

Digital Media Arts College

2011/2012 College Catalog

I certify this catalog to be true and correct in content and policy.

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Date

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Mission Statement

Digital Media Arts College is dedicated to providing career focused undergraduate and graduate education that prepares students to excel in artistic expression and understanding the interdependence of technology, media and entertainment in a culturally diverse, global society.

Vision

Digital Media Arts College is an undergraduate and graduate degree granting institution dedicated to domestic and international students whose professional goals include graduating from college with a career focused education. The College will attract faculty with appropriate academic and industry credentials and teach an innovative curriculum.

Value(s)

Creative Expression

Interdependence of technology, media and entertainment

Student Success

Diversity

Career focused curriculum

Academically credentialed and industry focused faculty

Industry input

Cooperative team spirit

Globalization

Educational Philosophy

Focus: The academic calendar is designed in 7½-week sessions to allow student artists to focus on the course content of fewer classes at a time in order to explore in greater depth each subject area and better mimic a production-house feel. Professors are engaged in the development of each student's talent as a digital artist.

Integration: Each course is blended in two significant ways: 1) the best of online and classroom environments are melded together in order to give maximum flexibility and accessibility, and 2) lecture and lab time is blended to allow faculty make best use of class time to guide, mentor, and evaluate students. Further every course in the curriculum is designed to support the overall objectives of the program.

Community: From workshops to visiting artists to career fairs to professional organizations to competitions, DMAC students and faculty are members of a devoted coterie of artists unified in the union of art and technology inspired by a large art community that spans south to Ft. Lauderdale and north to West Palm Beach. Numerous production houses call South Florida home; and conferences, art fairs, museum exhibitions, and competitions are held year-round.

Professionalism: From the production house environment of the classroom to the expanded opportunities for professional development from the Career Services Department, students learn early in their academic careers the mindset, work ethic, and attitude required for success in a demanding and creative work environment.

Access: A guiding philosophy throughout the history of DMAC is one of giving students access to the content, technology, and resources needed to capitalize on their passion and creativity. The facility is open 24/7, and, as of the March 11, 2010 semester, new degree-seeking students are required to have laptops and software to support their studies. In addition to the online Learning Management System (LMS) called Edvance360 and laptops, students have access to all the course content, services, and resources they need to drive their creativity and professional development.

General Information

College Profile

Digital Media Arts College is located in beautiful Boca Raton, Florida. Boca Raton is a lovely coastal town on the Atlantic Ocean in southeastern Florida, making it a popular international tourist and business destination. The college provides an intimate learning and social environment with multiple computer laboratories, classrooms/lecture rooms, a student lounge, and many amenities in the vicinity, including restaurants, stores, apartments, and the beach.

Accreditation and Licensure

Digital Media Arts College is accredited by the Accrediting Council for Independent Colleges and Schools (750 First Street, NE, Suite 980, Washington, DC 20002-4241, TEL: (202) 336-6780) to award the Bachelor of Fine Arts Degree and the Master of Fine Arts Degree. DMAC is licensed by means of accreditation by the Commission for Independent Education, Florida Department of Education. Additional information regarding this institution may be obtained by contacting the Commission at 325 West Gaines Street, Suite 1414, Tallahassee, FL 32399-0400, Tel: 850-245-3200 Fax: 850-245-3233 Toll Free: 888-224-6684.

Contact information about accreditation and licensure is provided to enable interested constituents to (1) learn about the accreditation status of the institution, (2) to file a third-party comment at the time of the institution's review, or (3) to file a complaint against the institution for alleged non-compliance with a standard or requirement. Normal inquiries about DMAC, such as admission requirements, financial aid, educational programs, etc., should be addressed directly to DMAC.

Digital Media Arts College is approved by the United States Department of Homeland Security, U.S. Citizenship and Immigration Services (USCIS) to admit non-immigrant students. Digital Media Arts College is approved for Veterans' Training.

Admissions

Requirements for Admission

Students of all levels of skill and experience are encouraged to apply for admission. Applicants will be reviewed on individual basis, taking into consideration prior knowledge, achievement, and creative potential. Applicants who do not demonstrate adequate preparation for or potential to benefit from DMAC's college-level programs may be denied admission. DMAC does not discriminate on the basis of race, gender, age, religion, or disability. The Application for Admission is required for the following degree programs at DMAC:

BFA Requirements

High School Diploma: DMAC requires all degree-seeking students to have an approved high school diploma or equivalent credential. An approved certificate of General Educational Development is considered equivalent to a diploma from a U.S. high school. With the applicant's written approval, DMAC will order an official or certified copy of the applicant's high school transcript or equivalent credential.

If the previous college uses a High School Diploma as part of the admissions requirement and the diploma and graduation date are recorded on the college transcript or the student has completed a minimum of 62 credit hours or an Associate's Degree, a High School transcript is not required.

Drawing Portfolio: The portfolio for admission should include 4-5 life drawings. These drawings must demonstrate a proper understanding of line, mass, value, and form. Acceptable subject matter includes still-life's, figures, portrait, and landscapes. Do not submit abstract, surrealistic, cartoon, or digitally enhanced drawings. Acceptance of the portfolio assumes the student has the understanding and skills necessary to begin an undergraduate degree at Digital Media Arts College. Students submitting portfolios deemed to be lacking sufficient knowledge and skill will be required to take FA0900 Introduction to Drawing. Transfer credit for Fine Arts courses will be accepted only after the portfolio evaluation.

Essay: This personal statement, better than any other document we require, tells us about your aims and aspirations, your previous experience, interests, and career goals. In a one-page, typed essay, tell us why you want attend DMAC and become a media artist.

Assessment: DMAC requires all incoming freshmen students to demonstrate the ability to be successful in required communication components of the curriculum. Students must submit one of the following:

1. Advanced Placement High School English courses with a grade of B or better, as demonstrated on the applicant's high school transcript; or
2. Accuplacer Online Writeplacer; or
(Scores on the Writeplacer will be used for scheduling.)

Developmental English I:	<50
Developmental English II:	50-79
Freshman Composition:	≥80
3. Verifiable written/published work by the applicant, such as an article or essay in a journal, magazine, newspaper or a submission in a competition; or
4. Successful completion of English Composition from an Accredited University.

***If a student shows an inability to provide efficiency in at least one of the ways listed above, the student will be automatically placed in GE0100 Developmental English I.*

How to apply: Undergraduate Programs

Admissions application process to DMAC Undergraduate programs consists of the following:

- **Application for Admission Form** can be submitted either online or by sending a hard copy of the Application Form. After filling out the Application Form, please send it to the DMAC Admissions Department along with the following:
- **Non-Refundable Application Fee of \$100**
- **Drawing Portfolio (as described above)**
- **Essay (as described above)**
- **Signed Transcript Request Forms** must be filled out for all previous secondary and post-secondary schools attended, whether or not a degree was earned at the institution. With the applicant's written approval, the DMAC Admissions Coordinator will order an official or certified copy of the applicant's high school transcript or equivalent credential. Official, sealed transcripts are also accepted. Transcripts must be in English or must be officially translated in to English.
- **Signed Information Release Form** must be filled out and included with the application package.

Definition of Academic Year

12 credits is considered fulltime and two semesters equals one academic year.

Grade Level Progression

Freshman	0-24 credits
Sophomore	25-48 credits
Junior	49-72 credits
Senior 4 th year	73-96 credits
Senior 5 th year	97 and up

MFA Requirements

Bachelor's Degree: Admission to MFA programs requires a Bachelor's degree. With the applicant's written approval, DMAC will order an official or certified copy of the applicant's transcripts.

Resume: A prospective graduate student's resume should document educational credentials, as well as professional and other employment such as internships or field experience in the intended area of graduate study, and should list commissioned works, exhibitions, honors, memberships, interests and activities, including volunteer work.

Portfolio: A portfolio/demo reel is required for admission into the Master of Fine Arts program at DMAC. Portfolios of original work (compact discs, copies, color photocopies, slides or videotape only, please) that are sent to us will not be returned. DMAC assumes no responsibility for original pieces of artwork received. Students who do not have a portfolio will be required to take pre-requisites as determined by the Department Chair. Transfer credit for Fine Arts courses will be accepted only after the portfolio evaluation.

How to apply: Graduate Programs

Admissions application process to DMAC Graduate programs consists of the following:

1. Application for Admission Form and additional Documents submission:

- **Application for Admission Form** can be submitted either online or by sending a hard copy of the Application Form. After filling out the Application Form, please send it to the DMAC Admissions Department along with the following:
- **Non-Refundable Application Fee of \$100**
- **Portfolio (as described above)**
- **Resume (as described above)**
- **Signed Transcript Request Forms** must be filled out for all post-secondary schools attended, whether or not a degree was earned at the institution. With the applicant's written approval, the DMAC Admissions Coordinator will order an official or certified copy of the applicant's Bachelor's Degree Transcript(s). If you happen to have an official, sealed transcript you are welcome to send it to DMAC directly along with your application package. Transcripts must be in English or must be official translations to English.
- **Chair Review:** the Department Chair will determine if prerequisites will be required.
- **Signed Information Release Form** must be filled out and included with the application package.

2. Artwork Review:

MFA Visual Effects Animation, Base Demo Reel Requirements:

Artwork should be submitted in digital form on DVD or CD. It must be labeled in clearly identified folders. A strong portfolio includes examples of modeling, animation, drawing and 2D graphic skills. In addition, portfolios should show aesthetic awareness, and effective use of software and tools to support the aesthetic purpose. Mature artistic or commercial direction should be shown in work that corresponds to the applicant's academic goals. The Demo Reel should be accompanied by a sheet specifying the software (and version) used for creating all of the artwork. The applicant's demo reel should demonstrate proficiency in the following topics:

- Rapid sketching.
- Image manipulation.
- Storyboards for filmmaking.
- Creation and implementation of high resolution textures.
- 3D modeling to include: Human body, facial features and environments.
- Key framed animation.
- Character Rigging
- Character Lip-synching and dialogue animation.
- Proper application of the 12 principles of animation.
- Proper UV layout for texturing.
- Hyper real interior and exterior environmental lighting.
- Editing and compositing of final videos including music and sound effects.

MFA Web Design, Base Portfolio Requirements:

A portfolio should consist of at least twenty (20) pieces of artwork. The preferred method of image, photography, etc., will be considered by the Graphic Design Department Chair. Portfolios to be reviewed should be presented on disc (images in PDF format). Portfolio should be accompanied by a sheet specifying the software (and version) used for creating all the artwork. The portfolio should demonstrate technical knowledge, use of and fluency in:

- Raster Image Manipulation Software (i.e. Photoshop)
- Vector Image Manipulation Software (i.e. Illustrator)
- Digital Layout Software (including InDesign or Quark Xpress)
- Digital Photography (including the ability to take, edit and re-contextualize photography)

3. Interview with the Department Chair:

During individual interviews with the Department Chair, MFA applicants will discuss their educational aims and aspirations, previous experiences, interests, and career goals. If a prospective MFA student has earned a Bachelor's degree in an area outside of graphic design, animation or a related field or does not meet the portfolio requirements, he/she must take and pass any or all of the prerequisites listed in the program of study.

How to apply for Non-Degree Seeking: College Credit Certificates and Individual Courses

Admissions application process to DMAC Undergraduate programs consists of the following:

- **Application for Admission Form** can be submitted either online or by sending a hard copy of the Application Form. After filling out the Application Form, please send it to the DMAC Admissions Department along with the following:
- **Non-Refundable Application Fee of \$100**
- **Drawing Portfolio (as described above)**
- **Essay (as described above)**
- **Signed Transcript Request Forms** must be filled out for all previous secondary and post-secondary schools attended, whether or not a degree was earned at the institution. With the applicant's written approval, the DMAC Admissions Coordinator will order an official or certified copy of the applicant's high school transcript or equivalent credential. Official, sealed transcripts are also accepted. Transcripts must be in English or must be officially translated in to English.
- **Chair Review:** the Department Chair will determine if prerequisites will be required.
- **Signed Information Release Form** must be filled out and included with the application package.

Admissions Provisions

International Students

Applicants whose native language is not English are required to provide proof of English language proficiency by submitting scores on the Test of English as a Foreign Language (TOEFL®) exam. The minimum required TOEFL score for students in different categories is as follows:

Written TOEFL®:	500/173 CBT	
Internet-based Test (IBT)	<i>Level</i>	<i>Total Minimum Score</i>
	<i>Writing</i>	<i>25</i>
	<i>Speaking</i>	<i>20</i>
	<i>Reading</i>	<i>19</i>
	<i>Listening</i>	<i>16</i>
	Total	80

DMAC's TOEFL® code number is 8427. This number should be used when a student sits for the examination and on the Score Report Request Forms (for previously-taken tests). As an alternative, DMAC has approved both the Michigan English Language Assessment Battery (MELAB) and the International English Language Testing System (IELTS™) as a demonstration of English Language proficiency with the minimum score requirements:

MELAB	Undergraduate student: 69
IELTS™	All levels score: 6 (competent user)

Credit Requirements for BFA: International students must take 12 credits (Full-Time) each semester. Students may only drop below 12 credits in their *final* semester.

Credit Requirements for MFA: International students must take 9 credits (Full-Time) each semester. Students may only drop below 9 credits in the *final* semester.

It is the student's responsibility to schedule an appointment with their local U.S. Embassy or Consulate for their F-1 Student VISA interview. If the student holds any other eligible VISA, the burden is on the student to comply with U.S. Government Regulations.

Transfer Students

As a service to the applicant, DMAC will request the transcripts be sent directly to the Registrar's Office and bear the cost of the transcripts in order to ensure timely processing of the student's application.

Undergraduate Transfer Students: At the time of application, the applicant will sign a transcript request form for each institution he/she has attended since high school.

Credit for Prior College Coursework

DMAC will evaluate and consider awarding academic credit for credits earned at institutions accredited by agencies recognized by the United States Department of Education.

BFA Students: In order to ensure the integrity of the DMAC BFA programs, the maximum number of credits that can be transferred into a program is 87. The minimum number of credits that must be taken at DMAC is 40, and each student's program requirements will be evaluated holistically based on his/her individual talents and academic history. Once a student matriculates, no more transfer credit will be considered without prior approval. Courses with a 2.0 grade point or better and/or degrees will be considered for transfer credit into a BFA program. Students may be required to submit artwork completed for any course considered for transfer credit.

MFA Students: In order to ensure the integrity of the DMAC MFA programs, the maximum number of credits that can be transferred into a program is 27. Once a student matriculates, no more transfer credit will be considered without prior approval.

Graduate Transfer Students: Transfer students must have a 3.0 grade point or higher in all course credits considered for transfer into the MFA program at DMAC. Also required are course descriptions for each course that the student wishes to transfer. Course descriptions from international institutions must be translated into English to be considered for credit transfer. Students may be required to submit artwork completed for any course considered for transfer credit. Once the student's Official Transcripts are received, they will be reviewed for candidate coursework for transfer. The following criteria will eliminate courses from transferability:

- Final grades of less than 70% (80% for MFA courses)
- Core curriculum courses taken more than 2 years ago
- General Education courses taken more than 10 years ago
- Freshman Composition (or its equivalent) without an Accuplacer average score of 11 or higher
- Basic Drawing (or its equivalent) without an elevated drawing portfolio
- Any senior-level core curriculum, portfolio, and/or thesis courses
- Any second-year curriculum courses for which coursework cannot be evaluated
- Any course that historically has not given a student sufficient foundation to be successful in a DMAC course.
- Any non-credit or audited courses

The Registrar will compile the course descriptions, portfolios, Accuplacer scores, and any other evidence that the course is eligible for transfer credit. The Registrar keeps a log of the course descriptions from the colleges in a file for future reference as to the assessment of transferability of particular courses from designated institutions. The General Education Coordinator or designee will evaluate General Education candidate courses for transfer; and the Department Chair or designee will evaluate the Fine Arts candidate course for transfer. In this way, not only will transfer credit be evaluated by subject matter experts, the documentation of transferability will be a part of the student outcomes assessment process.

Once the student's transcript has been assessed, documentation of the analysis will be housed in the student academic file. The student will receive a letter indicating the transfer credit earned.

No college credit earned after matriculation will be considered for transfer credit without prior approval. If DMAC does not receive an Official Transcript (say, for final grades of courses that are in progress) by the end of the student's first semester at DMAC, no transfer credit will be awarded.

Residency Requirement for BFA Programs: In order to ensure the integrity of the DMAC BFA programs, the residency requirement is 40 hours, to include all thesis and portfolio courses in the program. Each student's program will be evaluated holistically, based on his/her individual talents and academic history.

Residency Requirements for MFA Programs: In order to ensure the integrity of the DMAC MFA programs, the residency requirement is 33 credit hours, to include all thesis and portfolio courses in the program. Each student's program will be evaluated holistically, based on his/her individual talents and academic history.

