.S. DEGREE: MEDIA ARTS

(study in Digital Video Production)

A.A.S. DEGREE: GRAPHIC DESIGN
TERM 4 DIGITAL MEDIA DESIGN
TERM 5 DIGITAL VIDEO PRODUCTION
TERM 6 DIGITAL VIDEO PRODUCTION / PP200
B.S. GENERAL EDUCATION

B.S. DEGREE: MEDIA ARTS

(study in Web Design and Development)

A.A.S. DEGREE: GRAPHIC DESIGN
TERM 4 DIGITAL MEDIA DESIGN
TERM 5 WEB DESIGN
TERM 6 WEB DESIGN / PP200
B.S. GENERAL EDUCATION

DIPLOMA: SPECIALIZED 3D MODELING & DESIGN

TERM 4 DIGITAL MEDIA DESIGN
TERM 5 3D MODELING & DESIGN / PP200

DIPLOMA: SPECIALIZED ADVANCED 3D MODELING & DESIGN

TERM 4 DIGITAL MEDIA DESIGN
TERM 5 3D MODELING & DESIGN
TERM 6 3D MODELING & DESIGN / PP200

DIPLOMA: SPECIALIZED DIGITAL VIDEO PRODUCTION

TERM 4 DIGITAL MEDIA DESIGN
TERM 5 DIGITAL VIDEO PRODUCTION / PP200

DIPLOMA: SPECIALIZED ADVANCED DIGITAL VIDEO PRODUCTION

TERM 4 DIGITAL MEDIA DESIGN
TERM 5 DIGITAL VIDEO PRODUCTION
TERM 6 DIGITAL VIDEO PRODUCTION / PP200

DIPLOMA: SPECIALIZED WEB DESIGN AND DEVELOPMENT

TERM 4 DIGITAL MEDIA DESIGN
TERM 5 WEB DESIGN / PP200

DIPLOMA: SPECIALIZED ADVANCED WEB DESIGN AND DEVELOPMENT

TERM 4 DIGITAL MEDIA DESIGN
TERM 5 WEB DESIGN
TERM 6 WEB DESIGN / PP200

Introduction to Platt College San Diego Programs

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

Diploma Programs:

Specialized (3D, DV, or Web)	700	Clock Hours	33	Semester Credit Hours
Specialized Advanced (3D, DV or Web)	1000	Clock Hours	48	Semester Credit Hours

Associate of Applied Science Degree Programs:

Graphic Design	1270	Clock Hours	63	Semester Credit Hours
Digital Media Design	1570	Clock Hours	76.5	Semester Credit Hours

Bachelor of Science Degree Program:

Media Arts (General, 3D, DV, or Web)	2540	Clock Hours	129	Semester Credit Hours
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DIPLOMA: SPECIALIZED 3D MODELING & DESIGN

Students completing the Diploma: Specialized 3D Modeling & Design will have acquired knowledge of digital media. Upon graduation, the students will understand how to apply aesthetic concepts and design techniques in the creation of interactive media design, 3D modeling projects.

The program starts with an overview of the digital media field with introductory courses in web design (HTML/CSS) and Video Production, enabling them to gain a full understanding of platforms in the digital media field. In the 3D Modeling & Design section of the Program the students will study polygon modeling, UV mapping, texturing, rendering and lighting.

The students will qualify for entry-level positions in 3D Modeling, Graphic Design, UV Mapping, Prop Modeling, Product Visualization and 3D Motion Graphics, as well as, web and graphic designer.

Students who hold a Bachelor of Science in Media Arts degree from Platt College San Diego are not eligible to enroll in this program.

Approval to enroll in this program must be obtained from the Director of Education prior to signing the Enrollment Agreement.

Prerequisites:

- General Admission Procedures and Requirements. See pg.6
- An Associate Degree in Graphic Design from Platt College or equivalent
- Proficiency in Photoshop®, Illustrator®, HTML/CSS & Typography
- An acceptable professional or educational portfolio

TERM 4 (see pgs. 29-32 for full course descriptions)

IA104	Introduction to 3D
IV104	Introduction to Digital Video Production
IW104	Fundamentals of Web

TERM 5

3D310	Advanced Materials
3D320	Hard Surface Modeling - Prop Modeling
3D330	Game Character

PORTFOLIO

PP200	Portfolio Project
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Upon successful completion of Term 4 and Term 5 and PP200, students will have completed 33 semester credit hours (700 hours of instruction) and will be issued a Diploma: Specialized Modeling & Design.

DIPLOMA: SPECIALIZED ADVANCED 3D MODELING & DESIGN

Students completing the Diploma: Specialized Advanced 3D Modeling & Design will have acquired knowledge of character design and development, modeling, texturing, rendering and lighting. When the skills are mastered, artists and designers are able to express visual creativity through technology and a creative process.

The program starts with an overview of the digital media field with introductory courses in web design (HTML/CSS) and Video Production, enabling them to gain a full understanding of platforms in the digital media field. Upon completion of the introductory media arts courses, students begin 3D design courses developing 3D art and technical skills. The students will study polygon modeling (hard surface and organic), UV mapping (texturing), character rigging, lighting, and rendering (photo-realistic rendering / real-time rendering).

The core 3D design subjects are complemented by further studies in life drawing and human anatomy courses. In addition to the general class subjects, students create a demo reel of their modeling skills showing wireframe edge flow and turntables of their work.

The students will qualify for entry-level positions such as 3D Modeler, Prop Modeler, Product Visualization Artist, 3D Prototype Artist, Forensics Visualization Artist, as well as web and graphic designer.

The students will qualify for entry-level positions such as 3D modeler, special effects artist, web and graphic designer.

Students who hold a Bachelor of Science in Media Arts degree from Platt College San Diego are not eligible to enroll in this program.

Approval to enroll in this program must be obtained from the Director of Education prior to signing the Enrollment Agreement.

Prerequisites:

- General Admission Procedures and Requirements. See pg.6
- An Associate Degree in Graphic Design from Platt College or equivalent
- Proficiency in Photoshop®, Illustrator®, HTML/CSS & Typography
- An acceptable professional or educational portfolio

TERM 4 (see pgs. 29-32 for full course descriptions)

IA104	Introduction to 3D
IV104	Introduction to Digital Video Production
IW104	Fundamentals of Web

TERM 5

3D310	Advanced Materials
3D320	Hard Surface Modeling - Prop Modeling
3D330	Game Character

TERM 6

3D410	Anatomy for Character Modelers
3D420	Advanced Organic Modeling
3D430	Demo Reel Development

PORTFOLIO

PP200	Portfolio Project
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Upon successful completion of Terms 4 - 6 and PP200, students will have completed 48 semester credit hours (1000 hours of instruction) and will be issued a Diploma: Specialized Advanced Modeling Design.

ACADEMIC PROGRAMS

DIPLOMA: SPECIALIZED DIGITAL VIDEO PRODUCTION

Students completing the Diploma: Specialized Digital Video Production will have acquired knowledge enabling them to solve complex video production problems. The program will equip students with skills necessary for pre-production, production, and post-production workflow in professional digital video production. Students will have a solid foundation in industry standards for editing, compositing and sound editing and engineering.