Important Points to Consider:

1. A course (or courses) must have the minimum equivalent credit hours for transfer. 1 semester hour equals 1.5 quarter hours. A quarter hour course must be at least 4.5 quarter hours in order to be equivalent to a 3-hour DMAC course.
2. Courses may be added together in order to meet a requirement. For example, if a student has taken two qualifying history courses for a total of 6 quarter hours (4.5 semester hours), both can be applied to GE 3010 History of Western Civilization.
3. If through assessment it becomes obvious that a course from a particular institution does not prepare a student satisfactorily for a follow-on DMAC course, a note should be added in the Registrar's Course Description Log for future reference.
4. General Education credit will be evaluated by category. Some possible equivalents include the following:
 - FRESHMAN COMPOSITION GE1105: Any equivalent college writing course
 - POLITICS OF CULTURE GE2050: Any equivalent Sociology, Anthropology, or Political Science course
 - INTRODUCTION TO MICROBIOLOGY GE1140: Any freshman science course, especially with a laboratory component, such as Biology, Chemistry, or Anatomy
 - EXPRESSIVE THEATRE GE1125: Acting courses are most appropriate; Speech
 - WESTERN ART GE1130: Art History, Art Historical Theory, History of Animation, etc.
 - ALGEBRA GE2002: College Algebra, Calculus, Statistics
 - ECONOMICS GE2005: Microeconomics, Macroeconomics
 - GEOMETRY GE2010: Calculus II, Statistics II
 - BASIC PHYSICS GE2025: Physics I, Statics and Dynamics, Solid-State Physics, Physical Science
 - GENERAL PSYCHOLOGY GE2030: Any psychology course, Social Psychology, Psycholinguistics
 - COMPARATIVE RELIGION GE2040: Ethics, Mythology, Philosophy, Cultural Anthropology
 - HISTORY OF WESTERN CIVILIZATION GE3010: Any history course

Provisional Acceptance

If a complete transcript is not available at the time of application, the student may be accepted on a provisional basis. Provisional admission allows a student to enter based on merits deemed acceptable by the DMAC Admissions Committee. The merits that will be considered can be, but are not limited to, artistic ability or work experience and the result of a personal interview. However, admissions requirements must be met by the end of the first session of initial attendance at DMAC to achieve acceptance in good standing. This provisional acceptance and criteria to achieve acceptance in good standing will be clearly articulated in a formal letter of provisional acceptance mailed to the provisionally accepted student. Students who do not provide official transcripts to Digital Media Arts College by the end of their second semester of study will be placed on hold and will not be able to register for any further classes until any missing documents are received by the Admissions Coordinator.

Readmission

Students who withdraw from DMAC and subsequently want to be readmitted must complete an application for readmission, available in the Admissions Department. Transcripts from all institutions attended since leaving DMAC must accompany the application. All applications for readmission must be approved by the Admission Committee. The degree requirements governing readmitted students are those in effect at the time of re-entry. Readmitted students are enrolled on a space-available basis. Students who withdraw from DMAC should be aware that there is no guarantee that they will later be able to continue studies in their major. Space is limited in all programs. For this reason, we request applications be submitted early.

Admission Consideration Based on Disability

If you wish to request special admission consideration based on a disability, DMAC will consider this information within the following guidelines: (1) documentation regarding the disability will need to be provided on a voluntary basis, (2) all information will be kept confidential, (3) refusal to provide information will not subject the applicant to adverse treatment, and (4) information will only be used in connection with the college's voluntary efforts to overcome the effects of conditions that may have resulted in limited participation of persons with disabilities.

Tuition and Fees

A schedule of registration and tuition fees for all programs is published prior to each semester and can be obtained in the Admissions or Financial Aid Departments. Since fees often change in the fall semester, the above fees should be used for information purposes only. The current schedule of fees contains the most accurate fee information.

Tuition Fees:

- Undergraduate Tuition \$582/credit hour
- Graduate Tuition \$848/credit hour

- 1. Application Fee:** For undergraduate and graduate applicants, a \$100 non-refundable Application Fee must accompany the application. This fee is used to reimburse DMAC for costs incurred during the application review process, such as transcript fees and administrative overhead for creation of academic/financial aid files.

Tuition: Tuition rates are given on a credit-hour basis and are subject to change. While DMAC is committed to provide exceptional value for its students, it may from time-to-time be required to raise tuition rates to account for increasing costs or program enhancements, though tuition will not be increased more than once per academic year. Notice of tuition rate changes will be given 30 days prior to the effective term's registration. Tuition and fees for each semester must be paid in advance of the enrollment start date.

International students are required to pay their first academic year (two terms) tuition upfront prior to the issuing of their I-20. If for any reason the student does not start or their VISA is denied, tuition payment will be refunded 100% upon written request.

2. Avoidable fees per semester:

Late Registration \$100

In order to ensure the best possible learning experience for our students, we need time to develop the course schedule, hire the best faculty, and plan semester events. To that end, we ask that you register for classes four (4) weeks before the start of the following term. Be aware that all continuing registrations not done at minimum a week prior to start will be assessed a late registration fee.

Change of Course Fee \$50

We understand that many things can happen in the four weeks between registration and the start of the following term. Students may make course changes at no charge during the first two weeks of the semester. After the first two weeks of the semester we may charge a Change of Course Fee and no course changes are allowed without the program chair's authorization.

3. Costs not included in the fee structure above:

Books and supplies are not included in the fee structure above. Students should budget \$400 per semester toward this expense.

Laptops and degree-appropriate software are required for all new degree-seeking students as of March 11, 2010. Depending on the program of study, students should budget \$2,500 to \$3,500 toward this expense.

Living accommodations are not included in the fee structure above.

4. Graduation Fee

A one-time fee of \$150 must accompany the application for graduation. This fee covers costs associated with graduation, such as printing of diplomas, preparation of final transcripts, and the graduation ceremony.

Payment

Tuition and Fees may be paid in the Accounting & Finance Department. The College is not responsible for cash sent through the mail. Failure to pay fees by the established deadlines causes the student's registration to be canceled. See Fee Liability below.

Fee Liability and Payment

Students are liable for all fees associated with all courses in which they are registered at the end of the drop/add period. The fee payment deadline is published in the official College calendar. If fees are not paid in full by the published dates, the student's registration will be cancelled, and any money paid is lost, subject to the conditions specified in the DMAC Refund Policy. Registration is not complete until all fees are paid in full.

Cancellation and Refund Policy

Tuition and Fee Disclosures

Tuition is calculated on the supposition that a student will continue for the duration of the academic year. In view of the fact that a seat in class has been held in reserve, tuition will be refunded in accordance with Digital Media Arts College withdrawal policy. Students withdrawing from the college must comply with the proper authorization policy and procedures as defined in the catalog. Students will be responsible for all tuition, fees, books, laptop, software, and supplies for each semester they are presently attending in addition to any prior account balance.

This withdrawal calculation only applies to students who recently applied; we process the refund calculation based on what student's enrollment agreement says; all refund calculations might not be the same.

Withdrawal Calculation

Withdrawal from the program during the first week of the semester will result in a 100% refund of tuition and fees. DMAC will retain the application fee. This application fee will remain current for 364 days, after which a new application and fee will be required.

- > Withdrawal at any time during the **first** week of the semester – 100% refund of tuition only.
- > Withdrawal at any time during the **second** week of the semester – 75% refund of tuition only.
- > Withdrawal at any time during the **third** week of the semester – 50% refund of tuition only.
- > Withdrawal at any time during the **fourth** week of the semester – no refund.

All registration fees will be refunded if the applicant is denied entrance into his or her program of study.

Rescission Agreement

If a student decides to cancel his application in writing within three (3) business days of signing the application, the application fee and any tuition deposits made will be refunded to the student. Refunds will be sent to the student within 30 days of the rescission.

Financial Aid Policies

Address Changes

You must keep both your permanent and local addresses current with the DMAC Office of the Registrar to avoid delays in receipt of important financial aid and/or disbursement information. Fill out a Change of Mailing Address Form each time you change your address, phone number, or email address. Checks will be mailed to your local address.

Confidential Information (Privacy Act)

The Privacy Act exists to protect your right to confidentiality and limits our release of information about your file or award(s). Therefore, information released over the phone must be limited to general information. You must submit a written request if you need information about your financial aid released to an outside agency or to another person. If you have questions concerning Financial Aid at DMAC, please contact the Financial Aid Department at 1-866-351-3622.

DMAC Attendance Policy

Attendance is an extremely important factor in the success, or lack of success, for students at Digital Media Arts College (DMAC). As of Fall 2009 all courses are offered in 7½-week sessions, two sessions per semester. During registration week, students register for both sessions in a semester, though they may be taking only 2-3 courses per session. As students register for the entire semester, the add/drop period remains the same as that published in the Academic Calendar; therefore it is IMPERATIVE that students attend Orientation in which they will receive an introduction to their second session classes. At Orientation, delivered either in person or online, the student will receive the information to make an informed personal decision regarding whether or not he/she will add or drop the courses introduced from their schedule within the approved add/drop period for the semester. Due to DMAC's obligation to the federal government regarding appropriate reporting of attendance in order to comply with Title IV funding, students who do not attend their scheduled Orientation will be marked as absent and subject to withdrawal from the courses in question, and may potentially be required by the rules and regulation of the federal government to be removed from their Title IV eligible funding programs.

Scholarships and Financial Aid Programs

Financial Aid Students

Financial Aid is available for those students who qualify in the form of state grants, federal grants, institutional scholarships and student loans. Digital Media Arts College has been approved for Veterans training and for administering Title IV Federal Aid.

Title IV Programs available at DMAC for the 2011/2012 Award Year are:

Federal Pell Grant

Federal Supplemental Educational Opportunity Grant (FSEOG)

Federal Work Study (FWS)

Federal Direct Loans include:

- Subsidized Direct Loan
- Unsubsidized Direct Loan
- Parent Plus Loan
- Grad Plus Loan

Scholarships

The Scholarship Committee at Digital Media Arts College awards scholarships to eligible students based on the following criteria:

Undergraduate Portfolio Scholarship

Requirements

- Must be accepted for admission
- Must maintain a cumulative GPA of 2.0 or higher

Application Procedure

- Complete the scholarship application form
- Submit completed portfolio assignment (instructions are included in the application form)

Deadline

Completed applications must be submitted by the enrollment date.

Basis for Selection

Portfolio projects will be judged by a panel of DMAC faculty, whereby a score based on completeness, quality and creativity will be assigned. The score will determine the amount, if any, that is awarded.

Range of Awards

Availability of scholarship funds may change from semester to semester. See the Financial Aid Department for current information.

Institutional Scholarship - MFA Programs

Graduate Portfolio Scholarship

Requirements

- > Must be accepted for admission
- > Must be enrolled as a full-time student
- > Must maintain a cumulative GPA of 3.0 or higher
- > Must have a completed scholarship application form

Deadline

Completed applications must be submitted by the enrollment date.

Basis for Selection

Portfolio projects will be judged by a panel of DMAC faculty, whereby a score based on completeness, quality and creativity will be assigned. The score will determine the amount, if any, that is awarded.

Range of Awards

Availability of scholarship funds may change from semester to semester. See the Financial Aid Department for current information.

Alumni Scholarship**Requirements**

- Must be accepted for admission
- Must have completed a DMAC BFA or MFA program
- Must maintain a cumulative GPA of 3.0 or higher

Application Procedure

- Complete the scholarship application form

Deadline

Completed applications must be submitted by the enrollment date.

Basis for Selection

If all requirements are met, final GPA in the prior completed DMAC program will affect award amounts.

Range of Awards

Availability of scholarship funds may change from semester to semester. See the Financial Aid Department for current information.

Jumpstart Scholarship**Requirements**

- Must be accepted to the Jumpstart Program.
- Must be enrolled in High School
- Must maintain a cumulative GPA of 2.0 or higher

Application Procedure

- Complete the scholarship application form
- Submit completed essay (instructions are included in the application form)

Deadline

Completed applications must be submitted by the enrollment date.

Range of Awards

Availability of scholarship funds may change from semester to semester. See a Financial Aid Officer for current information.

Community Service Scholarship

Requirements

- 60 Community Service Hours to qualify

Application Procedure

- Complete the Community Services Log after each event

Deadline

- Period One: Runs from T5 start date to February of the next year
- Period Two: Runs from T2 start date to August of that year

***For specific deadline dates please see the Career Services page on our website – WWW.DMAC.EDU*

Range of Awards

The student with the most hours will receive a \$500.00 scholarship (must be over 60 hours and qualified). Two awards will be distributed annually.

Florida State Financial Aid Programs

Florida Grants

For students who are legal residents of the State of Florida, you may be eligible for a Florida Post-Secondary Student Assistance Grant (FSAG). This grant is awarded once each year for studies commencing in the Fall semester of the academic year. Awarding for this Grant is based on need and available funds.

Florida Scholarships

For students who are legal residents of the State of Florida, you may be eligible for a Florida Bright Futures Scholarship. You must apply to the State of Florida in your senior year of high school and before your graduation date. Please contact your high school Guidance Counselor or college Admissions Department or contact the Financial Aid Department at Digital Media Arts College for more information.

Scholarships for Children/Spouses of Deceased or Disabled Veterans

The Scholarships for Children and Spouses of Deceased or Disabled Veterans and Service members (CSDDV) provides scholarships for dependent children or unwed spouses of Florida veterans or service members who died as a result of service-connected injuries, diseases, or disabilities sustained while on active duty or who have been verified by the Florida Department of Veterans' Affairs as having service-connected 100% permanent and total disabilities. CSDDV also provides funds for dependent children whose parent is classified as a prisoner of war or missing in action by the Armed Forces of the United States or as civilian personnel captured while serving with the consent or authorization of the United States Government during wartime service.

Florida Jose Marti Scholarship Challenge Grant Fund

The Jose Marti Scholarship Challenge Grant Fund is a need-based merit scholarship that provides financial assistance to eligible students of Hispanic origin who will attend Florida public or eligible private institutions. Applicants for undergraduate study must apply during their senior year of high school. Graduate students may apply, but priority for the scholarships is given to graduating high school seniors. The number of new awards made each year is subject to contributions from private sources and funds appropriated by the Florida Legislature.

Robert C. Byrd Honors Scholarship Program

The Robert C. Byrd Honors Scholarship Program was established by the United States Congress to provide scholarships to outstanding 2009-10 high school seniors who show promise of continued academic achievement. This program is offered through the U.S. Department of Education and administered by the Florida Department of Education (FDOE), Office of Student Financial Assistance (OSFA). As established by the U.S. Department of Education, the maximum annual award amount is \$1,500.00 per year.

Florida Prepaid College Plan

Students who own an account in the Florida Prepaid College Plan have several disbursement options from which to choose, details of which can be obtained directly from the Florida Prepaid College Board (<http://www.florida529plans.com/Prepaid/index.html> or 1-800-552-GRAD (4723)). Please note that the value of the contract and amount that will be paid to Digital Media Arts College on behalf of the student is approximately equal to the tuition at a Florida State Community College or University, depending on plan purchased. This represents a portion of the total tuition for the specialized education provided by Digital Media Arts College. The balance of tuition for Digital Media Arts College must be paid by other approved financial aid, loans or personal finances. The exact value of the student's contract for any given year must be obtained from the Florida Prepaid College Board.

Private Student Loans

DMAC students may apply for loans under a variety of private loan programs offered by private student loan companies and facilitated by the Financial Aid Department at Digital Media Arts College. These private loans allow the student to borrow tuition cost plus additional funds for supplies, laptops, and/or living expenses. Please inquire for application information.

Veterans

Students receiving VA educational benefits (VA students) must maintain a minimum cumulative grade point average (CGPA) of 2.0 each term. A VA student whose CGPA falls below 2.0 at the end of any term will be placed on academic probation for a maximum of two consecutive terms of enrollment. If the VA student's CGPA is still below 2.0 at the end of the second consecutive term of probation, the student's VA educational benefits will be terminated. A VA student terminated from VA educational benefits due to unsatisfactory progress may petition the school to be recertified after one term has elapsed and after attaining a CGPA of 2.0.

Other Types of Financial Assistance

Students are encouraged to search for other types of financial assistance that may be available in their local area, through the student's or parent's place of employment or other means. For additional information, or applications, contact the Financial Aid Department or follow the website links on our home page.

Employment

Off Campus Employment

DMAC is conveniently located near a large variety of businesses that offer part-time or full-time employment opportunities for our students. The Career Services Department maintains an updated list of local employers with contact names and numbers through the Optimal Resume Software. The Optimal Resume Software offers an employer database for students to browse job postings, but also allows employers to search student and alumni profiles.

Institutional Work Study

Work Study is an institutionally funded on-campus work program designed to provide tuition credit to eligible students. Students may apply for Work Study through the Financial Aid Department.

Federal Work Study

The Federal Work-Study (FWS) Program is an employment and need-based program subsidized by the federal government that allows students to earn wages in special student employment positions.

Student who demonstrate financial need and receive this award may work and earn up to the full amount of the award. Earnings in this program are intended to assist students in defraying educational and living expenses while attending Digital Media Arts College.

Enrolled degree seeking undergraduate and graduate students are eligible to receive consideration for FWS. Students must demonstrate sufficient financial need to receive FWS, as determined from information reported on the Free Application for Federal Student Aid (FASFA).

Career Services

Career Services is available to assist students and alumni in choosing careers, obtaining career-related work experiences while in school, developing job search and social networking skills. This helps prepare students for successful careers. The department does this by encouraging students to be active in workshops, student life events, as well as utilizing the tools provided by the Optimal Resume Software.

While there is no guarantee of employment, every effort is made to connect students and alumni with potential employers both local and regional. To expedite this effort we have purchased a new software application for the use of DMAC students and graduates. It is now available online at dmac.optimalresume.com.

This service will enable students to create and manage their resumes, cover letters, and portfolios all online. Each student can store many individual documents and return anytime in the future to update them, even years after they graduate. The profile can take many forms, and each student has control over how his/her individual profile and portfolio looks and works, all with a simple clickable interface. Assistance includes industry-specific examples and formats, spell checking, an action word bank and a stylist function to aid in making documents look unique and attractive.

OptimalResume™ – The flagship product is the gold standard in online resume technology that is now accepted at hundreds of universities, industry associations and workforce investment boards across the country.

OptimalLetter™ – Our next generation online letter builder makes it easy for the job applicant to quickly create almost any kind of letter (cover letter, thank you letter, reference letter, etc.) with custom instructions and examples.

OptimalInterview™ – Lets the job applicant practice and develop interviewing skills with real-to-life, multimedia interview scenarios that were developed by seasoned employment professionals to prepare them for even the toughest of interviews.

OptimalEfolio™ – Helps the student to stand out in a highly competitive marketplace with an attractive online portfolio that demonstrates the individual's unique skills and competencies to any potential employer.

OptimalAssessment™ – An online self-assessment tool that helps the student evaluate their skills and experiences in order to make important career decisions and execute their best resume, cover letter or interview.

OptimalVideoResume™ – A cutting-edge technology that makes it easy for each job applicant to create high-impact video resumes to uniquely market themselves to potential employers.

A list of industry resources, useful website links, and a Job Search Handbook are available for further assistance in the Career Services Department. If you would like to meet with a Career Advisor, please schedule an appointment. This ensures you a prompt meeting time, and allows your advisor to be prepared and give you his/her full attention. Please call if you are late or need to reschedule.

At DMAC, our primary focus is providing students with advanced tools required to ensure a successful smooth transition and set them apart in the workforce. We do this through providing a high-quality of education, confidence in interview skills and networking all in an effort to embrace their future.

Facilities

The campus facilities have been specifically designed with the learning environment for digital media artists. The campus has 33,687 square feet of space efficiently laid out to provide a library, studios, classrooms, and conveniently located services for students and faculty. The campus is open 24 hours a day, 7 days a week, and is available for all students any time a class is not scheduled in any room. This provides optimum availability for our students and accommodates those whose schedules or creative rhythms peak in the late night or early morning hours.

Security

A guardhouse at the entrance to the business part where the campus is located is manned evenings and weekends. Security personnel are on assignment overnight at the campus for an extra measure of safety for our students. Our campus and parking facilities are well lit. Students have the opportunity to collaborate with faculty and fellow students any time of the day or night.

Parking

Parking is currently abundant for those students who choose to drive. To obtain your decal, please see the Reception Desk. **There is no parking fee.**

Print Shop/Laptop Help Desk

The Print Shop is available for students to have their work professionally printed. Each student, depending on the degree program has a print quota, which represents the average need per semester; students are responsible for the cost of any prints once the quota is reached. The print quota is reset every semester. Students can submit their work from anywhere in the facility or off campus. The IT Help Desk, located in the same space, provides technical and laptop services for students in order to minimize the down time associated with technical issues. The IT Help Desk is also where computer animation students can submit their projects to be rendered.

Library

The library and the two library studios house the library collection, editing bays, access to online resources, and a quiet place to study. The library offers numerous general-purpose software packages and tools including desktop word processing editors, spreadsheets, and web browsers.

Render Farm

The Render Farm, located in a secure area in the Server Room, a cement bunker which protects the IT infrastructure from most disasters, is set up to queue rendering submissions from the IT Help Desk and render student projects in a timely manner.

Motion Capture Studio

The Motion Capture Studio is a 2500 square foot room boasting full-body and facial capture systems and a cyclorama. The Motion Capture Studio provides the following:

- Optitrack 12 Cameras Full Body Motion Capture System
- Optitrack 6 Cameras Facial Motion Capture System with video feedback
- Chroma-Key Cyclorama Wall for green screen sessions
- Canon XL2 Video Camcorder, SONY HD Camcorder [HDR-XR500V](#)
- 42" LCD Monitor

Art Studio

Adjacent to the Motion Capture Studio is a 2500 square foot Art Studio with special lighting to create space for student artists, models, props, and supplies. The Art Studio contains the following:

- Anatomical Skeleton
- Anatomical Skull
- ROMA A-Frame Studio Art Easels with Stools
- Assorted Drawing Props
- Model Dais

Classrooms

For DMAC students, every classroom is a lab, supporting laptops, software, a Learning Management System, an Ethernet connection, a print shop, and a render farm that supports students in their pursuit of academic and professional excellence. Classrooms are set up to support laptops, presentations, access to the internet and the Learning Management System (LMS), which gives faculty the flexibility to review quickly where his/her students are in the learning process, switch from lecture to lab as needed, and give students individualized attention and mentoring. The classrooms, to a large extent, represent a production-house environment to better prepare students for industry.

Presentation Rooms

Three presentation rooms have large TV monitors, allowing students to present their work in the most advantageous way to faculty, visiting employers and advisory committees.

Student Lounge

The student lounge provides students a place to gather, unwind, eat, and collaborate in a spacious comfortable area. Vending machines are located close by. This is the only location on campus where students can have food and drinks.

Technology for the Digital Artist

Digital artists understand that the latest tools and technologies are geared toward optimizing their ability to express themselves and their visions. A basic tenet of DMAC's educational philosophy is to provide a learning environment conducive to developing students' talents and professionalism as digital artists. Therefore, as of March 11, 2010, all new students are required to have their own laptops and degree-appropriate software per DMAC's specifications. DMAC supports students and their technology with a laptop helpdesk on campus, backed by a sound network and corporate computing infrastructure that make DMAC one of the best technologically equipped digital arts colleges in the United States.

Services Layout

Student services are conveniently located throughout the facility to reduce bureaucracy and allow students maximum time to develop as artists. The Office of the President, the Office of the Executive Vice President, the Admissions Department, The Financial Aid Department, the Accounting & Finance Department and Student Life are all located at the north end of the facility; the Marketing Department and the Career Services Department are located next to the Student Lounge on the east side of the facility; the Department Chairs and Directors are located in a row of offices close to the Student Entrance; and the Print Shop & IT Help Desk, Server Room, Library and Library Studios are located near the faculty area and Art Studio at the south end of the facility.

Smoking Policy

The Florida Clean Indoor Air Act prohibits smoking in the College facility. Located on the west side of the facility is a covered designated smoking area, the only area where smoking is permitted.

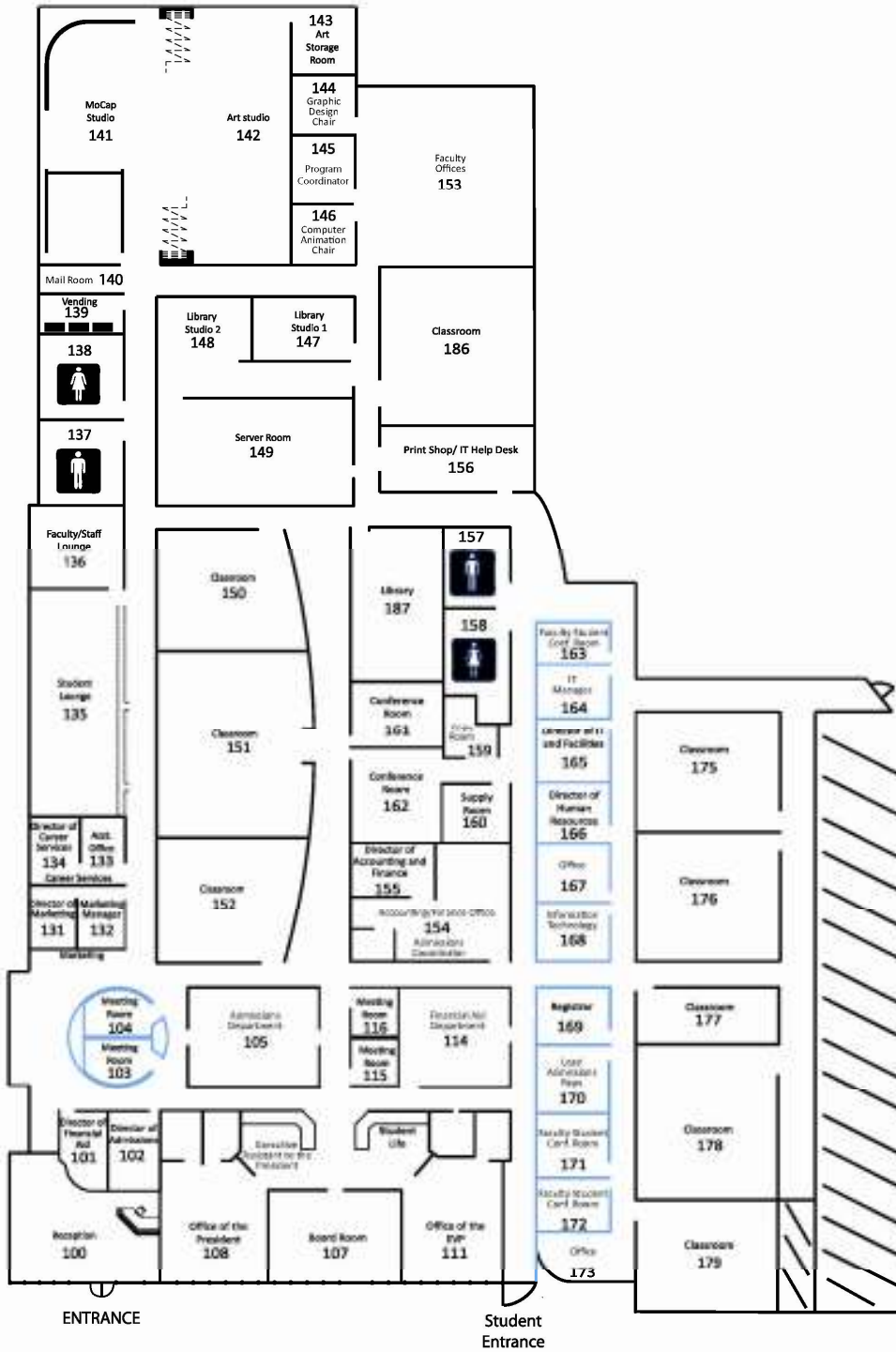
Food and Drink Policy

Food and drink are allowed in the student lounge only.

Floor Plan

Digital Media Arts College

5400 Broken Sound, Boca Raton, FL 33487



Created by Key Beam

Learning and Content Management System

With the introduction of blended course delivery, DMAC has investing in a learning course management system called Scholar 360. This software houses course shells and repositories to support the delivery of courses, and also provides access to course content, discussions, blogs, communities, grades, and course requirements through internet access.

Library Services

Digital Media Arts College Library and Media Center provides a collection of computer assisted and cooperative resources, including Ebrary and mylibraryservice.org. DMAC Library has a formal cooperative relationship with Florida Atlantic University's Boca Raton Library, which allows students full access to a Florida State University level library. The Digital Media Arts College Library supports the College's students, faculty, community and programs by providing the following:

- Digital Audio and Video materials related to Computer Arts, film, animation and General Education topics
- Art History slides and digital videos
- An original on-going computer arts reference collection
- Internet access
- Library orientation instruction and materials
- Free handouts on relevant topics to the DMAC curriculum
- Bibliographies, booklists and pathfinders from the associated collections
- Microsoft Office Applications (Word, Excel and PowerPoint)
- DVD and VHS viewing stations
- Research Assistance
- Accuplacer Testing Administration
- Thesis projects of alumni

The Digital Media Arts College Library is staffed by a professional Librarian who has earned the Master of Library Sciences, and experienced pre-professional library media specialists.

Online Libraries

On-line services are especially valuable in support of our core Computer Arts curriculum because of the dynamic nature of the industry, the explosive growth of information in this field, and the pace at which new developments make their way to market in a “near real time” fashion. DMAC has dedicated workstations on campus for access to these resources.

Our online general-purpose library offers a suite of research tools that give DMAC students targeted, online research guidance and academically appropriate, Internet-based resources.

Campus Library Facilities

DMAC has a dedicated library area in our Boca Raton campus. In addition, students have access to public, academic, and special libraries in the greater Boca Raton and Palm Beach County area. Through local memberships, students have access to interlibrary loan services enabling access to many other collections.

Equipment

Classrooms supporting course labs contain the following:

Animation Labs

- Dell Precision 530's Dual Processor Computers
- 18" UltraSharp LCD Monitors
- Dual 2.80 Pentium Processors
- Nvidia Quadro 4 980 XGL Video Cards
- Digital Projectors
- DVD/VHS Players

Graphic Design Labs

- Apple Macintosh G5 Dual Processor Computers
- 23" Cinema Displays
- Digital Projector

Advanced Animation Labs

- Dell Precision 530's Dual Processor Computers
- 18" UltraSharp LCD Monitors
- Dual 3.0 Xeon
- Nvidia Quadro 4 980 XGL Video Cards
- Digital Projector
- DVD/VHS Player

Advanced Graphic Design Labs

- Apple Macintosh G5 Computers
- 23" Cinema displays
- Dual processor 1.8 GHz
- Digital Projector

Software

- Autodesk Maya Unlimited
- Adobe AfterEffects
- Adobe Audition
- Adobe Illustrator
- Adobe InDesign
- Adobe Encore
- Adobe Dreamweaver
- Adobe Photoshop
- Adobe Premiere
- Adobe Flash
- Microsoft Office
- Motion Builder
- Realviz MatchMover
- Sonic Foundry Sound Forge
- Syflex ClothSimulator
- Shake

Library Studio

- Dell 30" UltraSharp Widescreen Flat Panel Monitor
- Dell Workstation for Video
- Dell Precision 530's Dual Processor Computers
- NTSC Video Monitor, 600 Lines
- MiniDV/SuperVHS Deck for Tape Output
- Scanner
- Laser Printer

Print Lab

- HP Midsize Color Ink Jet Printer
- HP Oversize Poster Color Printer
- 54" Rotary Paper Cutter
- 24" x 36" Translucent Cutting Mat

Lecture Rooms

- DVD/VHS
- Digital Overhead Projection
- Powered tables

Library

- Dell Precision 530's Dual Processor Computers
- 18" UltraSharp LCD Monitors
- Dual 2.80 Pentium 4 Xeon Processors
- 1Gig RAM
- Nvidia Quadro 4 980 XGL Video Cards
- DVD+R\CD+R Combo Drive
- 40Gig Storage Drive
- Digital Projector
- Dry Erase Easel board
- Apple Power Macintosh G4 Dual 1.25 GHz with 167 MHz
- System Bus Computers
- 512 Megabyte PC2700 DDR SDRAM - I DIMM
- Optical 1-Apple Superdrive
- NVIDIA GeForce Titanium Dual Display with 128 Megabyte
- DDR and 120 GB Ultra ATA Drive

Student Lounge

- Flat Screen TV
- Beverage Vending Machines
- Snack Vending Machines

Undergraduate Programs of Study

BFA PROGRAMS OF STUDY

BFA Programs Course Numbering System

The DMAC schedule is planned up to a year in advance so that students may take the courses they need in an efficient and timely manner; however, the DMAC administration understands that there will be times when a student is unable to pursue the curriculum in the exact time and order as suggested and the College will make every effort to work with students to plan their schedules if appropriate pre-requisites have been met.

1000 – 1999: Lower Division BFA courses.

2000 – 2999: Lower Division BFA courses.

3000 – 3999: Upper Division BFA courses.

4000 – 4999: Advanced Upper Division BFA courses.

Course Prefixes

CG - Designates courses specific to the Computer Animation curriculum.

CGD - Designates courses specific to the Graphic Design curriculum.

FA - Designates Fine Arts courses required within Computer Animation and/or Graphic Design curriculum.

FS - Designates Film Studies courses required within Computer Animation curriculum.

GE - Designates General Education Core Classes required within both the Computer Animation and Graphic Design curriculum.

HU - Designates a humanities course specific to the Graphic Design major and therefore ineligible for the GE core category.

ARH - Designates an Art History course specific to the Computer Animation major and therefore ineligible for the GE core category.

Prerequisite Courses

Prerequisites are approximations of the necessary prior academic outcomes believed by common and accepted practice to assist the student to succeed academically in a specific course. The Department Chair or Academic Advisor has the right to limit the students in the course to those who have the stated prerequisites. If this limitation is exercised, it must occur before the end of the courses' add/drop period.

Thesis Completion Courses

For those students enrolled in Thesis courses that are making satisfactory progress towards their project completion, but require more time to finish, DMAC offers a series of 2 credit Thesis Completion Courses. These courses are granted only with the written permission of the student's department chair. The number of thesis credits above the minimum is dependent upon the length of time needed to complete the thesis research and execution, which may be more than a minimum of three sessions (two sessions at the MFA level). Once thesis credits have been started, students must continue to register until the thesis is complete.

Portfolio Completion Courses

For those students enrolled in portfolio courses that are making satisfactory progress towards project completion, but require more time to finish, DMAC offers a series of 2-credit portfolio Completion Courses. These courses are granted only with the written permission of the student's department chair. The number of credits above the minimum is dependent upon the length of time needed to complete the portfolio and which may be more than a minimum of one session. Once portfolio credits have been started, students must continue to register until the portfolio is complete up to a maximum of three sessions (two terms at the MFA level).

BFA Computer Animation

Program Objective

The BFA program in Animation focuses on the preparation of the artist to meet the challenges of tomorrow's production workplace. Through a strong foundation in traditional visual and performance arts, students develop their digital content creation skills within a classical framework. During this program students study foundation art skills including illustration, painting, photography, sculpture and filmmaking, as the prerequisites to an equally diversified animation core curriculum.

BFA COMPUTER ANIMATION PROGRAM

CORE CURRICULUM

COURSE ID	COURSE TITLE	CREDITS
CG1012	BASIC MODELING	3
CG1015	ANIMATION PRINCIPLES	3
CG1025	DIGITAL IMAGING & PAINTING	3
CG1045	STORYBOARDING PROCESS	2
CG2005	MODELING FOUNDATION	3
CG2015	ANIMATION FOUNDATION	3
CG2021	MODELING I	3
CG2035	ANIMATION I	3
CG3005	CHARACTER ANIMATON	3
CG3012	CHARACTER RIGGING & ANIMATION SETUP	3
CG3025	CREATIVE WRITING STUDIO	2
CG3035	ADVANCED ANIMATION & CONCEPT DEVELOPMENT I	3
CG3045	DIGITAL LIGHTING & TEXTURING	3
CG3055	DIGITAL COMPOSITING & VISUAL EFFECTS	3
CG4005	ANIMATION PRODUCTION I	3
CG4015	ADVANCED DIGITAL COMPOSITING	3
CG4025	SENIOR SEMINAR ANIMATION STUDIO	3
CG4035	COMPUTER ANIMATION THESIS I	3
CG4045	ADVANCED APPLICATIONS IN ANIMATION	3
CG4055	ANIMATION PORTFOLIO	3
CG4065	ADVANCED VISUAL EFFECTS	3
FS1005	CINEMATIC TECHNIQUES	3
FS2005	FILMMAKING	3

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FINE ART CURRICULUM

ARH2000	COMPUTER ART HISTORY	3
FA1005	PRINCIPLES OF DESIGN	3
FA1015	BASIC DRAWING	3
FA1025	FIGURE DRAWING I	3
FA1035	THREE DIMENSIONAL DESIGN	3
FA2001	FIGURE DRAWING II	3
FA2015	EXPRESSIVE DRAWING	3

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GENERAL EDUCATION CURRICULUM

GE1105	FRESHMAN COMPOSITION	3
GE1115	COLLEGE WRITING	3
GE1125	EXPRESSIVE THEATRE	3
GE1130	WESTERN ART	3
GE1140	INTRODUCTION TO MICROBIOLOGY	3
GE2002	ALGEBRA	3
GE2005	ECONOMICS	3
GE2010	GEOMETRY	3
GE2025	BASIC PHYSICS	3
GE2030	GENERAL PSYCHOLOGY	3
GE2040	COMPARATIVE RELIGION	3

GE2050	POLITICS OF CULTURE	3
GE3010	HISTORY OF WESTERN CIVILIZATION	3
		39
	TOTAL	127
ELECTIVES		
FA1070	INTRODUCTION TO SEQUENTIAL ART (may be substituted for FA1015 Basic Drawing)	3
GE1141	ANATOMY (may be substituted for GE1140 Introduction to Microbiology)	3
GE2041	MYTHOLOGY (may be substituted for GE2040 Comparative Religion)	3

One semester credit hour equals, at a minimum, 15 classroom hours of lecture, 30 hours of laboratory, or 45 hours of practicum.