The program starts with an overview of the digital media field with introductory courses in web design (HTML/CSS) and animation enabling them to gain a full understanding of platforms in the digital media field.

The program will also offer elements of cinema, storytelling, how to apply material to commercial video, short documentary and narrative films.

Students will learn about contemporary and emerging video formats and will be familiarized with live switcher equipment, setup and controls; efficiency to direct, shoot and finish professional projects. Technical issues such as frame rates, color correction, compression, and film-to-video transfer are other introduced skills.

Specialized Digital Video Production prepares students for entry-level positions as video editors, motion graphics artists, sound technicians and editors, and digital compositors.

Students who hold a Bachelor of Science in Media Arts degree from Platt College San Diego are not eligible to enroll in this program.

DIPLOMA: SPECIALIZED ADVANCED DIGITAL VIDEO PRODUCTION

Students completing the Diploma: Specialized Advanced Digital Video Production will have acquired a solid knowledge enabling them to solve complex video production problems and to create professional, unique, and artistic products, while incorporating a wide range of pre-production, production, post-production, and sound design techniques. Students will become proficient in industry standards for editing, compositing and sound editing and engineering.

The program starts with an overview of the digital media field with introductory courses in web design (HTML/CSS) and animation enabling them to gain a full understanding of platforms in the digital media field.

The program will also offer elements of cinema, storytelling, how to apply material to commercial video, short documentary and narrative films.

Students will learn about contemporary and emerging video formats and will be familiarized with live switcher equipment, setup and controls, as well as efficiency to direct, shoot and finish professional quality projects. An inseparable part of the program is learning how to write an original screenplay, budgeting, producing and marketing of completed original project.

Specialized Advanced Digital Video Production prepares students for entry-level positions as video editors, motion graphics artists, sound technicians and editors, and digital compositors.

Students who hold a Bachelor of Science in Media Arts degree from Platt College San Diego are not eligible to enroll in this program.

Approval to enroll in this program must be obtained from the Director of Education prior to signing the Enrollment Agreement.

Prerequisites:

- General Admission Procedures and Requirements. See pg.6
- An Associate Degree in Graphic Design from Platt College or equivalent
- Proficiency in Photoshop®, Illustrator®, HTML/CSS & Typography
- An acceptable professional or educational portfolio

TERM 4	(see pgs. 29-32 for full course descriptions)
IA104	Introduction to 3D
IV104	Introduction to Digital Video Production
IW104	Fundamentals of Web
TERM 5	
DW300	Script Writing
DS300	Sound Design & Engineering
DC300	Digital Compositing & Motion Graphics
PORTFOLIO	
PP200	Portfolio Project

Upon successful completion of Term 4 - 5 and PP200, students will have completed 33 semester credit hours (700 hours of instruction) and will be issued a Diploma: Specialized Digital Video Production.

Approval to enroll in this program must be obtained from the Director of Education prior to signing the Enrollment Agreement.

Prerequisites:

- General Admission Procedures and Requirements. See pg.6
- An Associate Degree in Graphic Design from Platt College or equivalent
- Proficiency in Photoshop®, Illustrator®, HTML/CSS & Typography
- An acceptable professional or educational portfolio

TERM 4	(see pgs. 29-32 for full course descriptions)
IA104	Introduction to 3D
IV104	Introduction to Digital Video Production
IW104	Fundamentals of Web
TERM 5	
DW300	Script Writing
DS300	Sound Design & Engineering
DC300	Digital Compositing & Motion Graphics
TERM 6	
DAP400A	Digital Video Production
DAP400B	Advanced Digital Video Production
DAC400	Advanced Digital Compositing & Motion Graphics
PORTFOLIO	
PP200	Portfolio Project

Upon successful completion of Term 4 - 6 and PP200, students will have completed 48 semester credit hours (1000 hours of instruction) and will be issued a Diploma: Specialized Advanced Digital Video Production.

DIPLOMA: SPECIALIZED WEB DESIGN AND DEVELOPMENT

Students must complete all course requirements for the Associate of Applied Science Degree: Graphic Design as well as Introduction to Digital Media courses of Term Four.

Our comprehensive program prepares students for a variety of careers as Web Professionals. Through hands-on lessons, students gain experience designing every aspect of a website - from concept through execution. By combining artistry with tech-savvy coding skills, students will be well-equipped to design elegant solutions for a broad range of websites.

Skills practiced include:

- Interface design with the Adobe Creative Suite and other tools
- Project management, collaboration and client communication
- Responsive design strategies and best practices
- Front-end coding with HTML, CSS, and JavaScript
- Content strategy and optimization
- Interaction design with JavaScript and JQuery
- Search Engine Optimization (SEO)

The method of instruction will be a combination of lecture, guided exercises and application of skills to complete projects.

Specialized Web Design and Development Program prepares students for entry-level positions as: web graphic designer and entry-level front-end web developer.

Students who hold a Bachelor of Science in Media Arts degree from Platt College San Diego are not eligible to enroll in this program.

Approval to enroll in this program must be obtained from the Director of Education prior to signing the Enrollment Agreement.

Prerequisites:

- General Admission Procedures and Requirements. See pg.6
- An Associate Degree in Graphic Design from Platt College or equivalent
- Proficiency in Photoshop®, Illustrator®, HTML/CSS, Design Skills & Typography
- An acceptable professional or educational portfolio

TERM 4	(see pgs. 29-32 for full course descriptions)
IA104	Introduction to 3D
IV104	Introduction to Digital Video Production
IW104	Fundamentals of Web
TERM 5	
WR300	Responsive Web Design
WC300	Web Campaign Implementation
WS300	Scripting for the Web
PORTFOLIO	
PP200	Portfolio Project

Upon successful completion of Term 4 and Term 5 and PP200, students will have completed 33 semester credit hours (700 hours of instruction) and will be issued a Diploma: Specialized Web Design and Development.

DIPLOMA: SPECIALIZED ADVANCED WEB DESIGN AND DEVELOPMENT

Students must complete all course requirements for the Associate of Applied Science Degree: Graphic Design as well as Introduction to Digital Media courses of Term Four.

Our comprehensive program prepares students for a variety of careers as Web Professionals. Through hands-on lessons, students gain experience designing every aspect of the user's experience - from concept through execution. By combining artistry with tech-savvy coding skills, students will be well-equipped to design elegant solutions for a broad range of websites and applications.

Skills practiced include:

- Interface design with the Adobe Creative Suite and other tools
- Project management, collaboration and client communication
- Responsive design strategies and best practices
- Front-end coding with HTML, CSS, and JavaScript
- Content strategy and optimization
- Interaction design with JavaScript and JQuery
- User Experience (UX) design
- Rapid Prototyping with Sass and other pre-compilers and libraries
- Server-side programming with PHP
- Database architecture and logic with MySQL
- Content Management and e-commerce with popular CMS
- Version control with GitHub
- Performance optimization
- Search Engine Optimization (SEO)
- Conducting product testing and user-feedback sessions

The Specialized Advanced Web Design and Development program prepares students for positions such as web graphic designer and web developer.