BFA Computer Animation Game Art Concentration

Game Art is a concentration within the BFA Computer Animation program. Professionals in the field of game art combine skills in matte painting, concept art, modeling, texturing, lighting, animation, level design and strategic planning to develop game prototypes. The technical and artistic strength of the Computer Animation program is combined with the usage of an industry standard game production software, tools and techniques necessary for successful game art creation and implementation.

Concentration Objectives

1. The student will demonstrate his/her ability to follow a detailed production schedule and to deliver a collection of gaming assets for usage into today's industry standard game engines.
2. The student will demonstrate his/her knowledge of game design and production principles and practices by creating a Game Art prototype or "proof of concept" as part of a small-sized team.

BFA COMPUTER ANIMATION GAME ART CONCENTRATION

CORE CURRICULUM

COURSE ID	COURSE TITLE	CR
CG 1012	BASIC MODELING	3
CG 1015	ANIMATION PRINCIPLES	3
CG 1025	DIGITAL IMAGING & PAINTING	3
CG 1045	STORYBOARDING PROCESS	2
CG 2005	MODELING FOUNDATION	3
CG 2015	ANIMATION FOUNDATION	3
CG 2021	MODELING I	3
CG 2035	ANIMATION I	3
CG 3005	CHARACTER ANIMATON	3
CG 3012	CHARACTER RIGGING & ANIM SETUP	3
CG 3025	CREATIVE WRITING STUDIO	2
GA 3030	GAME ART	3
CG 3045	DIGITAL LIGHTING & TEXTURING	3
GA 3050	LEVEL DESIGN I	3
GA 4000	PRODUCTION PIPELINE I	3
GA 4010	LEVEL DESIGN II	3
GA 4020	THESIS I	3
GA 4030	THESIS II	3
CG 4045	ADV APPLICATIONS IN ANIMATION	3
CG 4055	ANIMATION PORTFOLIO	3
GA 4060	PRODUCTION PIPELINE II	3
FS 1005	CINEMATIC TECHNIQUES	3
FS 2005	FILMMAKING	3
		67

FINE ART CURRICULUM

ARH2000	COMPUTER ART HISTORY	3
FA 1005	PRINCIPLES OF DESIGN	3
FA 1015	BASIC DRAWING	3
FA 1025	FIGURE DRAWING I	3
FA 1035	THREE DIMENSIONAL DESIGN	3
FA 2005	CONCEPT ART FOR GAMING	3
FA 2015	EXPRESSIVE DRAWING	3
		21

GENERAL EDUCATION CURRICULUM

GE 1105	FRESHMAN COMPOSITION	3
GE 1115	COLLEGE WRITING	3
GE 1125	EXPRESSIVE THEATRE	3
GE 1130	WESTERN ART	3
GE 1140	INTRODUCTION TO MICROBIOLOGY	3
GE 2002	ALGEBRA	3
GE 2005	ECONOMICS	3
GE 2010	GEOMETRY	3
GE 2025	BASIC PHYSICS	3
GE 2030	GENERAL PSYCHOLOGY	3
GE 2040	COMPARATIVE RELIGION	3
GE 2050	POLITICS OF CULTURE	3
GE 3010	HISTORY OF WESTERN CIVILIZATION	3
		39

TOTAL 127

One semester credit hour equals, at a minimum, 15 classroom hours of lecture, 30 hours of laboratory, or 45 hours of practicum.

BFA Graphic Design

Program Objective

The BFA program in Graphic Design program focuses its efforts to preserve the knowledge base in graphic and informational design by giving students a historical and technical understanding of these design areas. This historical knowledge-based transmission allows students to be technically and artistically proficient in their field of study. The program transmits the current state of knowledge through its curricular offerings in each academic year and by achieving its educational goals.

BFA GRAPHIC DESIGN PROGRAM

<u>COURSE ID</u>	<u>COURSE TITLE</u>	CREDITS
CORE CURRICULUM		
CGD 1012	BASIC GRAPHIC DESIGN	3
CGD 1015	RASTER IMAGING I	3
CGD 1025	DIGITAL PHOTOGRAPHY	3
CGD 1060	RASTER IMAGING II	3
CGD 2005	VECTOR IMAGING I	3
CGD 2015	TYPOGRAPHY	3
CGD 2017	PRINT PRODUCTION	3
CGD 2025	DESKTOP PUBLISHING	3
CGD 2035	PUBLICATION DESIGN	3
CGD 2038	VECTOR IMAGING II	3
CGD 2045	CORPORATE MARKETING & DESIGN	3
CGD 2055	ADVERTISING CONCEPT & DESIGN	3
CGD 2075	WEB PAGE DESIGN I	3
CGD 3025	PACKAGE DESIGN	3
CGD 3035	WEB PAGE DESIGN II	3
CGD 3045	ALTERNATIVE DESIGN APPROACHES	3

CGD 3055	EXHIBITION & ENVIRONMENTAL DESIGN	3
CGD 3065	THE BUSINESS OF GRAPHIC DESIGN	3
CGD 3075	INFORMATION DESIGN	3
CGD 4005	MULTIMEDIA DESIGN	3
CGD 4015	SENIOR SEMINAR	3
CGD 4030	MOTION GRAPHICS	3
CGD 4065	GRAPHIC DESIGN INTERNSHIP	4
CGD 4070	GRAPHIC DESIGN PORTFOLIO	6
		76
FINE ARTS CURRICULUM		
ARH 2000	COMPUTER ART HISTORY	3
FA 1005	PRINCIPLES OF DESIGN	3
FA 1015	BASIC DRAWING	3
FA 1025	FIGURE DRAWING I	3
		12
GENERAL EDUCATION CURRICULUM		
GE 1105	FRESHMAN COMPOSITION	3
GE 1115	COLLEGE WRITING	3
GE 1125	EXPRESSIVE THEATRE	3
GE 1130	WESTERN ART	3
GE 1140	INTRODUCTION TO MICROBIOLOGY	3
GE 2002	ALGEBRA	3
GE 2005	ECONOMICS	3
GE 2010	GEOMETRY	3
GE 2025	BASIC PHYSICS	3
GE 2030	GENERAL PSYCHOLOGY	3
GE 2040	COMPARATIVE RELIGION	3
GE 2050	POLITICS OF CULTURE	3
GE 3010	HISTORY OF WESTERN CIVILIZATION	3
		39
	TOTAL	127
ELECTIVES		
FA 1070	INTRODUCTION TO SEQUENTIAL ART (may be substituted for FA1015 Basic Drawing)	3
GE 1141	ANATOMY (may be substituted for GE1140 Introduction to Microbiology)	3
GE 2041	MYTHOLOGY (may be substituted for GE2040 Comparative Religion)	3

One semester credit hour equals, at a minimum, 15 classroom hours of lecture, 30 hours of laboratory, or 45 hours of practicum.

BFA Graphic Design Advertising Design Concentration

Advertising Design is a concentration within the BFA Graphic Design program. Professionals in the field of advertising design combine skills in design, writing, strategic planning, and branding to develop multimedia marketing campaigns. The technical and artistic strength of the Graphic Design program is combined with marketing strategy and analysis so critical to successful advertising campaigns. The Advertising Design concentration focuses on reaching target audiences, building brand strength and critically analyzing results in order to spend limited advertising dollars effectively. Graduates with a BFA in Graphic Design with a concentration in Advertising Design prepares them to be a value-added advertising manager who can bring not only artistic talent, but also critical analysis to planning and delivering a successful advertising campaign.

Concentration Objectives:

1. The student will demonstrate his/her knowledge of advertising design by producing an advertising based portfolio with components in print and electronic media.
2. The student will demonstrate his/her ability to work with a client by creating an integrated multimedia advertising/promotional campaign for a fully branded account.

3. The student will demonstrate his/her capability to art direct advertising campaigns by coordinating all creative efforts from concept through completion and distribution.

BFA GRAPHIC DESIGN ADVERTISING DESIGN CONCENTRATION

<u>COURSE ID</u>	<u>COURSE TITLE</u>	CREDITS
CORE CURRICULUM		
CGD 1012	BASIC GRAPHIC DESIGN	3
CGD 1015	RASTER IMAGING I	3
CGD 1025	DIGITAL PHOTOGRAPHY	3
CGD 2005	VECTOR IMAGING I	3
CGD 2015	TYPOGRAPHY	3
CGD 2017	PRINT PRODUCTION	3
CGD 2025	DESKTOP PUBLISHING	3
CGD 2035	PUBLICATION DESIGN	3
CGD 2045	CORPORATE MARKETING & DESIGN	3
CGD 2055	ADVERTISING CONCEPT & DESIGN	3
CGD 2065	ADVERTISING CAMPAIGNS I	3
CGD 2075	WEB PAGE DESIGN I	3
CGD 3002	ART DIRECTION MANAGEMENT I	3
CGD 3035	WEB PAGE DESIGN II	3
CGD 3051	CONSUMER BEHAVIOR	3
CGD 3055	EXHIBITION & ENVIRONMENTAL DESIGN	3
CGD 3065	THE BUSINESS OF GRAPHIC DESIGN	3
CGD 4005	MULTIMEDIA DESIGN	3
CGD 4020	ART DIRECTION MANAGEMENT II	3
CGD 4055	ADVERTISING CAMPAIGNS II	3
CGD 4065	GRAPHIC DESIGN INTERNSHIP	4
CGD 4085	INTERACTIVE MEDIA DESIGN	3
CGD 4095	ADVERTISING DESIGN PORTFOLIO	6
HU 2105	ADVERTISING RESEARCH & ANALYSIS	3
HU 2115	WRITING FOR ADVERTISING	3
		76
FINE ARTS CURRICULUM		
FA 1005	PRINCIPLES OF DESIGN	3
FA 1015	BASIC DRAWING	3
FA 1025	FIGURE DRAWING I	3
		9
GENERAL EDUCATION CURRICULUM		
GE 1105	FRESHMAN COMPOSITION	3
GE 1115	COLLEGE WRITING	3
GE 1125	EXPRESSIVE THEATRE	3
GE 1130	WESTERN ART	3
GE 1140	INTRODUCTION TO MICROBIOLOGY	3
GE 2002	ALGEBRA	3
GE 2005	ECONOMICS	3
GE 2010	GEOMETRY	3
GE 2025	BASIC PHYSICS	3
GE 2030	GENERAL PSYCHOLOGY	3
GE 2040	COMPARATIVE RELIGION	3
GE 2050	POLITICS OF CULTURE	3
HU 1105	HISTORY OF ADVERTISING DESIGN	3
		39
	TOTAL	127

ELECTIVES

FA 1070	INTRODUCTION TO SEQUENTIAL ART (may be substituted for FA1015 Basic Drawing)	3
GE 1141	ANATOMY (may be substituted for GE1140 Introduction to Microbiology)	3
GE 2041	MYTHOLOGY (may be substituted for GE2040 Comparative Religion)	3

One semester credit hour equals, at a minimum, 15 classroom hours of lecture, 30 hours of laboratory, or 45 hours of practicum.

Professional Certificates

Professional Certificates in Advertising Design

DMAC has created professional certificates in the Advertising Design arena in order to provide stepping stones for students working toward a degree and resume-enhancing skill-builders for professionals working in an advertising-related industry.

Strategic Marketing Professional Certificate	12 credits
Interactive Media Professional Certificate	12 credits
Advertising Design Professional Certificate	12 credits
Graphic Design Basics Professional Certificate	9 credits
Prepress Professional Certificate	9 credits

The Strategic Marketing Professional Certificate

The Strategic Marketing Certificate provides the business analysis side of advertising, from market research to budgeting to campaign roll-out to results analysis and course correction, this certificate develops the analytical skills required of an advertising manager to roll-out and supervise a successful campaign.

HU 2105 Advertising Research & Analysis
CGD 3051 Consumer Behavior
CGD 3002 Art Direction Management I
CGD 4020 Art Direction Management II

The Interactive Media Professional Certificate

The Interactive Media Certificate is an intense skill-builder for 21st century marketing. The advertising designer can utilize effective graphic design interfaces for the electronic media, web pages, interactive media, and motion graphics.

CGD 3035 Web Page Design II
CGD 4005 Multimedia Design
CGD 4085 Interactive Media Design
CGD 4030 Motion Graphics

Advertising Design Professional Certificate

The Advertising Design Certificate prepares the graphic designer for the creating demands of the marketplace. The student will design an advertising campaign from inception to roll-out, budget costs, select and analyze media appropriate to the target audience, and produce collateral pieces.

CGD 2045 Corporate Marketing & Design
CGD 2055 Advertising Concept & Design
CGD 2065 Advertising Campaigns I
CGD 4055 Advertising Campaigns II

Graphic Design Basics Professional Certificate

The Graphic Design Basics Professional Certificate gives the student a jump start into the industry-standard Adobe programs: Photoshop, Illustrator, and InDesign.

CGD 1015 Raster Imaging I
CGD 2005 Vector Imaging I
CGD 2025 Desktop Publishing

Prepress Professional Certificate

The Prepress Professional Certificate gives the student a solid foundation in the production of printed collateral pieces. Students will learn layout fundamentals, multi-page layouts, print file naming conventions, and printing processes.

CGD 2017 Print Production
CGD 2025 Desktop Publishing
CGD 2035 Publication Design

Graduate Programs of Study

Masters of the Digital Arts

The main goal of the Computer Arts MFA is the development of the individual as a practicing artist employing digital technology in the pursuit of artistic excellence. Students must earn a minimum of 60 credits for the Master of Fine Arts in either one of the majors offered: Visual Effects Animation or Web Design.

Full-Time Graduate Students/Part-Time Graduate Students

A student normally requires one and one half years to complete the degree. The time and number of credits may not be reduced but may be extended. All work for the degree must be completed within five calendar years after initial registration as a graduate student. MFA candidates must maintain a minimum cumulative GPA of 3.0. Students who do not meet this academic requirement may not be permitted to continue in the MFA program. To establish full-time status, graduate students must enroll in the graduate school for nine or more semester credits, and the department advisor must certify them as engaged in activities recognized as applicable. Students registered for their first semester of "Thesis-In-Progress" will be certified as engaged in the equivalent of full-time study. Graduate students enrolled for the thesis course (not Thesis-In-Progress) are also considered full-time. Graduate students are classified as part-time if they schedule or drop to fewer than six to eight credits of registered course work or are registered for their second year or more of Thesis-In-Progress work.

Thesis

Thesis work is generally done under the direction of the major discipline faculty. Normally, a maximum of three semesters is permitted to complete the thesis. Course descriptions are arranged in the suggested order they are to be taken. The DMAC curriculum is arranged on a program basis. This means that the ideal semester workload and course order is presented here; however, the DMAC administration understands that there will be times when a student is unable to pursue the curriculum in the exact time and order as suggested and the College will make every effort to work with students to plan their schedules if appropriate pre-requisites have been met. Thesis continuation courses have been designed to allow students more time and resources to complete the thesis. See description below of the continuation courses.

Course Numbering System

5000 - 5999: Designates Graduate Courses - with the exception of the Art History and Theory classes – that are taken prior to the start of the graduate thesis project.

6000 - 6999: Designates graduate courses - with the exception of the Art History and Theory classes – that are taken concurrently with the graduate thesis project.

Course Prefixes

- CG** - Designates courses specific to the Visual Effects Animation curriculum.
- CGD** - Designates courses specific to the Graphic Design curriculum.
- FA** - Designates Fine Arts courses required within the Visual Effects Animation curriculum.
- AHT** - Designates graduate level Art History and Theory courses required within the Visual Effects Animation and/or Graphic Design curriculum.
- GA** - Designates courses specific to the Game Art Concentration.
- WD** - Designates courses specific to the Web Design curriculum.

Prerequisite Courses

Prerequisites are approximations of the necessary prior academic outcomes believed by common and accepted practice to assist the student to succeed academically in a specific course. The Director of Graduate Studies has the right to limit the students in the course to those who have the stated prerequisites. If this limitation is exercised, it must occur before the end of the course add/drop period.

Thesis Completion Courses

For those students enrolled in Thesis courses that are making satisfactory progress towards their project completion, but require more time to finish, DMAC offers a series of Thesis Completion Courses worth 2 credits each. These courses are granted only with the written permission of the student's Department Chair. The number of thesis credits above the minimum requirement is dependent upon the length of time needed to complete the thesis research and execution. Once thesis credits have been started, students must continue to register until the thesis is complete. Continuation courses can be repeated only twice.

Portfolio Completion Courses

For those students enrolled in portfolio courses that are making satisfactory progress towards project completion, but require more time to finish, DMAC offers a series of 2 credit portfolio Completion Courses. These courses are granted only with the written permission of the student's Department Chair. The number of credits above the minimum is dependent upon the length of time needed to complete the portfolio and which may be more than a minimum of one term. Once portfolio credits have been started, students must continue to register until the portfolio is complete up to a maximum of three terms.

MFA Visual Effects Animation

Program Objective

The MFA program in Visual Effects Animation focuses on the preparation of the artist to meet the challenges of tomorrow's academic and production institutions. Through a strong foundation in traditional visual and performance arts, students develop their digital content creation skills within a classical framework. During this program students study fine art and visual effects skills towards the terminal level of scholarship and production of original work in the field.

Program Matriculation Requirements:

All MFA Visual Effects Animation applicants should be able to present the following at the time of demo reel review:

Base Demo Reel/Portfolio Requirements:

Work should be submitted in digital form on DVD or CD. It must be labeled in clearly identified folders. A strong portfolio includes examples of modeling, animation, drawing and 2D graphic skills. In addition, portfolios should show aesthetic awareness, and effective use of software and tools to support the aesthetic purpose. Mature artistic or commercial direction should be shown in work that corresponds to the applicant's academic goals.

The Demo Reel should be accompanied by a sheet specifying the software (and version) used for creating all the artwork. The reel should be accompanied by a resume.

The applicant's demo reel should demonstrate proficiency in the following topics:

- Rapid sketching
- Image manipulation
- Storyboards for filmmaking
- Creation and implementation of high resolution textures
- 3D modeling to include: Human body, facial features and environments
- Key framed animation
- Character Rigging
- Character Lip-synching and dialogue animation
- Proper application of the 12 principles of animation
- Proper UV layout for texturing
- Hyper real interior and exterior environmental lighting
- Editing and compositing of final videos including music and sound effects

Although artwork created with any graphic software is accepted and taken into account, it is necessary that the applicant demonstrates proficiency in the use of Autodesk Maya software.

Resume Requirements:

The resume should document educational credentials as well as professional and other employment such as internships or field experience in the intended area of graduate study, and should list commissioned works, exhibitions, honors, memberships, interests and activities, including volunteer work.

Prerequisite Requirements:

The Department Chair will interview the applicant and review his/her portfolio and academic history. Based on this interview, one or more of the prerequisites listed below may be added to the applicant's program. Once this evaluation is done, a student will be sent a letter from the Admissions Coordinator verifying the number of prerequisites courses the student will be required to take and copy of the Advisement Form detailing which classes are required.

<u>COURSE ID</u>	<u>COURSE TITLE</u>	<u>CREDITS</u>
PREREQUISITE COURSES		
CG 1012	BASIC MODELING	3
CG 1015	ANIMATION PRINCIPLES	3
CG 1025	DIGITAL IMAGING & PAINTING	3
CG 1045	STORYBOARDING PROCESS	2
CG 2005	MODELING FOUNDATION	3
CG 2015	ANIMATION FONDATION	3
CG 2021	MODELING I	3
CG 2035	ANIMATION I	3
CG 3005	CHARACTER ANIMATION	3
CG 3012	CHARACTER RIGGING & ANIMATION SETUP	3
CG 3035	ADVANCED ANIMATION & CONCEPT DEVELOPMENT	3
CG 3045	DIGITAL LIGHTING & TEXTURING	3
CG 3055	DIGITAL COMPOSITING & VISUAL EFFECTS	3
CG 4015	ADVANCED DIGITAL COMPOSITING	3
CG 4045	ADVANCED APPLICATIONS IN ANIMATION	3
FA 1005	PRINCIPLES OF DESIGN	3
FA 1015	BASIC DRAWING	3
FA 1025	FIGURE DRAWING I	3
FA 1035	THREE DIMENSIONAL DESIGN	3
FA 2001	FIGURE DRAWING II	3
FA 2015	EXPRESSIVE DRAWING	3

CORE CURRICULUM

CG 5005	3D MODELING WORKSHOP	3
CG 5015	3D ANIMATION WORKSHOP	3
CG 5025	VIDEO EDITING & AUDIO FOR ELECTRONIC MEDIA	3
CG 6005	ADVANCED 3D MODELING	3
CG 6015	ADVANCED 3D ANIMATION	3
CG 6025	CHARACTER ANIMATION	3
CG 6035	MAYA VISUAL EFFECTS FOR FILM & VIDEO	3
CG 6045	CG PROGRAMMING WORKSHOP	3
CG 6055	ADVANCED VISUAL EFFECTS ANIMATION PRODUCTION	3
CG 6065	THESIS RESEARCH	3
CG 6071	THESIS I	6
CG 6076	THESIS II	6
CG 6085	MOTION CAPTURE	3

FINE ARTS CURRICULUM

FA 5005	ADVANCED DRAWING & PAINTING STUDIO	3
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ART HISTORY AND THEORY CURRICULUM

AHT 5000	HISTORY OF COMPUTER GRAPHICS	3
AHT 5010	ART HISTORICAL THEORY & METHODOLOGY	3
AHT 5020	HISTORY OF ANIMATION	3
AHT 5030	GRADUATE THEORY & CRITICISM	3

Total 60

One semester credit hour equals, at a minimum, 15 classroom hours of lecture, 30 hours of laboratory, or 45 hours of practicum.

MFA Web Design

Program Objective

The MFA program in Web Design supports the institutional mission through its efforts to preserve the knowledge base in web design. The historical understanding of design allows students to be technically and artistically proficient in their field. The program communicates the current state of knowledge through its curricular offerings in each academic year and by achieving its educational goals.

Program Matriculation Requirements

At the time of application, each MFA applicant will be interviewed by the Department Chair as to the career goals of the applicant and the strengths of his/her portfolio of work. Any or all of the prerequisite courses listed below may be added to the MFA student's program depending on the applicant's background and preparation for graduate studies. Once the prerequisite evaluation is completed, a student will be sent a letter from the Admissions Coordinator verifying the number of prerequisite courses the student will be required to take and a copy of the Advisement Form detailing which classes are required.

Domain Name and Hosting Service Requirement

Once the student has met any and all prerequisite requirements, or at the beginning of their MFA program, they need to purchase a domain name and a hosting service.

The following is recommended:

1. To find an available Domain name, go to www.hostmonster.com (click on the Domain Check button). This is where you pick your domain name.
2. Once you have found your Domain name, go to www.hostmonster.com. You choose a payment plan that works best for you. The most convenient plan starts at only \$5.95 per month.

If you would like to use a different hosting service, please feel free to do so. However, DMAC recommends the www.hostmonster.com site. If you do not have a credit card, you can go to Wal-Mart, Winn-Dixie, Publix, etc. to purchase a prepaid card. This will make your payment option easier if you do not have a credit card. After you have completed steps one and two, technically you will be able to host your own website. You will use this website throughout your time here at DMAC. All students will have their own designed website upon graduation.

<u>COURSE ID</u>	<u>COURSE TITLE</u>	CREDITS
PREREQUISITE COURSES		
CGD 1012	BASIC GRAPHIC DESIGN	3
CGD 1015	RASTER IMAGING I	3
CGD 1060	RASTER IMAGING II	3
CGD 2005	VECTOR IMAGING I	3
CGD 2015	TYPOGRAPHY	3
CGD 2025	DESKTOP PUBLISHING	3
CGD 2038	VECTOR IMAGING II	3
CGD 2045	CORPORATE MARKETING & DESIGN	3
CGD 2075	WEB PAGE DESIGN I	3
CGD 3035	WEB PAGE DESIGN II	3
CGD 4005	MULTIMEDIA DESIGN	3
CGD 4030	MOTION GRAPHICS	3
CORE CURRICULUM		
CGD 5035	DESIGN CONCEPTS & PROCEDURES	3
CGD 5045	ADVANCED TYPOGRAPHY APPLICATIONS	3
CGD 5060	WEB DESIGN TECHNOLOGY	3
CGD 6005	MARKETING RESEARCH	3
CGD 6015	DESIGN MANAGEMENT	3
CGD 6025	GRAPHIC DESIGN SEMINAR	3
CGD 6035	ADVERTISING DESIGN	3
CGD 6060	ELECTRONIC IMAGE PRODUCTION	3
WD 5050	THESIS RESEARCH	3
WD 6000	THESIS I	6
WD 6010	ADVANCED MOTION GRAPHICS	3
WD 6030	WEB MARKETING AND SEARCH ENGINE OPTIMIZATION	3
WD 6070	ADVANCED WEB TECHNOLOGY	3
WD 6080	WEB APPLICATIONS	3
WD 6900	THESIS II	6
ART HISTORY AND THEORY		
AHT 5000	HISTORY OF COMPUTER GRAPHICS	3
AHT 5010	ART HISTORICAL THEORY & METHODOLOGY	3
AHT 5020	HISTORY OF ANIMATION	3
		TOTAL 60
ELECTIVES		
WD 5000	ANALYTICAL WEBSITE INTERFACE AND USABILITY	3

One semester credit hour equals, at a minimum, 15 classroom hours of lecture, 30 hours of laboratory, or 45 hours of practicum.

Academic Policies and Procedures

Academic Advising Program

The highest priority at DMAC is the success of our students and the achievement of their educational and career goals. To assist students in creating their path to success, we provide academic advisement through the Department Chair of Computer Animation and Graphic Design and Academic Advisors of Computer Animation and Graphic Design. The Department Chair and Academic advisors help students with questions regarding curriculum, performance monitoring, and assessment of progress toward interim goals or toward achievement of their degree.

BFA Annual Portfolio Reviews

All undergraduate students must participate in Annual Portfolio Reviews for their major. The Portfolio Review Committee for that major will conduct these reviews in the students' first, second, and third year. Portfolio Review Committees will be made up of the faculty from that major and professionals from industry who will give feedback to students on their work.

Industry Partnerships & Programs

DMAC provides a multi-faceted approach to maximize the ability of our students to learn and grow. Our goal is to provide the widest variety of intellectual stimulation to aid our students in choosing the path that will provide them the greatest satisfaction and opportunity for success. Partnerships and programs include:

- Visiting artists and professionals from the world's leading entertainment and arts institutions.
- Technology demonstrations, hands-on displays, and related support from the worlds' leading technology partners.
- Hosting of industry trade events that provide social and professional interaction for our students.
- Internship programs with local and global corporations that offer challenges and commensurate growth in the skills and abilities of real-life application in the arts.

Policy Statements

DMAC reserves the right to change programs, courses, curricular structures, requirements, regulations, rules and/or fees noted in this catalog at any time without advance notice. It is the intention of DMAC to offer uninterrupted courses of study to its students. In the event that it is unable to continue some or all academic instruction because of a natural disaster or other event over which the institution has no control, tuition and other fees are not refundable.

DMAC reserves the right to photograph, reproduce, display, or retain works of art produced by students enrolled in its academic programs. DMAC is not responsible for loss or damage to student work or property. DMAC photographs campus activities throughout the year for publication or public relations purposes. Students who do not wish to have their photographs used by DMAC must notify the Office of the Registrar at registration.

From time to time, it becomes necessary to modify or change a policy to the Catalog. Students are advised to review the most current version of the Catalog on the DMAC website each semester.

Grievance Policy

A student should be free from unfair, biased, or improper actions on the part of any member of the academic community. If a student feels that he or she has been subject to unjust actions or denied his or her rights, redress may be sought by seeing the chairperson of the department if the student is unable to satisfactorily resolve the issue with the individual at hand. If the student and the Department Chair are unable to resolve the issue, then the student may contact the President.

Notice of Nondiscrimination

Digital Media Arts College admits students to all its programs and functions and provides them with the same rights and responsibilities, regardless of their race, color, sex, age, disability, sexual orientation, marital status, gender, religion, national origin, or ethnicity. The College does not discriminate in administration of admission policies, educational policies, work scholarships, or any other College programs.

Degree Completion Requirements

BFA - Graduation and the award of the Bachelor of Fine Arts Degree is contingent on earning an overall grade point average of “**C**” (**2.0**) or better, successful completion of all required courses (at least 40 of the credits must be earned through course work offered by Digital Media Arts College), and fulfillment of all financial obligations to the institution. To earn the Bachelor of Fine Arts Degree in Computer Arts students will be required to successfully complete a total of 127 credits, composed of core credits, general education and liberal arts credits.

MFA - Graduation and the conferral of the Master of Fine Arts Degree is contingent upon earning an overall grade point average of “**B**” (**3.0**) or better, successful completion of all required courses, and fulfillment of all financial obligations to the institution. To earn a Master of Fine Arts Degree in Computer Arts, Visual Effects Animation and Graphic Design students will be required to successfully complete a total of sixty (60) credits (see MFA Programs of Study section).

Scheduling

Students who follow the standard order of the planned curriculum are assured enrollment and placement in all required courses. Those students who, for whatever reason, take a course out of order will only be accommodated on a space available status and may be delayed in their studies. It is therefore highly recommended to take all courses in the prescribed order.

Prerequisite Requirements - BFA Level

In each BFA program, there are a number of prerequisite chains put in place to ensure students have the knowledge, skills, and abilities to be successful in follow-on courses. Effective May 2010, all prerequisite courses requirements must be met with a grade of “**C**” or better before a student registers for a follow-on course. Any exceptions must be approved in writing by the Department Chair or Academic Advisor.

Prerequisite Requirements - MFA Level

Effective the May 2010 session, all graduate students are required to have a “**B**” or better in all prerequisite courses before registering for follow-on courses. Any exceptions must be approved in writing by the Department Chair or Academic Advisor.

Transfer of Credits to DMAC:

BFA- In order to ensure the integrity of the DMAC BFA programs, the maximum number of credits that can be transferred into a program is 87. Transfer students must have a 2.0 average or higher in all course credits applied toward their BFA program at Digital Media Arts College. The minimum number of credits that must be taken at Digital Media Arts College is 40, and each student’s program requirements will be evaluated holistically based on his/her individual talents and academic history. DMAC will evaluate and consider awarding academic credit for credits earned at institutions accredited by agencies recognized by the United States Department of Education.

At the time of application, the applicant will sign a transcript request form for each institution he/she has attended since high school. As a service to the applicant, DMAC will request the transcripts be sent directly to the registrar’s office and bear the cost of the transcripts in order to ensure timely processing of the student’s application. Once a student begins studies at DMAC, no further transfer credit will be awarded without prior approval of the President.

MFA- Transfer students must have a 3.0 average or higher in all course credits applied toward their MFA program at DMAC. DMAC will evaluate and consider awarding academic credit for credits earned at institutions accredited by agencies recognized by the United States Department of Education. As the graduate program is small, DMAC must limit the number of possible credits to be transferred to 27 in order to maintain the integrity of the program. Once a graduate student has begun studies at DMAC no further transfer credit will be awarded without approval of the Department Chair.

Transfer of Credits from DMAC:

In the event that a student wishes to transfer from Digital Media Arts College to another education institution, transfer of credit is at the discretion of the accepting institution. It is the student's responsibility to confirm whether or not credits will be accepted by another college of the student's choice.

Grading

Digital Media Arts College - GRADING SYSTEM (4.0 Scale)

BFA			MFA			Grade Scoring
Letter	Number	Definition	Letter	Number	Definition	
A	4.0 GPA	EXCELLENT	A	4.0 GPA	EXCELLENT	90 - 100
B	3.0 GPA	GOOD	B	3.0 GPA	GOOD	80 - 89
C	2.0 GPA	AVERAGE	C	2.0 GPA	BELOW AVERAGE	70 - 79
D	1.0 GPA	BELOW AVERAGE	F	0.0 GPA	FAILURE	60 - 69
F	0.0 GPA	FAILURE	I		INCOMPLETE	< 59
I		INCOMPLETE	W		WITHDRAWAL	
W		WITHDRAWAL	WF		WITHDRAWAL AFTER DEADLINE	
WF		WITHDRAWAL AFTER DEADLINE	TC		TRANSFER CREDITS	
TC		TRANSFER CREDITS	DN		DID NOT ATTEND	
DN		DID NOT ATTEND	AU		AUDIT	
AU		AUDIT				

Incomplete Grade (I)

A faculty member may award a student an Incomplete (I) in circumstances where, due to no fault of the student's he/she does not have the same opportunity to finish the coursework as the rest of the students in the class. Circumstances such as illness, accidents, death of a family member, etc., are all acceptable reasons for an incomplete. Incomplete grades must not be given to give an individual student more time to finish coursework that the rest of the students in the class cannot have. Nor can it be awarded to allow a student to receive a higher passing grade than the one he/she would have earned at the normal end of the term. A student with an Incomplete (I) grade will be given an outline of the coursework to be completed and turned in and a deadline (not to exceed two (2) weeks past the beginning of the following term). If the student fails to submit the stipulated coursework, the Incomplete (I) rolls automatically to an (F). The only exception to this policy is the registration for thesis/portfolio continuation courses. As an Incomplete (I) grade is not final, the course status remains unfulfilled, and there is no impact on GPA until a final grade is earned.

Incomplete (I) for Thesis and Portfolio Courses

(CG4025, CG4035, CG6071, CG6076, CGD4010, CGD4011, WD6000, WD6900)

For capstone courses that run for an entire semester (two sessions), an Incomplete (I) grade will be awarded at the end of the first session. Each student completing the first session will receive a complete critique of his/her thesis/portfolio project, and a list of requirements yet to be completed in the second module of the semester. The deadline for all required work is the last day of the semester. If the student fails to complete the project in the required time, he/she will either receive the grade earned on the submitted work or continue the Incomplete in a Thesis/Portfolio Continuation course. Once the final grade has been determined for the project, all associated Incomplete (I) grades will be changed. If the student fails to complete the project within the prescribed timeframe, all associated Incomplete (I) grades will roll to F's. Undergraduate students may take the continuation course up to three (3) times. Graduate students may take the continuation course twice only.

Withdrawal Grades (W, WF)

An involuntary Withdrawal (W) grade is a final grade entered for a course if the student who has failed to attend the required number of class sessions before the semester deadline for withdrawals. A voluntary Withdrawal (W) is a grade the student officially withdraws from in writing (filling out an add/drop form) before the semester withdrawal deadline. A Withdrawal grade of W is not included in the calculation of the student's GPA. A Withdrawal after the semester withdrawal deadline is recorded as a WF on the transcript. A Withdrawal Failing (WF) is included in the calculation of the student's GPA and CGPA as an F.