Students who hold a Bachelor of Science in Media Arts degree from Platt College San Diego are not eligible to enroll in this program.

Approval to enroll in this program must be obtained from the Director of Education prior to signing the Enrollment Agreement.

Prerequisites:

- General Admission Procedures and Requirements. See pg.6
- An Associate Degree in Graphic Design from Platt College or equivalent
- Proficiency in Photoshop®, Illustrator®, HTML/CSS, Design Skills & Typography
- An acceptable professional or educational portfolio

TERM 4	(see pgs. 29-32 for full course descriptions)
IA104	Introduction to 3D
IV104	Introduction to Digital Video Production
IW104	Fundamentals of Web
TERM 5	
WR300	Responsive Web Design
WC300	Web Campaign Implementation
WS300	Scripting for the Web
TERM 6	
WCM400	Content Management Systems for Designers
WIP400	Programming for Designers
WUD400	User Experience Design
PORTFOLIO	
PP200	Portfolio Project

Upon successful completion of Term 4 - 6 and PP200, students will have completed 48 semester credit hours (1000 hours of instruction) and will be issued a Diploma: Specialized Advanced Web Design and Development.

ACADEMIC PROGRAMS



ASSOCIATE OF APPLIED SCIENCE DEGREE: GRAPHIC DESIGN

Students completing the Associate of Applied Science Degree: Graphic Design program will have acquired the technical knowledge and the creative process principles necessary for an entry-level position in the commercial communication art field and in the expanding field of digital publishing. These occupations may include: production artist, advertising and graphic designer, illustrator, layout artist, and web page designer.

Skills practiced include:

- The program focuses on graphic design foundations including:
- Composition and Layout, Design Principles and Techniques, Color Theory
- Comping and Sketching, Conceptualizing, Thumbnails
- Photo Manipulation, Digital Paint, and Vector Illustration
- Typography, Prepress Production, Work-flow, Identity/Logo Development
- Application of Social Media and Advertising Theory
- Comprehensive Understanding of a Digital Design Studio Operation
- Advance Knowledge of Graphic Design Software
- Graphic Design Portfolio Development

Platt College San Diego recognizes the importance of a person having college experience in subject areas outside of his/her professional specialization. The purpose of the general education courses is to enable one to do well in a career as well as in life. Therefore, a portion of each student's education includes the areas of Mathematics / Science, English / Communications, Social Sciences / Humanities, and Art. This policy assures that the student has sampled a broad range of disciplines, which will help to prepare the student to be a well-informed citizen of the modern world.

The program prepares students for entry-level positions in the field of graphic design, digital publishing, production artist, entry-level graphic and web designer.

TERM 1	(see pgs. 29-32 for full course descriptions)
DD101	Digital Production
DES101	Design Basics
TYP101	Typography
TERM 2	
D102	Vector Graphics
DPD102	Digital Publishing
P102	Raster Graphics
TERM 3	
WD103	Introduction to Web
GD103	Graphic Design for Advertising and Social Media
P103	Digital Imaging
PORTFOLIO	
PP100	Portfolio Project

Associate of Applied Science General Education

Art

ART103	Life Drawing
ART104	Creative Concepts

Math/Science

ENS101	Environmental Science I
BUS104 *	Personal Financial Management

Social Sciences/Humanities (two of)

HUM140	History of Society in Art (Ancient to 15th Century)
HUM141	History of Society in Art (15th to 20th Century)

English/Communications

COM105 *	Oral Communications
ENG105 *	English Composition

Required Electives (one of)

INT100	Internship
CS110	Personal Branding

* Specific content transfer required or complete this course in residence.

Upon successful completion of Terms 1 - 3, General Education, and PP100 students will have completed 63 semester credit hours (1270 hours of instruction) and will be issued an Associate of Applied Science Degree: Graphic Design.



ASSOCIATE OF APPLIED SCIENCE DEGREE: DIGITAL MEDIA DESIGN

Students completing the Associate of Applied Science Degree: Digital Media Design program will have acquired an in-depth understanding of the principles and foundations of digital media technologies and interactive communications including graphic design, web design, 3D Modeling & Design, and digital video production.

Skills practiced include:

- Composition and Layout, Design Principles and Techniques, Color Theory
- Comping and Sketching, Conceptualizing, Thumbnails
- Photo Manipulation, Digital Paint, and Vector Illustration
- Typography, Prepress Production, Work-flow, Identity/Logo Development
- Application of Social Media and Advertising Theory
- Comprehensive Understanding of a Digital Design Studio Operation
- Advance Knowledge of Graphic Design Software
- Graphic Design Portfolio Development

On the Digital Media level, the curriculum includes fundamentals of interactive publishing applications, web design, HTML, CSS, basic programming, Graphical User Interface (GUI), fundamentals of video editing skills, basics of polygon modeling, UV mapping, texturing, logo animation and an introduction to game engine implementation.

Platt College San Diego recognizes the importance of a person having college experience in subject areas outside of his/her professional specialization. The purpose of the general education courses is to enable one to do well in a career as well as in life. Therefore, a portion of each student's education includes the areas of Mathematics / Science, English / Communications, Social Sciences / Humanities, and Art. This policy assures that the student has sampled a broad range of disciplines, which will help to prepare the student to be a well-informed citizen of the modern world.

The program will prepare students for entry-level positions in the field of graphic design, digital publishing, production artist, entry-level graphic and web designer.

TERM 1	(see pgs. 29-32 for full course descriptions)
DD101	Digital Production
DES101	Design Basics
TYP101	Typography
TERM 2	
D102	Vector Graphics
DPD102	Digital Publishing
P102	Raster Graphics
TERM 3	
WD103	Introduction to Web
GD103	Graphic Design for Advertising and Social Media
P103	Digital Imaging
TERM 4	
IA104	Introduction to 3D
IV104	Introduction to Digital Video Production
IW104	Fundamentals of Web
PORTFOLIO	
PP100	Portfolio Project

Associate of Applied Science General Education

Art	
ART103	Life Drawing
ART104	Creative Concepts
Math/Science	
ENS101	Environmental Science I
BUS104 *	Personal Financial Management
Social Sciences/Humanities (two of)	
HUM140	History of Society in Art (Ancient to 15th Century)
HUM141	History of Society in Art (15th to 20th Century)
English/Communications	
COM105 *	Oral Communications
ENG105 *	English Composition
Required Electives (one of)	
INT100	Internship
CS110	Personal Branding

* Specific content transfer required or complete this course in residence.

Upon successful completion of Terms 1 - 4, General Education, and PP100 students will have completed 76.5 semester credit hours (1570 hours of instruction) and will be issued an Associate of Applied Science Degree: Digital Media Design.