Internships and Independent Study - Undergraduate Students

1. Seniors with a CGPA of 3.0 or higher are eligible to participate in the Digital Media Arts College Internship program.
2. Academic credit for internships may be awarded after approval by the Department Chair and the school Registrar.
3. Independent studies and internship placements for academic credit must be academically sound and contribute to the student's education. Students engaged in such programs must have a faculty sponsor who assists in the formation and approves the independent study or academic component on either DMAC's standard grading system or on a credit/no-credit basis.
4. Students may not intern for more than 20 hours a week when attending classes full time.
5. Paid positions with a company may qualify for internship credit.
6. Internships and independent study applications must follow school guidelines for course validity. Specific procedures will be maintained to assure compliance, including:
 - a. the use of standardized forms by the student and the company
 - b. Internship approval by the departmental chairperson
 - c. Awarding of school credit by the faculty sponsor
 - d. Site will be surveyed by the Department Chair or Faculty designated by the Department Chair.
7. Students receiving Veterans Administration educational benefits must meet with their faculty sponsor once a week during the internship.

Independent Study Projects and Internships—Graduate Students

Occasionally, a graduate student may wish to undertake a project for academic credit on an "independent study" basis. All projects are to be completed by the student working on an independent basis with guidance from an appointed faculty advisor. Permission to undertake an independent study project is a privilege granted to students who have demonstrated their ability to work well on their own. The student wishing to undertake the project must complete a proposal in consultation with an advisor. Written approval of the proposal must be obtained from the faculty advisor of the project, and the Director of Graduate Programs.

- The description of the proposal should be developed in consultation with the faculty advisor.
- Supporting materials (e.g. a bibliography) should be attached to the proposal.
- A project normally results in a paper or project by the student. The faculty advisor will sign the proposal, indicating approval. In addition, she/he should indicate what work or project will be used to evaluate the student's independent study project. Questions concerning independent study projects should be directed to the President.

Midterm Evaluation

Midterm evaluations are used by Digital Media Arts College as a means by which all students are notified of their academic progress. In particular, the College uses midterm grades to identify academically at-risk students so that remedial measures can be taken in their cases. What follows are the DMAC midterm grading procedures:

1. Undergraduate professors post a midterm grade for all students in the Campus portal system. If classes do not have a designated midterm examination, assignment or project, the professor will simply average all grades up to that point.
2. An electronic notification system is to be used to notify the Registrar's Office of those students whose grades are deficient ("D" or "F"). Students who are struggling in only one or a few courses will have these sheets placed in their files. Students that are failing across all or most will have their grade information sent to the Academic Advisor.
3. All students that have a "D" or an "F" midterm grade will be notified of the courses in which these grades are being earned.
4. After all midterm grades are posted in Campus; the Registrar will compute all GPA calculations for students with 2.25 or less. This list will be updated to remove all students that have dropped out of school prior to the middle of the semester.
5. This condensed list along with the narrative information will be given to the Academic Advisor. At-risk students will be contacted and a determination will be made as to whether the nature of their problems is strictly academic or if there are other contributing factors.

6. Students with academic issues will be placed on a tutoring schedule in order to bring their performance levels up. In most cases, Department Chairs or Academic Advisors will have meetings scheduled with these students in order to track their progress.
7. Students with non-academic issues will also be placed on a tutoring schedule, but in addition to this, the Academic Advisor may determine what solutions may be available to the student outside of the College (counseling, etc.).
8. The Department Chair will be notified on a weekly basis for the remainder of the semester as to what each advisee's situation is.

Report Cards

Report cards are available to all students online at the Campus Portal site. Access to Campus Portal may be obtained in the Registrar's Office.

Satisfactory Academic Progress -BFA/MFA Programs

The Satisfactory Academic Progress Policy applies to every student enrolled in the BFA/MFA programs at Digital Media Arts College. This policy ensures that all students make satisfactory progress towards a successful completion of their degree program. The criteria for satisfactory progress are set to recognize outstanding academic achievement or to detect academic problems for which actions of early intervention and/or remediation can be taken. The Satisfactory Academic Progress Policy complies with the requirements of the College's accrediting commissions along with federal regulatory guidelines. A student must demonstrate academic progress by successfully completing all classes attempted.

- BFA: Completing classes with a "C" grade or better indicates academic progress. Earning grades of "D" or lesser means that students are academically at risk.
- MFA: Completing classes with a "B" grade or better indicates academic progress. Earning grades of "C" or lesser means that students are academically at risk.

Poor academic performance may lead to academic probation and/or termination. It is critical that students attend all registered courses and complete them successfully. Should a compelling reason occur to interrupt a student's attendance, it is the student's responsibility to contact their Department Chair in order to discuss all available options for the student.

The following criteria are used to determine whether a student is making satisfactory academic progress:

- Maintaining an acceptable cumulative grade point average
- Completing the program within the maximum allowable time frame
- Achieving the minimum rate of incremental completion

Administrative actions will be taken when a student fails to meet the minimum standards of any of the above criteria. When mitigating circumstances occur, a student may appeal an academic termination. If the student's appeal is denied, the student will be terminated with no further appeal.

Criteria for Honors Designations - BFA

To promote academic excellence on the part of its students, Digital Media Arts College recommends the following system for honor designations on a semester basis and upon graduation.

Any student who enrolls for and completes **12 credits or more** and meets the following standards may receive the corresponding designation:

4.0	President's List
3.70-3.99	Dean's List
3.50-3.69	Honors List

Any student who enrolls for and completes **6 to 11 credits** and meets the following standards may receive the corresponding designation:

4.0	Academic Distinction List
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Criteria for Honors Designations at Graduation - BFA

The College believes that recognizing excellence in academic achievement promotes student efforts and ultimately their success. The following honors designations shall be indicated on undergraduate diplomas and transcripts:

≥3.90	Summa Cum Laude (With Highest Distinction)
3.70-3.89	Magna Cum Laude (With Great Distinction)
3.50-3.69	Cum Laude (With Distinction)

Developmental courses are not considered when evaluating honors designations.

Minimum Standards for Academic Progress

To maintain academic progress, each student must meet the required minimum standards of the following three criteria: 1) CGPA, 2) Length of Program, 3) MRIC

Cumulative Grade Point Average (CGPA):

To continue enrollment in an academic program an undergraduate student must:

- Achieve a minimum CGPA of 1.5 for the first three semesters of attendance
- Achieve a minimum CGPA of 2.0 at the end of the fifth semester of attendance and all semesters thereafter

Graduate students must achieve a minimum CGPA of 3.0 from the first term of study.

All grades except “W” and “TC” and developmental course grades are calculated into the CGPA. In the case of repeated courses, only the best attempt of the course taken at DMAC will be adjusted into the student’s cumulative grade point average. “W” grades, and repeated courses are calculated into the maximum allowable credit calculation. “TC” grades will reduce the maximum allowable time frame to complete a program at Digital Media Arts College. A student who withdraws from all courses prior to the 10th week of the semester may return for the following semester on an Academic Probation status.

Maximum Allowable Time Frame

To be awarded the designated degree of the academic program, the student must successfully complete all the program requirements within the maximum allowable time frame, which is 150 percent of the program length. The maximum allowable time frame is calculated as a period of time during which a student attempts 1.5 times the number of credit hours to complete the program.

For example:

- BFA - A student in a 127-credit program can attempt no more than 191 credits within the confines of that program.
- MFA - A student in a 60-credit program can attempt no more than 90 credits within the confines of that program.

Students who have changed majors will have their maximum allowable time frame calculated based on credits earned within the confines of the new major and not based on all credits attempted at Digital Media Arts College.

Minimum Rate of Incremental Completion (MRIC)

To continue enrollment in an academic program, a student must:

- Successfully complete at least 60 percent of the cumulative attempted course credits at the end of the first academic year (two semesters) of study.
- Successfully complete at least 70 percent of the cumulative attempted course credits at the end of the second academic year (third and fourth semesters) of study and throughout the remaining academic years at the college.

Consequences for failing to meet the Minimum Standards of Satisfactory Academic Progress

A student failing to meet the minimum standards of satisfactory academic progress in any of the three above categories will face the following administrative actions:

Academic Probation

1. Academic probation for any student who withdraws fully from all courses prior to the fifth week of a semester session. The student may return on a probationary status.
2. Academic probation for any student who has:
 - a. BFA - a CGPA <1.5 after three semesters of study and <2.0 at the end of the fourth semester of study and for all semesters thereafter. Undergraduate students in any semester of study must meet prerequisite requirements of a "C" or better to register for the follow-on course.
 - b. MFA - a CGPA <3.0 in any semester of study.
3. Second academic probation occurs for any student who fails to achieve the minimum acceptable CGPA after the first academic probation.
4. A student may not be placed on academic probation for more than two consecutive semesters.
5. A student on academic probation status is deemed to be making academic progress, and, if applicable, financial aid funds will be disbursed.

Academic Termination

A student will be academically terminated for any of the following conditions:

BFA

- CGPA below 1.0 during the first three semesters of study
- CGPA below 1.5 at the end of the fifth semester of study and all semesters thereafter
- Attempts - Failing to pass courses after three attempts.

MFA

- CGPA below 2.0 during all semesters of study
- Earning two (2) C's or an F grade in graduate courses will result in academic termination.

BFA & MFA

- MRIC below 60 percent of the cumulative course credits in the first academic year (two semesters) of study.
- MRIC below 70 percent of the cumulative course credits in the second academic year (third and fourth semesters of study) and all academic years thereafter.
- Failing to meet the minimum academic standards after being placed on academic probation for two consecutive semesters.
- Failing to complete a course of study within one and one half times the allowable time frame.

Denial of Graduation with a Degree

BFA - Any student failing to achieve a minimum CGPA of 2.0 at the completion of all required program credits will be denied graduation with a degree from Digital Media Arts College.

MFA - Any student failing to achieve a minimum of CGPA of 3.0 at the completion of all required program credits will be denied graduation with an MFA degree from Digital Media Arts College.

Procedure for Appealing Grades

Once submitted, grades are final and can be changed only to correct an error in calculation or consider unintentionally overlooked student work. If a student questions the final grade received, he or she should be instructed to make an appointment first with the instructor of the class for clarification. If the student still has issue with the grade received he or she may make an appeal to the Appeals Committee (made up of the Dean of Academic Affairs, the Department Chair, and a faculty member within the department who is not the professor of the appellant.) The student must appeal in writing the appealed grade, the rationale for the appeal, and any evidence the student has to make his/her case. The faculty member may be called in to the committee meeting to provide any additional information not recorded in the grade sheet or CampusVue. The decision of the Appeals Committee is final.

Procedure for Appealing Academic Termination

Any student wishing to appeal an academic termination may do so in writing to the President. The type written appeal must state the mitigating circumstances that contributed to the termination. The appeal letter must be supported with appropriate documentation of the mitigating circumstances with an explanation of how they have been remedied or changed. The President or his/her delegate will review a student's appeal letter and will determine whether the student's circumstances and academic status warrant consideration for reinstatement to the College. The student may be asked to appear in person during the review process when deemed necessary by the Department Chair or his/her delegate.

Examples of mitigating circumstances include death in the immediate family; hospitalization of the student; documentation of persistent medical problems; and other special circumstances such as independently documented work-related transfers, military service, natural disasters and family emergencies. Mitigating circumstances are generally events that are outside the student's control and are thus unavoidable. A student whose appeal is granted may be reinstated; however, the student will be placed on academic probation for that semester. Inability on the part of the student during the probationary semester following academic termination to make satisfactory academic progress will result again in academic termination.

Procedure for Re-entry after Academic Termination

A terminated student must appeal in writing to the Department Chair for re-entry prior to the start of the semester in which he/she wishes to return. Also any student who ceased to attend the College, and whose grades in the last semester of attendance caused him/her not to meet the minimum standards of the satisfactory academic progress policy of the College must go through the same appeal procedure described in the preceding section. If the appeal is granted, the re-entering student will be placed on probation during the semester of return. As the student may not qualify for Title IV funding until his/her CGPA meets Satisfactory Academic Progress (SAP), he/she will have a cash pay option, provided the student is able to raise his/her CGPA to meet SAP. The student must meet the standards of academic progress in order to continue with his/her program. The student must successfully take all failed courses again so that the recalculated CGPA meets or exceeds the minimum requirements. An academic evaluation must be conducted by the Department Chair or his/her representative to determine that the student has the desire and the academic ability to progress satisfactorily in his/her program. A student is allowed one and only one appeal after being academically terminated.

Academic Readiness

Developmental Studies Courses (for BFA only)

Based on the results of the academic placement test given at the time of matriculation, students may be required to take developmental studies courses. Students must successfully complete such courses in order to progress. Developmental course grades do not count toward the total number of credits earned toward graduation nor do they count in the CGPA; however, they do count in determining the maximum allowable time frame for the program of study. Developmental courses may be repeated no more than three times and failed courses must be retaken in the next scheduled offering. Failure to complete the course in three successive attempts will result in academic termination.

Repeated Courses and Grades

Grades achieved in repeated classes will replace the "F," "W" or "WF" grades in a CGPA calculation. These grades are included in the maximum allowable time frame. Courses may be retaken only two times.

Academic Deficiencies

Students with "F," "W" or "WF" grades should register for the same courses in the next scheduled offering to improve academic performance and raise the CGPA. Students earning a "D" grade in a prerequisite course should register for the same course in the next scheduled offering. See Prerequisite Requirements.

Academic Forgiveness Policy (for BFA only)

Providing that the BFA has not been awarded, a student may repeat up to 12 credits (four different courses) in which less than a C was earned. Only the best attempt of the course taken at DMAC will be adjusted into the student's cumulative grade point average. Note, however, that all attempts will remain on the student's permanent academic transcript. The student is advised to visit the Financial Aid Department before registering for repeat courses. Veterans may repeat a course for a non-passing grade in a required course only.

Add/Drop Policy

At the beginning of every semester, students have the first two weeks (please see the Academic Calendar for specific dates) to add, drop or exchange courses on their schedule without penalty. Students are expected to review the syllabus for every course on their schedules (both A and B sessions) and agree to the Add/Drop Policy in the discussion section in the online course shell. The documentation of this agreement counts as attendance for the B session courses. If there is no documentation of this agreement by the end of the second week of the semester, the student could be dropped from the course. Please refer to Page 41 for the section "Withdrawal Grades (W, WF)"

Withdrawal

To officially withdraw from the college, the student must see the Registrar to complete the necessary forms.

Change of Program

Students may change their program of study only once. Courses taken in one program applicable to the second will be transferred with the grade. If a student has taken a course more than once, the highest grade relevant to that course will apply to the second program. Applicable grades earned in the original program will count toward the CGPA in the second program (i.e., a student that changes majors will not be penalized for non-transferable courses contained within the original major). The maximum allowable time frame will be calculated based on the total number of credits applicable in the new major. All unused credits from the first major of study will not be applied to the maximum allowable time frame calculation. The student's entire academic history will appear on the transcript.

Course Descriptions

AHT 5000 History of Computer Graphics

3 credits

This course provides an overview of the development of computer graphics both as a design tool and a medium for artistic expression. The field's evolution is examined in depth, from the dawn of the computer age in the 1950s until the most recent advances of the early twenty-first century. Topics covered include the computer's role within the traditional fine arts, the development of stylistic groups among computer artists, the relationship of advances in hardware and software to artistic expression, and the impact of computer graphics on the evolution of contemporary design. Recent examples of computer graphics are analyzed in the context of contemporary art styles and movements, multi-media, and design. Field trips to galleries and production houses complement the lecture classes.

AHT 5010 Art Historical Theory and Methodology

3 credits

The dynamic relationship between art theory and art practice is explored. Course materials include outstanding historical and critical writings from a wide variety of sources exemplifying differing approaches to the field. Each student builds a bibliography on a particular historical approach to the study of art. Class discussions use historical examples to examine the standards for art historical writings and address current issues in the field.

AHT 5020 History of Animation

3 credits

A series of snapshots of representative animated works, tracing the evolution of animation from its cradle in the silent movie era to contemporary advances in the 1990s, illustrates the class lectures. From shorts to features, commercials to computer animation movies, the class examines technological, aesthetic, and sociological milestones in the development of animation. Students are encouraged to critically examine the role the animation industry plays in today's society, the historical influences on its stages of development, and possible future directions.

AHT 5030 Graduate Theory and Criticism

3 credits

The course examines the diversity of processes and concepts in computer graphic art and 3D animation art in particular. Students are expected to recognize and critique artistic themes and ethical statements conveyed through computer animation works. Weekly group and individual critiques are mandatory. Through careful review and evaluation of a cutting edge, international award winning animation collection, this course broadens students' horizons regarding the latest achievements and developments in the computer animation industry and in computer artistry itself. Case studies and company profiles of the most prominent firms guide students to a closer look at some of animation's masterpieces and the techniques and visions of their creators. Each student learns to analyze and evaluate an animated production for its aesthetic and technical merits. With deeper critical and empirical understanding of the important achievements undertaken thus far, students empower themselves to develop their own contributions to the animation field.

ARH 2000 Computer Art History

3 credits

This course explores the history of computer art and modern issues in computer art. Topics explored will include the origin of computer art and today's movements in computer generated art.

CG 1012 Basic Modeling

3 credits

Students learn the computer operating system basics and navigation of the software's user interface in this course. Students focus on the elementary concepts of 3-D computer polygonal modeling techniques and application of texturing maps to 3-D models through basic UV layout. NURBS-based curves are used to create nurbs surfaces and modeling from a reference is introduced. Basic lighting and texturing is introduced. Computer rendering of single images, as well as short sequences, is accomplished. Maya Project directory structure is used at all times in the production process. This course contains a lab component.

CG 1015 Animation Principles

3 credits

This course emphasizes an understanding of the principles of animation as applied to three-dimensional computer generated animation. The animation of cameras, lighting, and texturing are also addressed. Students are introduced to the concepts of controlling animation timing through the use of curve editors such as the Graph Editor as well as on the traditional use of Exposure Sheets or Dope Sheets. This course contains a lab component. Prerequisite: CG 1012 Basic Modeling.

CG 1025 Digital Imaging and Painting

3 credits

Students use 2D and 3D photo/painting tools to gain an understanding of scanning for texture mapping techniques, image manipulation, and the printing and mounting of files for presentation in this course. This course contains a lab component.