ACADEMIC PROGRAMS



BACHELOR OF SCIENCE DEGREE: MEDIA ARTS (area of study in 3D Modeling & Design)

The Bachelor of Science Degree in Media Arts, area of study in 3D Modeling & Design, prepares students for careers in a broad range of design and technology skills for a career in the digital media and design fields

Our comprehensive program prepares students for a variety of careers as 3D modelers, texture artists, rendering and lighting artists. Through hands-on lessons, students gain experience designing every aspect of the user's experience - from concept through execution. By combining artistry with tech-savvy modeling skills, students will be well-equipped to design hard surface and organic models suitable for games, virtual reality, augmented reality and feature film.

Skills practiced include:

- Hard Surface Polygon Modeling with Maya
- Organic Polygon Modeling with Z-Brush
- UV Layout
- Complex Material Creation with Quixel and Maya
- Lighting Techniques
- Character Rigging
- Texture Mapping using Photoshop and Quixel
- Creating Normal Maps using Quixel and Z_Brush
- Creating Displacement Maps using Z-Brush
- File Management and Naming Conventions
- Human Surface Anatomy
- Character and Creature Design Techniques
- Rendering Optimization Techniques
- Performance Optimization and Naming Conventions
- Retopology and Proper Edge Flow

Students must complete all course requirements for the Associate of Applied Science Degree in Graphic Design as well as Introduction to Digital Media courses of Term Four. In the second academic year, the students will specifically concentrate on disciplines of 3D Modeling as is the case with the Associate Degree programs, a student is required to take 4 credits in each of four disciplines: Art, Mathematics / Science, Social Sciences / Humanities, and English / Communications. In no case, may the same credit be used for the Associate and the Bachelor of Science Degree. In addition, students will be enrolled in PP200, Portfolio Project.

Prerequisites:

- General Admission Procedures and Requirements. See pg.6
- An Associate Degree in Graphic Design from Platt College or equivalent
- Proficiency in Photoshop®, Illustrator® & HTML/CSS
- An acceptable professional or educational portfolio

TERM 4 (see pgs. 29-32 for full course descriptions)

IA104	Introduction to 3D
IV104	Introduction to Digital Video
IW104	Fundamentals of Web

TERM 5

3D310	Advanced Materials
3D320	Hard Surface Modeling - Prop Modeling
3D330	Game Character

TERM 6

3D410	Anatomy for Character Modelers
3D420	Advanced Organic Modeling
3D430	Demo Reel Development

PORTFOLIO

PP200	Portfolio Project
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Bachelor of Science General Education

Each course is 2 credits.

Art

FIL201	Film and Society
MUS201	Enjoyment of Music

Math/Science

ENS201	Environmental Science II
MAT204 *	Business Math

Social Sciences/Humanities

BUS202	Marketing Communications
HUM203	History of Graphic Design

English/Communications

ENG202	Digital Media Writing
ENG204 *	Business Communications

Electives (one of)

ART202	Fundamentals of Illustration
INT200	Internship

* Specific content transfer required or complete this course in residence.

Upon successful completion of all Associate of Applied Science Degree requirements, Terms 4 - 6, the required General Education Courses and portfolio, students will have completed 129 semester credit hours (2540 hours of instruction) and will be issued a Bachelor of Science Degree: Media Arts.



BACHELOR OF SCIENCE DEGREE: MEDIA ARTS (area of study in Digital Video Production)

The Bachelor of Science Degree in Media Arts Program, with an area of study in Digital Video Production, prepares students in a broad range of design and technology skills for a career in the digital media and design fields.

The Bachelor of Science Degree in Media Arts with an area of study in digital video production program will offer solid knowledge to the students enabling them to solve complex video production problems and to create professional artistically unique products.

Skills practiced include:

- Script Writing Original Screenplay, Budgeting, Producing and Marketing of Completed Original Project
- Film Direction, Shooting and Finishing Professional Quality Projects
- Wide range of Pre-Production, Production, Post-Production principles
- Special Effects and Sound Design Techniques, Elements of Cinema
- Editing sound for media such as DVDs, Motion Graphics, Film/Video, Radio and Gaming using industry standard software.
- Editing and Compositing Motion Graphics, Sound Design and Engineering with Industry standard Programs
- Storytelling, Application to commercial video, Short Documentary and Narrative Films
- Workflow for Single and Multiple Camera Editing, Compositing and Effects
- Introduction to Live Switcher Equipment, Setup and Controls

The program starts with an overview of the digital media field with introductory courses in web design (HTML/CSS) and animation, enabling them to gain a full understanding of platforms in the digital media field.

Students must complete all course requirements for the Associate of Applied Science Degree in Graphic Design as well as Introduction to Digital Media courses of Term Four. In the second academic year, the students will specifically concentrate on disciplines of Video Production and Advanced Video Production. As is the case with the Associate Degree programs, a student is required to take 4 credits in each of four disciplines: Art, Mathematics / Science, Social Sciences / Humanities, and English / Communications. In no case, may the same credit be used for the Associate and the Bachelor of Science Degree. In addition, students will be enrolled in PP200, Portfolio Project.

The program will prepare students for entry-level positions such as video editors, motion graphics artists, sound technicians and editors, and digital compositors.

Prerequisites:

- General Admission Procedures and Requirements. See pg.6
- An Associate Degree in Graphic Design from Platt College or equivalent
- Proficiency in Photoshop®, Illustrator®, HTML/CSS & Typography
- An acceptable professional or educational portfolio

TERM 4 (see pgs. 29-32 for full course descriptions)

- IA104 Introduction to 3D
- IV104 Introduction to Digital Video Production
- IW104 Fundamentals of Web

TERM 5

- DW300 Script Writing
- DS300 Sound Design & Engineering
- DC300 Digital Compositing & Motion Graphics

TERM 6

- DAP400A Digital Video Production
- DAP400B Advanced Digital Video Production
- DAC400 Advanced Digital Compositing & Motion Graphics

PORTFOLIO

- PP200 Portfolio Project

Bachelor of Science General Education

Each course is 2 credits.

Art

- FIL201 Film and Society
- MUS201 Enjoyment of Music

Math/Science

- ENS201 Environmental Science II
- MAT204 * Business Math

Social Sciences/Humanities

- BUS202 Marketing Communications
- HUM203 History of Graphic Design

English/Communications

- ENG202 Digital Media Writing
- ENG204 * Business Communications

Electives (one of)

- ART202 Fundamentals of Illustration
- INT200 Internship

** Specific content transfer required or complete this course in residence.*

Upon successful completion of all Associate of Applied Science Degree requirements, Terms 4 - 6, the required General Education Courses and portfolio, students will have completed 129 semester credit hours (2540 hours of instruction) and will be issued a Bachelor of Science Degree: Media Arts.

ACADEMIC PROGRAMS



BACHELOR OF SCIENCE DEGREE: MEDIA ARTS (area of study in Web Design and Development)

The Bachelor of Science Degree in Media Arts, area of study in Web Design and Development, prepares students for careers in web development and design fields.

Our comprehensive program prepares students for a variety of careers as Web Professionals. Through hands-on lessons, students gain experience designing every aspect of the user's experience - from concept through execution. By combining artistry with tech-savvy coding skills, students will be well-equipped to design elegant solutions for a broad range of websites and applications.