CG 1045 Storyboarding Process

2 credits

This course presents the preparation of storyboards for the illustration of story advancement and the communication of concepts in a visually dynamic way. Prerequisite: FA 1015 Basic Drawing.

CG 2005 Modeling Foundation

3 credits

This course further explores modeling techniques, concentrating on issues raised by NURBS patch modeling. Parameterization, tessellation, and tangency are addressed. Organic and inorganic results are achieved by a variety of modeling approaches including primitive and curve cage methods. Issues in texturing NURBS surfaces are covered with the use of shader networks incorporating hypershade utilities. Raytracing is explored in context with other rendering techniques. Concepts of group projects are introduced. This course contains a lab component. Prerequisites: CG 1012 Basic Modeling, CG 1015 Animation Principles.

CG 2015 Animation Foundation**3 credits**

This course serves as the introduction to the fundamental principles of animation through exercises utilizing traditional 2D animation techniques: squash and stretch, anticipation, staging, pose to pose, follow through and overlapping action, slow in and slow out, arcs, secondary action, timing, exaggeration, solid drawing, and appeal. This course contains a lab component. Prerequisite: CG 1015 Animation Principles.

CG 2021 Modeling I**3 credits**

This course deals with issues in advanced NURBS patch modeling and advanced UV layout for polygonal modeling. The further exploration of polygonal modeling methods and tools is performed with implications for Subdivision Surface modeling. Issues in level of detail are discussed with models created in high, medium, and low versions for rendering and animation proxies. Human figure and facial modeling is stressed in this course. Rigging of characters is accomplished with skeletal structures and animation controls set-up. This course contains a lab component. Prerequisite: CG 2005 Modeling Foundation.

CG 2035 Animation I**3 credits**

This course emphasizes an understanding of three-dimensional computer-generated animations and incorporates fundamental computer animation techniques developed in previous courses. Further exploration of the principles of animation as applied to the human figure. Included in the curriculum is the introduction of particle systems and dynamics. This course contains a lab component. Prerequisite: CG 2015 Animation Foundation.

CG 3005 Character Animation**3 credits**

This is an upper level course stressing how character animation influences the character's personality. Students become knowledgeable in multifaceted issues of human movement. The expression of emotion, timing, and the subtlety of character is explored. Lip-synching and dialogue animation are presented. This course contains a lab component. Prerequisite: CG 2035 Animation.

CG 3012 Character Rigging and Animation Setup**3 credits**

This course provides an in-depth analysis and exploration of character rigging and animation setup. Students will learn how to obtain proper deformations of the 3D geometry and will create Graphic User Interfaces through the use of Mel Scripting. This course contains a lab component. Prerequisite: CG2021 Modeling I.

CG 3025 Creative Writing Studio**2 credits**

This course cultivates an awareness of narrative storylines through the creation of traditional film script writing. The course provides the foundation for students to build on and knowledge of the practical approaches of script writing. Writing scripts formatted for the animation industry is addressed. Prerequisites: GE 1115 College Writing, GE 1125 Expressive Theatre.

CG 3035 Advanced Animation and Concept Development**3 credits**

A higher-level course with the focus on principles of production, this course examines various levels of the production pipeline. Students develop strategies for solving problems which arise in the production process. Students are placed in production teams and have weekly team meetings working on closely monitored projects with narrow guidelines. The Fur module of Maya Unlimited is also explored. This course contains a lab component. Prerequisites: CG 3005 Character Animation, CG 3012 Character Rigging and Animation Setup, CG3025 Creative Writing Studio.

CG 3045 Digital Lighting and Texturing**3 credits**

This course explores the theory of computer lighting and texture mapping using various methods in CGI. Students develop a strong knowledge of photo-realistic lighting and texturing for computer generated artificial objects through structured exercises. Advanced shader networks are created in this course. This course contains a lab component. Prerequisites: CG 3005 Character Animation, CG 3012 Character Rigging & Animation Setup.. This course must be passed with a "C" or better.

CG 3055 Digital Compositing and Visual Effects**3 credits**

The course focus is on understanding the production pipeline and the digital compositing role in that process. This course incorporates a strong emphasis on the creation of visual effects in the world of filmmaking. This class also marks the Second Annual Portfolio Review for students. This course contains a lab component. Prerequisite: FS 1005 Cinematic Techniques.

CG 4005 Animation Production**3 credits**

Students will experience a pre-production course, designed to be used as a foundation to build on for the production of a senior project. Phases include initial story creation, animation script, staging plan, lighting and sound design. The end product of this class will be a presentation of 3D animatic, storyboards, script and all designs. This course contains a lab component. Prerequisite: Senior with CGPA of 2.5 or above in Computer Animation; CG 3035 Advanced Animation & Concept Development.

CG 4015 Advanced Digital Compositing**3 credits**

This advanced course explores Computer Generated Imagery and its integration with footage from other sources such as film or video. Issues in color correction and plate matching are addressed. Camera tracking is accomplished through the use of Maya Live. Integration and syncing with an audio track complete the study. This course contains a lab component. Prerequisite: CG 3055 Digital Compositing & Visual Effects.

CG 4025 Senior Seminar: Animation Studio**3 credits**

This course provides further instruction in animation through the use of structured critiques and exploration of advanced animation interfaces in Maya. This course contains a lab component. Prerequisite: Senior with CGPA of 2.5 or above in Computer Animation; CG 4005 Animation Production.

CG 4035 Computer Animation Thesis I**4 credits**

This course is designed to prepare seniors as animation professionals. Emphasis is on development and implementation of student's senior demo reel concepts. The course centers on a senior project that result in a rendered animation with sound. Course will center on meeting production deadlines, as well as reviews and critiques of senior works-in-progress. This course contains a lab component. Prerequisite: Senior with GPA of 2.5 or above in Computer Animation; CG4005 Animation Production. This course must be passed with a "C" or better.

CG 4036-38 Thesis Continuation**2 credits**

This is a follow-up course to the senior thesis which allows students who need extra time to complete the thesis to access faculty, staff, and campus resources in order to achieve a portfolio-ready thesis, if needed. Students taking CG4036 have received an Incomplete (I) in CG4035 and objectives to achieve for the Thesis final grade. If a student has not completed the objectives set forth in CG4036, he will receive an (I) and be registered for CG4037. If CG4038 is required, all Incomplete (I) grades for CG4035A, CG4035B, CG4036, CG4037, and CG4038 will be changed to a final grade at the end of the CG4038 session. Only three opportunities exist for continuation. Prerequisite: CG4035 Computer Animation Thesis.

CG 4045 Advanced Applications in Animation

3 credits

An advanced level course for students with previous experience in intermediate modeling and animation techniques, this course's focus will be on the creation and manipulation of motion capture clips and incorporating the artist's interpretation and application. This course contains a lab component. Prerequisite: Senior with CGPA of 2.5 or above in Computer Animation; CG3035 Advanced Animation & Concept Development.

CG 4055 Animation Portfolio

3 credits

This course is a practicum in presentation; including finalization of demo reel production and packaging to assist students in documenting and organizing their work for graduate school and/or job placement. This class culminates in the final Portfolio Review. This course contains a lab component. Prerequisite: Senior with CGPA of 2.5 or above in Computer Animation; CG 4035 Computer Animation Thesis. This course must be passed with a "C" or better.

CG 4065 Advanced Visual Effects

3 credits

This course features advanced scripting utilizing MEL (Maya Embedded Language) primarily for use with particles, dynamics, and expressions. This course contains a lab component. Prerequisite: Senior with CGPA of 2.5 or above in Computer Animation; CG4015 Advanced Digital Compositing.

CG 5005 3D Modeling Workshop

3 credits

The course reviews Maya modeling basics and examine in depth the concepts, methods, and tools of Maya polygonal modeling and NURBS (Non-uniform rational B-Spline) modeling in 3D. Students new to 3D modeling become acquainted with the basic terms of 3D modeling and components, three-dimensional modeling concepts, and Maya's user interface. Based on this foundation of knowledge, students proceed to experimenting with modeling using NURBS surfaces. Applying this geometry type, students create curves and surfaces to build up their models. Meanwhile, the class provides an overview of Maya's powerful B-Spline modeling system and introduces some important basic concepts to help students get the most out of modeling with Maya. This class also covers modeling using polygons and polygon Edit Menu items to create, edit, texture, and fine-tune polygonal models. Students are expected to accomplish a major modeling work embodying advanced 3D modeling techniques in their term projects. This course contains a lab component.

CG 5015 3D Animation Workshop

3 credits

The course fully explores Maya's animation capabilities and directs students from concept understanding to hands-on experimenting through the entire process of Maya's animation operations. Students gain a thorough understanding of all of the components of Maya's animation process and the state-of-the-art 3D computer graphics technology of its animation system. For every topic covered by the lecture, there are corresponding in-class demonstrations to ensure that students learn to undertake the work on their own. Three projects are designed to mark the learning stages accomplished, as students are required to utilize class learning in their projects. This course contains a lab component.

CG 5025 Video Editing & Audio for Electronic Media

3 credits

This course provides a solid technical and aesthetic foundation in video post-production for CG students. It concentrates on the issues of shot succession, timing, action, and sound/image relations as an aid to general postproduction skills and revisualization of computer animation. The course covers the essential elements of linear and non-linear systems, as well as general ecology of production and post-production in a rapidly changing field. Students learn to incorporate audio into various electronic media such as CD-ROM, World-Wide-Web, computer animation, and digital video. Technical issues covered include the physical properties of sound, methods and tools of sound recording, music and audio terminology, and the use of analog and electronic musical instruments. Aesthetic issues are also considered. The class acquaints students with concepts of layers in 2D and 3D space, tracking basic terminologies, functionalities of digital editing software's components, and processes of editing, compositing, and tracking. From this foundation, students move on to experimenting with different perspectives, creating and editing expressions, editing masks, defining parent-child relationships between layers, and animating lights and cameras.

Toward the end of the course, students apply the skills acquired from the class to creating 2D, 3D and CG effects and building up their own sophisticated spaces. This course contains a lab component.

CG 6005 Advanced 3D Modeling

3 credits

The course builds a fundamental understanding of 3D computer modeling, texture mapping, lighting, and rendering technology for developing animation works. Class activities place emphasis on application of modeling tools including 3D Curves, Patches, Meshes, Sub-division Surfaces, Non-Uniform Rational B-Splines, and Polygonal Tools. Students acquire a solid grasp of fundamental modeling techniques while guided through completing an animation project employing principal elements of 3D modeling, texture mapping, and lighting art and design. This course contains a lab component. Prerequisite: CG 5005 3D Modeling Workshop.

CG 6015 Advanced 3D Animation

3 credits

This is an advanced animation course designed for experienced animation students who are well versed in concepts and technical basics. The course challenges students to embark on animation projects that allow them more discretion regarding theme, topic, tools, and techniques employed. Class discussions focus more on trouble-shooting while applying advanced techniques – than on lecturing about traditional animation methods. The course studies culminate in a short animated piece that embodies advanced animation designs and techniques. Students should enter the class with a solid understanding of animation concepts and a good grasp of basic skills for creative animation design. To accommodate the students' desire to further their skills, the course introduces more sophisticated techniques at every stage of animation development and guides students to incorporate them into their course projects. Included in these advanced techniques are hierarchical animation, time curves and motion paths, color and light animation, advanced rendering techniques, audio/visual synchronization, and procedural descriptions of natural phenomena, etc. Students are required to complete a full-blown animated piece employing one or more such advanced techniques. This course contains a lab component.

CG 6025 Character Animation

3 credits

This course covers three major technical areas:

1. Advanced Modeling – Character modeling techniques with Maya
2. Advanced Character Deformers and Rigging with Maya
3. Advanced Animation Direction with Maya

All of the above three are core components of Maya. The course acquaints students with the advanced features of Maya modeling and animation. Through step-by-step professor-led tutorials, students are directed to master essential advanced Maya modeling and animation skills through hands-on experiments. The class combines lectures with tutorials to demonstrate the mechanism of advanced Maya character modeling (Nurbs, polygon, subdiv) and advanced Deformers, Rigging, and animation including Character Setup Features, Skeletons, Constraints, Character Sets, Animating Character Sets, and more. Students are directed to put the concept to work immediately in class activities, and then apply them to their projects. Term grades are based more on the animation level achieved in the project than on testing for knowledge of concepts. This course contains a lab component. Prerequisite: CG5015 3D Animation Workshop.

CG 6035 Maya Visual Effects for Film & Video

3 credits

The class combines lectures with tutorials to demonstrate the mechanism of Maya Dynamics Particle System, Paint Effects, Maya Cloth and Maya Fur. Students explore beyond 3D paint effects into advanced dynamic particle effects to produce complex images. The class experiments also include dynamic animation using the particle system to create realistic motion. The class directs students to employ Maya Cloth and Maya Fur to create realistic animated cloth and fur within the Maya environment. Through participating in class activities, students gain the ability to model garments for any animated 3D figures and to create self-shadowing fur and short hair on multi-surface NURBS models. Students also learn to create many other types of cloth animation, including sheets, bedding, drapery, flags, and fabrics of all kinds. Students complete the course with film, video and commercial projects that apply major animation techniques learned during the course. This course contains a lab. Prerequisites: CG5005 3D Modeling Workshop, CG5015 3D Animation Workshop.

CG 6045 CG Programming Workshop**3 credits**

This course introduces students to Maya MEL (MEL stands for Maya Embedded Language). The course helps students attain a head start in the use of MEL commands and scripts. Once students grasp the essentials of MEL, this course continues to guide them to maximize their control of the commands, macros, scripts, and custom interface elements that can be created with MEL. Furthermore, students can use MEL commands to bypass Maya's user interface, quickly create shortcuts, and access advanced features. With workshop experiments, students learn to enter exact values for attributes, circumvent any restrictions to precision that the interface imposes, customize it for specific scenes, and also to customize default settings to suit a particular project. This course contains a lab component.

CG 6055 Advanced Visual Effects Animation Production**3 credits**

This course provides a solid technical and aesthetic foundation for animation video production and post-production with Maya. It concentrates on the issues of shot succession, timing, action, and sound/image relations as an aid to general post-production skills and revisualization of computer Visual Effects animation. The course will cover the essential elements of linear and non-linear systems, as well as the general ecology of production and post-production in this rapidly changing field. Students should preferably have some experience with video editing systems before entering the class. With a focus on advanced animation production, the course examines the use of Maya's digital technologies in the creation of 3D animation end products: full screen video, TV commercials, and movies with Visual Effects. The class covers the process of computerized animation design and production through all phases of the production cycle: from layout, lighting, editing, and composition to digital file video recording, etc. Other advanced features introduced include the development of environment effects, visual effects, use of Maya and After Effects between media, and the fine-tuning of final compositions. This course contains a lab component. Prerequisites: CG5005 3D Modeling Workshop, CG5015 3D Animation Workshop.

CG 6065 Thesis Research**3 credits**

This course directs students engaged in research and planning for their thesis: a project involving production of a major animation project using Maya and a complementary paper. Thesis Research is the prerequisite for the graduate thesis production courses (Thesis I and II). Offering an overview of Maya 3D computer modeling and animation technology, extensive guided examination of some representative animation works, and class discussions of various topics in art theory and criticism, the course directs students to research and plan their own graduate thesis projects. Class discussions and individual meetings with the professor build student research skills for the initiation of the thesis paper and final animation project. Students must produce a term paper presenting their detailed, step-by-step plan for the developmental phases of their animation artwork. The paper's goal is to anticipate technical challenges and solutions to be sought, resulting, effectively, in the blueprint for the graduate thesis animation production. This preliminary paper also serves as the outline of the graduate thesis paper. Students build some foundation work for the thesis project, such as storyboards and theme outlines.

CG 6071 Thesis I**6 credits**

Master Thesis I and Master Thesis II combined is the summation of graduate studies in computer animation. Master Thesis I focuses on the initial phase of the thesis project – modeling and basic animation. The class guides students through the first phases of thesis animation production to develop a state-of-the-art production and accompanying paper in a graduate thesis project that reflects the student's mastering of high-level animation techniques with Maya and other software. The course helps students solve technical problems they encounter during their thesis project development. A formal written proposal is required, involving research, writing of an original script, production planning, and detailing of technical issues. Successful completion of the course involves a positive full faculty review and a graduate committee review measured against defined benchmarks for the MFA program. This course contains a lab component.

CG 6076 Thesis II**6 credits**

Thesis I and II combined are the summation of graduate studies in computer animation. Thesis II focuses on the second phase of thesis project building – advanced animation production and visual effects. Students must have successfully completed Thesis I before taking this course or take it concurrently. This course covers various post-production issues including video/film editing, final product presentation, and thesis defense strategies. The class constitutes a resource rich support to students as they work their way through the final phases of thesis animation production, post-production editing, and composition. Individual meetings with the professor and class demonstrations of projects in progress ensure that every final product constitutes a state-of-the-art animation piece that reflects the student's mastering of cutting-edge animation, editing, and composition techniques with Maya live, After Effects, AdobePremiere5, and other software. Students learn the optimal way to deliver and defend the final project in the professional arena. Prerequisite: CG 6071 Thesis I. Students should complete the thesis project with the approval of the directing professor and must successfully pass faculty review at the course's conclusion. The graduate committee members' unanimous approval of the thesis project is also necessary for the completion of this course. This course contains a lab component.

CG 6077-8 Thesis Continuation**2 credits**

This is a follow-up course to the senior thesis which allows students who need extra time to complete the thesis to access faculty, staff, and campus resources in order to achieve a portfolio-ready thesis, if needed. At the end of CG6076, the student will receive an Incomplete (I) grade and be registered for CG6077. At the end of the CG6077 session, if another session is required, the student will register for CG6078. At the end of the CG6078 session, all Incomplete (I) grades will roll to the final Thesis grade. Prerequisite: CG6076 Thesis II.