Skills practiced include:

- Interface design with the Adobe Creative Suite and other tools
- Project management, collaboration and client communication
- Responsive design strategies and best practices
- Front-end coding with HTML, CSS, and JavaScript
- Content strategy and optimization
- User Experience (UX) design
- Rapid Prototyping with Sass and other pre-compilers and libraries
- Interaction design with JavaScript and JQuery
- Server-side programming with PHP
- Database architecture and logic with MySQL
- Content Management and e-commerce with popular CMS platforms, such as WordPress
- Version control with GitHub
- Performance optimization
- Search Engine Optimization (SEO)
- Conducting product testing and user-feedback sessions

Students must complete all course requirements for the Associate of Applied Science Degree: Graphic Design as well as Introduction to Digital Media courses of Term Four. In the second academic year, the students will specifically concentrate on disciplines of Web Design and Advanced Web Design. As is the case with the Associate Degree programs, a student is required to take 4 credits in each of four disciplines: Art, Mathematics / Science, Social Sciences / Humanities, and English / Communications. In no case, may the same credit be used for the Associate and the Bachelor of Science Degree. In addition, students will be enrolled in PP200, Portfolio Project.

Prerequisites:

- General Admission Procedures and Requirements. See pg.6
- An Associate Degree in Graphic Design from Platt College or equivalent
- Proficiency in Photoshop®, Illustrator®, HTML/CSS, Design Skills & Typography
- An acceptable professional or educational portfolio

TERM 4 (see pgs. 29-32 for full course descriptions)

IA104	Introduction to 3D
IV104	Introduction to Digital Video Production
IW104	Fundamentals of Web

TERM 5

WR300	Responsive Web Design
WC300	Web Campaign Implementation
WS300	Scripting for the Web

TERM 6

WCM400	Content Management Systems for Designers
WIP400	Programming for Designers
WUD400	User Experience Design

PORTFOLIO

PP200	Portfolio Project
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Bachelor of Science General Education

Each course is 2 credits.

Art

FIL201	Film and Society
MUS201	Enjoyment of Music

Math/Science

ENS201	Environmental Science II
MAT204 *	Business Math

Social Sciences/Humanities

BUS202	Marketing Communications
HUM203	History of Graphic Design

English/Communications

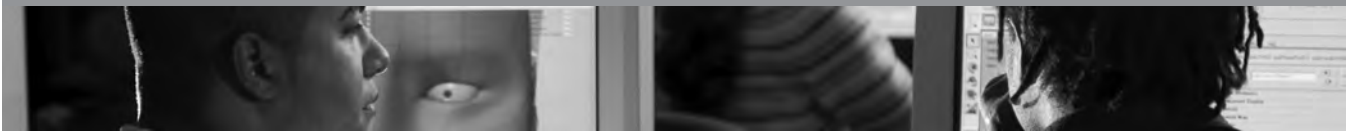
ENG202	Digital Media Writing
ENG204 *	Business Communications

Electives (one of)

ART202	Fundamentals of Illustration
INT200	Internship

* Specific content transfer required or complete this course in residence.

Upon successful completion of all Associate of Applied Science Degree requirements, Terms 4 - 6, the required General Education Courses and portfolio, students will have completed 129 semester credit hours (2540 hours of instruction) and will be issued a Bachelor of Science Degree: Media Arts.



BACHELOR OF SCIENCE DEGREE: MEDIA ARTS

The Bachelor of Science Degree: Media Arts Program prepares students in a broad range of design and technology skills for careers in the digital media and design fields.

Enrollment in the general Bachelor of Science in Media Arts program must be preceded by an interview with the Director of Education regarding the student's career objectives and the student must receive approval to enroll.

The tools of technology, from digital imaging to 3D modeling, have permeated the art and the design-making process. The result is contemporary versatile designs that express visual creativity through technology. The revolutionary changes in information architecture and interactive design have catapulted the primarily print media area of graphic design into new arenas that meld audio, video, text, graphics and animation.

The program starts with an overview of the digital media field with introductory courses in web design (HTML/CSS), video production and 3D Modeling & Design enabling them to gain a full understanding of platforms in the digital media field. Starting in the second academic year, students will select two areas of study from among the following areas: animation, web design or digital video production.

Students must complete all course requirements for the Associate of Applied Science Degree: Graphic Design as well as Introduction to Digital Media courses of Term Four listed on page 18. In the second academic year, the students will select two areas of study from the following disciplines of animation, web design or digital video production. As is the case with the Associate Degree programs, a student is required to take 4 credits in each of four disciplines: Art, Math / Science, Social Sciences / Humanities, and English / Communications. In no case, may the same credit be used for the Associate and the Bachelor of Science Degree. In addition, students will be enrolled in PP200, Portfolio Project.

The students will be prepared for employment in a wide range of positions in the digital media design field, from graphic design positions with ability to create publishing tablet applications to positions requiring knowledge of editing, uploading, color-correcting videos and developing websites.

Prerequisites:

- General Admission Procedures and Requirements. See pg.6
- An Associate Degree in Graphic Design from Platt College or equivalent
- Proficiency in Photoshop®, Illustrator®, HTML/CSS, Design Skills & Typography
- An acceptable professional or educational portfolio

TERM 4 (see pgs. 29-32 for full course descriptions)

IA104	Introduction to 3D
IV104	Introduction to Digital Video Production
IW104	Fundamentals of Web

Choose two of the following areas of study:

Specialized 3D Modeling & Design

3D310	Advanced Materials
3D320	Hard Surface Modeling - Prop Modeling
3D330	Game Character

Specialized Web Design and Development

WR300	Responsive Web Design
WC300	Web Campaign Implementation
WS300	Scripting for the Web

Specialized Digital Video Production

DW300	Script Writing
DS300	Sound Design & Engineering
DC300	Digital Compositing & Motion Graphics

PORTFOLIO

PP200	Portfolio Project
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Bachelor of Science General Education

Each course is 2 credits.

Art

FIL201	Film and Society
MUS201	Enjoyment of Music

Math/Science

ENS201	Environmental Science II
MAT204 *	Business Math

Social Sciences/Humanities

BUS202	Marketing Communications
HUM203	History of Graphic Design

English/Communications

ENG202	Digital Media Writing
ENG204 *	Business Communications

Electives (one of)

ART202	Fundamentals of Illustration
INT200	Internship

* Specific content transfer required or complete this course in residence.

Upon successful completion of all Associate of Applied Science Degree requirements, Terms 4 - 6, the required General Education Courses and portfolio, students will have completed 129 semester credit hours (2540 hours of instruction) and will be issued a Bachelor of Science Degree: Media Arts.

NOTES





3D310 Advanced Materials

(5.00 semester credit hours/100 clock hours)
Advanced Materials (3D310) focuses on Materials, Textures, Rendering and Lighting. Photo-realistic rendering using V-Ray and physical based rendering using Quixel will be the main focus of this course. Students will learn how to apply materials and textures directly to their models.

3D320 Hard Surface Modeling - Prop Modeling

(5.00 semester credit hours/100 clock hours)
Hard Surface Modeling - Prop Modeling (3D320) discusses, in detail, the techniques used to achieve hard surface models. Base Meshes created in Maya and Z-Brush are used to create detailed normal maps. Finished models will be custom textured using Photoshop.

3D330 Game Character

(5.00 semester credit hours/100 clock hours)
Game Character (3D330) class instructs students to create a character from scratch. Students design, model, uv-map, texture and rig a character suitable for a game engine. Game Engine restrictions and limitations is the guiding factors in this course.

3D410 Anatomy for Character Modelers

(5.00 semester credit hours/100 clock hours)
Anatomy for Character Modelers (3D410) focuses around human anatomy. Students learn surface anatomy and bony landmarks to help create believable human forms. Sculpting is done in Z-Brush using Dynamesh. The goal of this class is to have a clear understanding of the underlying muscle anatomy that could translate to any type of organic creature. Edge-flow and poly-count will be unrestricted.

3D420 Advanced Organic Modeling

(5.00 semester credit hours/100 clock hours)
Advanced Organic Modeling (3D420) focuses on creating a high resolution organic model from scratch. Students use Z-Brush to create the character and will render it in Maya. Edge-flow, Displacement maps, Normal Maps and advanced Z-Brush techniques are key concepts of this course.

3D430 Demo Reel Development

(5.00 semester credit hours/100 clock hours)
The Demo Reel Development (3D430) class emphasizes the importance of the demo reel. Students learn how to present their work so it has the most visual impact and are guided in a direction that will help them become employable in the industry. The development of the demo reel continues in the Portfolio Project (PP200) class.

ART103 Life Drawing

(2.00 semester credit hours/30 clock hours)
Life Drawing (ART103) is an introduction to creating drawings based on in-class observations of a range of artist's models. The class also provides an overview of the drawing process as a form of visual thinking in relation to rendering the human figure. A variety of techniques and materials are used ranging from charcoal and graphite to color pastels.

ART104 Creative Conceptions

(2.00 semester credit hours/30 clock hours)
Creative Conceptions (ART104) offers an exercise of analytical skills how they are applied in conceptualizing an art proposal applicable to any proposal. The course offers a hands-on approach including the principles and

processes of design, concept development, and learning the basic fundamentals of character development for animation through traditional 2D and 3D media. Students will take their project through three phases: First comes idea development and basic conception, then the execution of the concepts in 2D and 3D formats, and a formal presentation of the concept will conclude this creative analytical process. The goal of this course is to set a precedent for the creative process.

ART202 Fundamentals of Illustration

(2.00 semester credit hours/30 clock hours)
Fundamentals of Illustration (ART202) will explore the techniques and key historical developments of illustration. Students learn the process of concept building and how to visibly depict ideas in illustrations. Working in a variety of media such as markers, colored pencils, and watercolor, students demonstrate knowledge of design, color and rendering skills. Each project will explore the imaginative, expressive and meaningful influence and impact of illustration.

BUS104 Personal Financial Management

(2.00 semester credit hours/30 clock hours)
The Personal Financial Management (BUS104) course is designed to introduce the students to the basic concepts, tools, and applications of personal finance in achieving their personal and professional goals. Students will analyze the intricacies of budgeting, banking, credit management, taxation, investment strategies, insurance, estate planning and time value of money. This course contains the U.S. Department of Treasury's Financial Literacy and Education Commission's financial education core competency program, Financial Avenue.

BUS202 Marketing Communications

(2.00 semester credit hours/30 clock hours)
In Marketing Communications (BUS202), students will learn to perform fundamental market research, develop a strong brand, build an engaged community, and communicate authentically with customers. The course will be driven by the development of a Marketing Plan, created by student marketing teams, which will incorporate the use of online technology and social media -- including the application of blogs and social networking accounts. Marketing teams will create a web-based platform (e.g., a team wiki, such as Central Desktop www.centraldesktop.com or Google docs), which will serve as a focal point for coordination of project work and meetings. The course will culminate in a presentation of a marketing package, which conveys a specific marketing message aimed at a specific customer with a specific demographic and psychographic profile.

COM105 Oral Communications

(2.00 semester credit hours/30 clock hours)
Oral Communication (COM105) aims to provide students with an understanding of oral communication theory and application. Students learn and practice several forms of communication including: speaking to inform, speaking to persuade, historical speaking, and preparing presentations.

CS110 Personal Branding

(2.00 semester credit hours/30 clock hours)
Personal Branding class concentrates on developing communication concepts for creative careers by acquiring the ability to perform professionally and successfully at interviews and at project presentations. The class activities will revolve around the steps required to

network, research, prepare for, and interview for, a real-world job opening. The objectives of the class are as follow: building interviewing skills, including informational interviews; video-recording and analyzing mock interviews, and building professional presentation skills (idea/art/project).

D102 Vector Graphics

(4.5 semester credit hours/100 clock hours)
Introduction to Vector Graphics (D102) is an introduction to vector illustration using Adobe Illustrator. Emphasis will be placed on mastering the pen tool, layers, combining shapes, gradients, gradient mesh and preparation of files for commercial printing. The course focuses on both technical as well as creative processes applied toward design applications.

DAC400 Advanced Digital Compositing & Motion Graphics

(5.00 semester credit hours/100 clock hours)
Advanced Digital Compositing and Motion Graphics (DAC400) This class demonstrate how to solve creative, complex, industry-level compositing problems, such as multiple effects, pre-comp/nesting, optimizing performance, masking/rotoscoping, and rendering, using industry standard programs like AfterEffects. Students will leave with skills ranging from digital painting, clean plating, match moving, multi channeling compositing from 3D programs, color correcting, motion tracking to understanding concepts as alpha channels, key framing, modifying in the Graph Editor and Crib Sheet.

DAP400A Digital Video Production

(5.00 semester credit hours/100 clock hours)
Digital Production (DAP400A) covers the production process, including pre-production, production and post-production. Much of the emphasis will be on learning the production tools. Students will gain hands on experience in the use of different types of cameras, lenses, lighting and sound recording equipment. Students will also learn techniques in planning and preparing for the production process. In post-production, students learn the fundamentals of media asset management, advanced editing techniques and different delivery methods with an emphasis on video compression for the web.

DAP400B Advanced Digital Video Production

(5.00 semester credit hours/100 clock hours)
Advanced Digital Production (DAP400B) will examine the elements of cinema and storytelling from the film world. Students will apply the knowledge from prerequisite courses to the creation of a high quality short film. It is a goal of the course that this film be used as a central portfolio piece.

Students will explore the following roles: director, editor, producer, cinematographer, writer, composer, and sound-specialist. Students will imitate a professional dynamic group environment and will also learn about scouting, auditions, budgeting, permits and venues for distribution.

DC300 Digital Compositing & Motion Graphics

(5.00 semester credit hours/100 clock hours)
Digital Compositing and Motion Graphics (DC300), students will learn the tools to create video effects. Explores the world of digital compositing and motion graphics from identifying the needs for production and Pre-producing VFX shots. The students will be introduced

COURSE DESCRIPTIONS

to basic compositing techniques and motion graphics. The course will offer an understanding of pre-production for After Effects to set up the best shot for effects, Green Screen, CG lighting, key-framing, creating alpha mattes, animating text and geo elements, 3d camera tracking and creating augmented reality, syncing to audio and exporting movies for web or cinema.

DD101 Digital Production

(4.5 semester credit hours/100 clock hours)
Digital Production (DD101) will focus on the hardware and software needed for Digital Print Production. The skills introduced are: printing processes, use of color, layout techniques, basic Bezier curve construction, image editing, and in-depth use of the layout program used in the industry, Adobe InDesign. Also included are the basic business practices, freelance fundamentals and working ethics. The course also offers basic software orientation in Adobe Illustrator and Photoshop along with introducing differences in Mac and PC platforms.

DES101 Design Basics

(4.5 semester credit hours/100 clock hours)
Design Basics (DES101) explores the principles and processes of designing, brainstorming and theme development. Students will learn coping skills including marker/pencils/ink, 1, 2 & 3-point perspective and line art techniques. Theories will include color psychology, color theory and Gestalt psychology. The course also explores the concept of "design as a lifestyle" requiring formal research, writing, and presentations. Design styles, perspectives, figures, and trends will also be introduced in historical concepts. Photography as a medium will be used to practice elements of design along with understanding the historical, technical and commercial aspects of photography.

DPD102 Digital Publishing

(4.5 semester credit hours/100 clock hours)
Digital Publishing (DPD102) is an introduction to page layout and design utilizing Adobe InDesign. It explores the design and creation of print-ready publications and introduces tools for effectively combining text and graphics. Some of the main focuses of the course include creative typography, graphic reproductions, and design and compositions principles.

DS300 Sound Design and Engineering

(5.00 semester credit hours/100 clock hours)
Sound Design and Engineering (DS300) explains the role of audio in visual media and explores the production of sound for picture using Pro Tools. Students will learn fundamental technical and artistic processes involved in creating effective audio for picture, and will achieve a basic level of proficiency using Pro Tools as an audio production platform. No prior audio experience is required.

DW300 Script Writing

(5.00 semester credit hours/100 clock hours)
Script Writing (DW300) will introduce the elements of both short-form and feature-length screenwriting, focusing specifically on screenplay structure, short and feature film analysis, genre analysis, and screenwriting style. The emphasis is on students' original idea generation and writing. Each student will be required to produce two five- to ten-page scripts for short films.

ENG105 English Composition

(2.00 semester credit hours/30 clock hours)
English Composition (ENG105) provides students with an overview of effective written communication methods for an academic setting. The student will develop skills in writing unified, coherent, well-developed essays using correct grammar and effective sentence structure.

ENG202 Digital Media Writing

(2.00 semester credit hours/30 clock hours)
Digital Media Writing (ENG202) will provide students with a fundamental understanding of Digital Media writing, including: web page writing, copywriting, script writing, script formats, critique writing, storyboarding, and more. The focus will be on developing clear, coherent, tight, and original writing skills that include a strong understanding of grammar and style.

ENG204 Business Communications

(2.00 semester credit hours/30 clock hours)
Business Communications (ENG204) provides an insight into variety of professional communication styles, both written and oral, with a goal to introduce a sound foundation to the refine culture of business. The emphases will be placed on grammar, composition, effective though expression as well as presentation skills. Students will have an opportunity to practice several styles of communication from memos, email, and business letters to proposals and presentations.

ENS101 Environmental Science I

(2.00 semester credit hours/30 clock hours)
Environmental Science I introduces students to ecology and evolution, covering principles of evolution at the molecular, organismal, and population levels. Evolutionary topics include natural selection, adaptation, speciation, and macroevolution. Also covers behavioral, population, and community ecology including applied problems in ecology, e.g., risk of extinction, impact of harvesting, role of species interaction, analysis of global change.

ENS201 Environmental Science II

(2.00 semester credit hours/30 clock hours)
Environmental Science II course focuses on the contribution of ecological theory to the understanding of current issues. Readings and discussions of current issues in environmental science, emphasizing linkages between earth, oceans, atmosphere, and biosphere. Topics include: climate change; water resources; alternative energy and fuels; population growth; biodiversity; genetically-engineered organisms; deforestation/restoration; food production; trade-offs; problem-solving.

FIL201 Film and Society

(2.00 semester credit hours/30 clock hours)
Film and Society (FIL201) explores the modern venue of film for conveying story, message and moral value. The course will analyze theme, story, plots, symbolism, direction, editing, and camera work. Analytical skills, comparison and mainly historical-critical evaluation will be applied in the discussion of documentary film, animation, art films and both independent and commercial films.

GD103 Graphic Design for Advertising and Social Media

(4.5 semester credit hours/100 clock hours)
Graphic Design for Advertising and Social Media (GD103) course builds a familiarity with advanced graphic design trends, advertising theory and the use of social media and their application to both print and online graphics. Using presentations to develop client communication skills and standards for professional practice. To add an in depth understanding of Social Media and how to fertilize its functions and analytics to further develop the marketability of the graphic design graduate.

HUM140 History of Society Reflected in Art (Ancient to 15th Century)

(2.00 semester credit hours/30 clock hours)
History of Society Reflected in Art (Ancient to 15th Century) (HUM140) class explores the socio-economic development of society including worldviews, philosophies and achievements of each era during the Western Art Development epochs: Antiquity, Byzantine, Romanesque, Gothic and Renaissance. The results of such exploration will offer the student a complete picture of the historical development of Western society.

HUM141 History of Society Reflected in Art (15th to 20th Century)

(2.00 semester credit hours/30 clock hours)
History of Society Reflected in Art (15th to 20th Century) (HUM141) explores the socio-economic development of society including worldviews, philosophies and achievements of each era during the Western Art Development epochs: Renaissance, Baroque, Rococo, Classicism, Romanticism, Impressionism and the rest of the so called -ism movements. The result of such exploration offers the student a complete picture of the historical development of the modern Western society.

HUM203 History of Graphic Design

(2.00 semester credit hours/30 clock hours)
History of Graphic Design (HUM203) will explore how graphic design responded to and influenced international, social, political, and technological developments dating from the antiquity. Emphasis will be on print and photography from 1840 to 2000 and the relationship of these media to other visual arts and design media.

IA104 Introduction to 3D

(4.5 semester credit hours/100 clock hours)
Introduction to 3D (IA104) introduces students to 3D and 3D applications, techniques, and theory with an emphasis on Autodesk's Maya®. Students will learn and practice the fundamental methods of modeling, texturing, and animation. Polygon Modeling, UV Texture Mapping, and Logo Animation, and an introduction to game engine implementation.

IV104 Introduction to Digital Video Production

(4.5 semester credit hours/100 clock hours)
Introduction to Digital Video Production (IV104) offers the fundamentals of Digital Video Production from pre-production (planning, storyboarding) to production (shooting, lighting, sound, green screen) to post production (editing, compositing, titles, audio). Professional film and video analyses, genre division and film fundamental elements will be studied. Video compression, with an emphasis on web delivery, will be introduced.

IW104 Fundamentals of Web Design

(4.5 semester credit hours/100 clock hours)
Fundamentals of Web (IW104) will offer a strong foundation in web design, Graphical User Interface (GUI) and web page structure. Topics will include HTML, CSS, FTP, project management, usability and interactive design strategies. Beginning concepts of programming (PHP and JavaScript), behaviors and CMS (Content Management Systems) will also be introduced.

MAT204 Business Math Concepts

(2.00 semester credit hours/30 clock hours)
This course begins with a brief review of basic mathematics and goes on to introduce key business topics such as bank services, payroll, annuities, stocks and bonds, and business and consumer loans. Practical examples are used throughout to illustrate the relevance of the material and proper calculation and decision-making.

MUS201 The Enjoyment of Music

(2.00 semester credit hours/30 clock hours)
The Enjoyment of Music (MUS201) will provide students with an introduction to the music world and an understanding of the fundamentals, principles, categories and vocabulary of music. Students will also learn how to comprehend the distinctions of particular eras of Western music. Through the examination of music samples spanning medieval time to present, and through creating music together, students will explore an approach to enhance their personal enjoyment of music.

P102 Raster Graphics

(4.5 semester credit hours/100 clock hours)
Introduction to Raster Graphics (P102) is an introduction to pixel editing software, which includes image acquisition, color theory, resolution for commercial printing, and photo retouching. Industry standards as established by the NAPP (National Association of Photoshop Professionals) are emphasized. Technical efficiency in Adobe Photoshop and creative approaches toward design problem resolution are goals of the course.

P103 Digital Imaging

(4.5 semester credit hours/100 clock hours)
Digital Imaging (P103) covers advanced digital imaging concepts including: file output, system configuration / calibration / troubleshooting, color correction, advanced photo manipulation and special effects. Advanced digital drawing techniques including: masks, blends, and other advanced techniques are also covered. Students learn to integrate artwork created from various applications into the final project, as well as how to use the various applications more efficiently. Emphasis is placed on effective use of design. The flexibility of print design suitable for online platform is also introduced.

PP100 Portfolio Project

(4.5 semester credit hours/100 clock hours)
No transfer credit accepted for this course.
As an outcome of the Portfolio Project, (Students at the AAS-level will create a print and online portfolio to demonstrate the skills and knowledge they have acquired throughout their program. Emphasis will be placed on presentation skills and strategies suitable for gaining employment.

PP200 Portfolio Project

(4.5 semester credit hours/100 clock hours)
No transfer credit accepted for this course.
As an outcome of the Portfolio Project (PP200) students will create a digital portfolio (demo reel and web page) to demonstrate the skills and knowledge they have acquired in their specialized program. Emphasis will be placed on presentation skills and strategies suitable for gaining employment.

TYP101 Typography

(4.5 semester credit hours/100 clock hours)
Typography (TYP101) Introduces the students to the basic functions of Adobe InDesign. The emphasis is on typography in the study of graphic design and Digital Media design. The various assignments and exercises focus on the primary concerns and disciplines of typography such as choosing typefaces, modifying type through kerning, tracking, and leading. The choice of appropriate typefaces will also be addressed in the development of page layout and in the design of combination marks and logo design.

WC300 Web Campaign Implementation

(5.00 semester credit hours/100 clock hours)
Web Campaign Implementation (WC300) gives students experience with the process of conceptualizing and implementing a corporate web site by developing a cohesive web site campaign. Focus is on the "pre-design" stage of web development. Students will storyboard the campaign, create interface pieces for client presentations, and flowchart web site functionality and navigation paths. User interface issues - both desktop and mobile - as well as web marketing strategies are discussed. Emphasis is placed on team cooperation, efficient use of design, effective marketing, web resources, and application of interface design fundamentals toward the creation of a positive user experience.

WCM400 Content Management Systems for Designers

(5.00 semester credit hours/100 clock hours)
Content Management Systems for Designers (WCM400) serves as an introduction to utilizing Content Management Systems for web development. Using WordPress, students will learn the concepts and structures relevant to building client websites, communities, portfolios and blogs. By the end of the course, students will be equipped to set up, manage content, design themes, utilize community-built plugins and write their own plugins. Topics covered will include: Practical applications and benefits of a CMS, WordPress theme architecture, WordPress plugin creation and the plugin API, WordPress widgets and sidebars, participating in the WordPress community.

WD103 Introduction to Web Design & Development

(4.5 semester credit hours/100 clock hours)
Introduction to Web Design and Development (WD103) introduces students to web design and development. Languages such as HTML & CSS will be covered using text editors. Graphics production for User Interface design and web page structure will also be covered. The course will aim to provide students with an understanding of the functionality of the Internet and the World Wide Web. Students will receive instruction that will enable them to create, edit and link HTML documents using a text editor. Students will learn to control and unify website styles using CSS. Students will also create web graphics and upload their personal websites and résumés to the World Wide Web using FTP.

WR300 Responsive Web Design

(5.00 semester credit hours/100 clock hours)
Responsive Web Design (WR300) students understand the principles behind delivering web-based content and interactivity to all devices. Relevant industry techniques will be practiced, with a focus on flexibility and looking to the future as the landscape of the web evolves. Topics covered include; Device-agnostic approaches to design and workflow, User Experience on mobile devices, Responsive design, User-Agent detection, Fluid grids and mobile frameworks. Using HTML, CSS, JavaScript and PHP, students will plan and build a device-agnostic web project.

WIP400 Web Programming for Designers

(5.00 semester credit hours/100 clock hours)
Programming for Designers (WIP400) serves as an introduction to programming with PHP and MySQL. Topics covered will provide students with a perspective and comprehension of the programming process, as well as an understanding of how to design and implement flexible, dynamic systems. Designing for user-driven applications will be a focus.

WS300 Scripting for the Web

(5.00 semester credit hours/100 clock hours)
The class gives students experience with interactive website creation. Students are taught web programming concepts such the use of variables, getting and setting properties and attributes of HTML Objects dynamically based upon conditional logic, usage of standard functions in JavaScript, jQuery Library functions as well as creation of their own custom functions. AJAX, animation utilizing JavaScript, audio, and user interaction applications using jQuery UI are all taught for the student to bring to bear on the creation of a highly interactive and dynamic web project.

WUD400 User Experience Design

(5.00 semester credit hours/100 clock hours)
User Experience Design (WUD400) aims to immerse students in user experience principles and practices in web application design. The course will focus on user-centered and task-centered interface flows. Problem-solving and risk management will be stressed. Through hands-on user testing and design process, students will leave with a greater understanding of how to balance user needs, business goals and technology to create truly engaging web experiences.

CLASS STARTS & HOLIDAY CALENDAR



2018 Platt College

Spring Break: 3/30—4/1
Summer Break: 7/2—7/6
Winter Break: 12/24—1/1

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2019 Platt College

Spring Break: 4/19—4/22
Summer Break: 7/1—7/5
Winter Break: 12/24—1/1

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