CG 6085 Motion Capture**3 credits**

As motion capture is leaving behind all controversies and becoming an increasingly practical tool for the generation of animation, this innovative course introduces students to this unique method of creating a 3D representation of a live performance, in contrast to the more conventional animation approaches that entail 'by hand' creations through a process known as key-framing. The course offers students hands-on experience with software tools for working with motion-captured data such as Kaydara Filmbox. Students are guided to utilize the tool as the means to edit and blend takes from multiple capture sessions and then mix and match them with key-framed animation techniques. Students gain the capability of exercising great control of style and quality of the final animation output for images. This course contains a lab component.

CGD 1015 Raster Imaging I**3 credits**

This course is designed to help the graphic designer achieve basic knowledge and skills in Adobe Photoshop. The course emphasis is on photographic effects and techniques. These skills will be used as a tool for analyzing and creating various images to be used in design. This course contains a lab component. Prerequisite: CGD1012 Basic Graphic Design.

CGD 1012 Basic Graphic Design**3 credits**

This course emphasizes studio work in the classroom, addressing the basic elements of design theory. Students use imaginative thinking to solve communication problems. Classroom instruction and visual media provide an extensive introduction to professional design. This course contains a lab component.

CGD 1025 Digital Photography**3 credits**

An introduction to the fundamentals of photography, this course emphasizes understanding photography as a tool for visual expression. This course contains a lab component. Prerequisite: FA1005 Principles of Design.

CGD 1060 Raster Imaging II**3 credits**

This advanced course is designed to teach advanced skills and techniques using raster imaging software. The course emphasis is on advanced raster imaging effects and methods. These skills will be used as a tool for analyzing and developing various design elements. Prerequisite: CGD1015 Raster Imaging I

CGD 2005 Vector Imaging I**3 credits**

This course explores illustration as a means of communicating ideas. Projects are designed around a series of problems and illustration experiences for which there are no pre-established solutions. Students will be able to explore the possibilities of the computer as a medium to create images and illustration through the use of industry standard software. Concepts and sketches are developed technically, and the computer is applied as a tool to produce finished pieces. This course contains a lab component. Prerequisite: CGD1012 Basic Graphic Design.

CGD 2015 Typography**3 credits**

All areas of typography are addressed emphasizing original thought, along with set techniques and media. The course explores the history of type, the technical and aesthetic use of display and text type as well as type's relation to image as used in contemporary design. This course contains a lab component. Prerequisites: CGD1012 Basic Graphic Design, FA1005 Principles of Design.

CGD 2017 Print Production**3 credits**

Through lectures, presentations, field trips and work this course focuses on technical proficiency and the business components of print production. Students will produce projects from comprehensives to print-ready mechanicals and learn about current printing technology. This course contains a lab component.

CGD 2025 Desktop Publishing**3 credits**

This course is designed to help students gain basic digital layout skills for use in other courses and to assist them in the contemporary marketplace. Topics include various graphic layout programs, page layout and multi-page document creation. This course contains a lab component. This course contains a lab component. Prerequisites: FA1005 Principles of Design, CGD1012 Basic Graphic Design, CGD1015 Raster Imaging.

CGD 2035 Publication Design**3 credits**

Students explore the underlying principles of publication design in this course. Topics include grid theory, text and display typography, sequence, page layout, and type and image integration. Lectures and studio work cover practices and technologies used to produce multi-page publications, while combining elements of layout with typography and art. This course contains a lab component. Prerequisites: CGD2015 Typography, CGD2025 Desktop Publishing.

CGD 2038 Vector Imaging II**3 credits**

This course acquaints students with advanced professional illustration through drawing exercises and critiques. Thoughtfully designed term assignments are aimed at developing the students own visual vocabulary and approach. Students explore illustration techniques with various styles or media, with an emphasis on computer art. Vector-based illustration tools will be utilized to achieve final results. This course contains a lab component. Prerequisite: CGD2005 Vector Imaging I.

CGD 2045 Corporate Marketing and Design**3 credits**

This course involves designing a corporate logo that is then implemented in marketed branding package which may include stationery, advertising, forms and other miscellaneous projects. This course contains a lab component. Prerequisites: CGD2025 Desktop Publishing, CGD2005 Vector Imaging I, CGD2015 Typography.

CGD 2055 Advertising Concept & Design**3 credits**

This course presents a rational approach to the creative process in advertising design. Here, students develop concepts with “roughs” through which they explore the uses of copy, typography, photography and illustration in design from inception to conclusion. This course contains a lab component. Prerequisites: CGD2038 Vector Imaging II, CGD2025 Desktop Publishing.

CGD 2065 Advertising Campaigns I**3 credits**

If a picture is worth a thousand words, then great campaign ideas are the platinum card to advertising career success. This course will focus directly on training students on the fundamentals or required strategies and objectives for conceiving a campaign to provide an experience in advertising from concept through execution to sell effective advertising to the target audience desired through print and electronic mass media. Prerequisite: HU2115 Writing for Advertising.

CGD 3065 The Business of Graphic Design**3 credits**

A lecture course with presentations, actual studio work, and research, this course provides a comprehensive study of the business of graphic design. Real-world Graphic Design data is explored, including estimates, pricing, invoices, client relations and how to carry out business in a professional manner. Prerequisite: CGD2025 Desktop Publishing.

CGD 2075 Web Page Design I**3 credits**

Through lecture and studio work, students gain training on how to effectively implement graphic design elements with Web page design. Students are exposed to new software for functioning with designs, linking sites, and overall site management for the web. This course contains a lab component. Prerequisites: CGD1012 Basic Graphic Design, CGD2025 Desktop Publishing, CGD2015 Typography.

CGD 3002 Art Direction Management I**3 credits**

This course focuses the student on development of the skills required of an advertising art director intent on the creation of innovative, effective advertising solutions – team leadership, workflow management, budgeting and the pitching of campaigns to clients.

CGD 3035 Web Page Design II**3 credits**

Students will expand their understanding of Web page design concepts and processes through advanced Web design projects, and continue to develop planning, usability, content, site management, interactivity, design and production skills for the Web. Advanced and dynamic methods in merging content and interactivity design are explored. This course contains a lab component. Prerequisite: CGD2075 Web Page Design I.

CGD 4005 Multimedia Design**3 credits**

This course focuses on preparing the graphic designer to utilize effective graphic design interfaces for the electronic media. The objective of the course is to create an interactive CD-ROM from beginning to end. This course contains a lab component. Prerequisite: CGD3035 Web Page Design II.

CGD 3075 Information Design**3 credits**

Information design explores reader and user responses to written and visually presented information. Problem solving functional requirements of design are critical in making data and information understandable and accessible to the user. Applied problems are solved through principles of language, structure, emphasis, diagrammatic interpretation and the visual display of information. This course contains a lab component. Prerequisites: CGD2015 Typography, CGD2025 Desktop Publishing.

CGD 3055 Exhibition & Environmental Design**3 credits**

This course emphasizes the value of trade show marketing and signage and explores trade show and point-of-purchase design from the perspective of the graphic designer. The student(s) will explore the basic functions of environmental graphic design and signage. This course contains a lab component. Prerequisite: CGD2005 Vector Imaging I.

CGD 3025 Package Design**3 credits**

This course concentrates on the production of package design from concept to implementation, exploring 3-D form and designing containers for a variety of products. Students will be required to manufacture a 3-D mock-up. This course contains a lab component. Prerequisites: CGD2055 Advertising Concept & Design, CGD2005 Vector Imaging I, CGD2038 Vector Imaging II.

CGD 3045 Alternative Design Approaches**3 credits**

This course addresses the basic elements of contemporary design theory. Students use imaginative thinking to solve communication problems. Classroom instruction and visual media provide an extensive introduction to professional design. Prerequisites: CGD2038 Vector Imaging II, FA1005 Principles of Design.

CGD 3051 Consumer Behavior**3 credits**

This course is designed to answer some of the toughest questions in advertising. Will the public understand your graphic message? Will it convince them and motivate them? If not, why not? High cost media is a high stake risk. Understanding the psychology of mass marketing can enhance the odds of advertising success through research, analysis and consumer behavior evaluation. By utilizing integrated resources through design, technology, and analysis students can learn how they impact consumer behavior.

CGD 4015 Senior Seminar**3 credits**

The course will concentrate on a comprehensive examination of the student's body of work to create and achieve final senior projects. In addition the class will perform critiques of student works and works-in-progress with an emphasis given to current writings on design and design theory. Prerequisites: CGD2025 Desktop Publishing, CGD3025 Package Design.

CGD 4020 Art Direction Management II**3 credits**

This course is an advance advertising course which requires the student to work in teams to prepare, produce and complete a fully functional advertising campaign. Emphasis will be placed on research, media, marketing, sales analysis, design creation and production costs for final product distribution. Students will coordinate all creative efforts together from concept through completion and distribution.

Prerequisite: CGD3002 Art Direction Management I.

CGD 4030 Motion Graphics**3 credits**

This course will address the fundamentals of motion graphics. Students apply all graphic methodology previously mastered to create a professional presentation. This course contains a lab component.

CGD 4055 Advertising Campaigns II**3 credits**

This class is a continuation of CGD 2053 Advertising Campaigns I with a focus on the creation of a fully integrated advertising/promotional campaign for an international name brand account, from primary research to ultimate sales results. Prerequisites: CGD3051 Consumer Behavior, CGD2065 Advertising Campaigns I.

CGD 4065 Graphic Design Internship**4 credits**

Students gain real world experience and have the opportunity to utilize all previously learned graphic design techniques. Students will be exposed to one area of advertising agencies, magazine, design studios, newspapers, internet companies and other industry-related companies. 180 practicum hours are required.

Prerequisite: CGD4015 Senior Seminar.

CGD 4070 Graphic Design Portfolio**6 credits**

This course combines lectures with studio work to create a career ready portfolio. The students' career portfolio is the major focus by examining student studio work and critiques; existing projects are polished and new material may be added if necessary. All projects are required to meet professional standards stressing the highest quality. This course contains a lab component. Prerequisites: CGD2025 Desktop Publishing, CGD3025 Package Design.

CGD 4071-73 Portfolio Continuation**2 credits**

This is a follow-up course to the senior portfolio course, which allows students who need extra time to complete the portfolio to access faculty, staff, and campus resources in order to achieve an employer-ready portfolio, if needed. If a continuation course is required, the student will receive an Incomplete (I) grade for CGD4070 and register for CGD 4095. If at the end of the CGD4095 session the student still requires a continuation course, he will receive an Incomplete (I) grade for CGD4095 and register for CGD4071. At the end of the last continuation session, all Incomplete (I) grades will be changed to the final Portfolio grade. Continuation courses may be taken only three times. Prerequisite: CGD4070 Graphic Design Portfolio.

CGD 4085 Interactive Media Design**3 credits**

Students in this course are challenged to wrap their imagination around the limitless creative possibilities of interactive media design and online marketing. Here, they develop and understanding of online marketing through the creation of interactive media, merging traditional marketing principles with today's technology and the impact of social sites on branding and advertising. Prerequisite: CGD4005 Multimedia Design.

CGD 4095 Advertising Design Portfolio**6 credits**

This course will combine the knowledge from lectures and work prepared in an effort to create a career ready portfolio. Students will be critiqued on all existing designs and campaigns. Material may be edited or additions to the existing portfolio may be required. All portfolios will be judged on contemporary professional advertising standards.

Prerequisite: Senior status.

CGD 4096-98 Advertising Portfolio Continuation**2 credits**

This is a follow-up course to the senior portfolio course, which allows students who need extra time to complete the portfolio to access faculty, staff, and campus resources in order to achieve an employer-ready portfolio, if needed. If a continuation course is required, the student will receive an Incomplete (I) grade for CGD4095 and register for CGD 4096. If at the end of the CGD4096 session the student still requires a continuation course, he will receive an Incomplete (I) grade for CGD4096 and register for CGD4097. At the end of the last continuation session, all Incomplete (I) grades will be changed to the final Portfolio grade. Continuation courses may be taken only three times. Prerequisite: CGD4095 Advertising Design Portfolio.

CGD 5030 Media Illustration**3 credits**

The course acquaints students to professional illustration through weekly sessions that combine drawing exercises, critiques, and field trips to the workplaces of professionals-illustrators. Thoughtfully designed term assignments are aimed at developing the student's own visual vocabulary and approach. Students explore illustration techniques with various styles or media, with an emphasis on computer art. This course contains a lab component.

CGD 5035 Design Concepts and Procedures**3 credits**

The course aims at building students' design skill and knowledge base that are essential for developing visual graphic works. Abstraction, imagery, layout, and sequencing are explored through course assignments and class critiques. The lectures review methods of analyzing and classifying solutions to communications problems. The class fosters conceptualizing abilities of design as the foundation for more advanced graphic design courses. This course contains a lab component.

CGD 5045 Advanced Typography Applications**3 credits**

The course covers virtually all aspects of typography with an emphasis on typography applications in modern graphic design. Examples of typography applications are explored from historic or contemporary viewpoints and artistic communication needs. Student projects are guided to develop effective use of type and letterforms in order to creatively solve communications problems. Prior experience of using Macintosh systems and incorporating design, production, text, and display type is recommended for successful completion of this course. This course contains a lab component.

CGD 5060 Web Design Technology**3 credits**

This course provides students with exposure to processes and advanced techniques of preparing a successful web design. Technical areas include advanced electronic layout, utilizing WYSIWYG HTML editor, navigation and interactivity. Course assignments require the application of computers as a professional tool to achieve creative layout development and image manipulations. This course contains a lab component.

CGD 6005 Marketing Research**3 credits**

This course focuses on the study of marketing strategies in the context of graphic design, multi-media, industrial design, and environmental planning. Lectures cover analyses of consumer need evaluation, media research, pre-testing and product development, advertising, product distribution methodology, and the environment for product merchandising. Industrial leaders in marketing, advertising, and media and their achievements are studied.

CGD 6010 Exhibition Design**3 credits**

This course examines a variety of environmental design projects that range from corporate exhibits to museum planning. The studio demonstrations and lectures are supplemented with field trips to typical environmental design sites. Students apply concepts in the development of their own exhibition design that may include floor plans, structural systems, and graphic design solutions. This course contains a lab component.

CGD 6015 Design Management**3 credits**

This course covers business management within large corporations, specialized design consulting firms, advertising agencies, and multimedia production companies. Students explore the role of a manager within the professional design context. Guest lecturers include managing professionals and executives from the design industry.

CGD 6025 Graphic Design Seminar**3 credits**

The course examines the controversies over the influential role that graphic design plays in the evolution of aesthetic style and social ritual. The parallel development of semester-long assignment focuses on the realization of an idea involving publications design. The class is broken down into small task teams which work collaboratively in the development of ideas, design, layout, scheduling, and production while sharing the expense of the project.

CGD 6030 Commercial Packaging Design**3 credits**

The course examines packaging design from marketing, graphics, and three-dimensional design perspective with an emphasis on the application of graphic design elements to various types of products. Designs of typical packages are analyzed and positioned from a marketing point of view. Brand names, visual graphics, and color schemes are developed for individual products and more sophisticated related product lines. Typical assignments include food, pharmaceutical, and mass marketed products. Each student is expected to develop a unique and creative approach to design/project solutions. This course contains a lab component.

CGD 6035 Advertising Design**3 credits**

The course focuses on a rational approach to the process of creative advertising design with graphics software. Students develop an advertising concept and theme and explore the commercial application of graphics, typography, photography, and illustration. Class assignments lead students from the initial idea to the final product. The role of the designer, art director, illustrator, and production artist are played by each member of the team. Tours to industrial studios may be scheduled during class time. This course contains a lab component.

CGD 6060 Electronic Image Production**3 credits**

This course provides students with exposure to processes and advanced techniques of preparing art and designs for professional printing. Technical areas include advanced electronic layout, digital color separation, color selection and matching, digital proofing and file handling. Students learn to create high quality print pieces for inclusion in their portfolios. Course assignments require the application of the Macintosh computer as a professional tool to achieve creative development and image manipulations, effective rendering, reproduction and high quality output. This course contains a lab component.

CGD 6105 Portfolio Development**3 credits**

To complete their course of study, students are directed to compile their portfolio for career advancement. With the thesis project as the centerpiece, the course guides students to select or develop design works to include in their portfolios, which reflect their artistic breadth and strengths. The course also offers an intensive study of delivering a powerful portfolio through marketing strategies and advanced techniques in formatting, binding, layout, and reproduction of artwork.

CGD 6106-7 Portfolio Continuation**2 credits**

This is a follow-up course to the CGD6100 Portfolio Development, which allows students who need extra time to complete the thesis to access faculty, staff, and campus resources in order to achieve a portfolio-ready thesis, if needed. At the end of CGD6100, the student will receive an Incomplete (I) grade and be registered for CGD6107. At the end of the CGD6106 session, if another session is required, the student will register for CGD6107. At the end of the CGD6107 session, all Incomplete (I) grades will roll to the final Portfolio grade. Prerequisite: CGD6100 Portfolio Development.

FA 0900 Introduction to Drawing**3 credits**

This course serves as a prerequisite to the fine arts curriculum in the BFA programs. The student is required to produce a portfolio which includes 4-5 life drawings. These drawings must demonstrate a proper understanding of line, mass, value, and form. This portfolio serves as the prerequisite for FA1005 Principles of Design and FA1015 Basic Drawing.

FA 1005 Principles of Design**3 credits**

This course offers a continuing study in the concepts of design. Students will demonstrate competency in the elements that form the basis of two-dimensional art work such as line, shape, mass, texture, space, color, and value. These skills will be used as a tool for analyzing and designing spatial relationships, leading to a stronger sense of visualization and communication of three-dimensional forms.

FA 1015 Basic Drawing**3 credits**

An introduction to the fundamentals of drawing, this course equips the student with a variety of basic skills, approaches and concepts explored through a comprehensive range of media. Orthographic views and perspective are explored.

FA 1025 Figure Drawing I**3 credits**

In this studio-based course, drawing from live models, students will develop an understanding of gesture, movement, form, volume, and light. Emphasis is placed on the utilization of an economy of line to convey the structures of the figure. This course contains a lab/studio component. Prerequisite: FA1015 Basic Drawing and FA1005 Principles of Design.

FA 1035 Three-Dimensional Design**3 credits**

This course places emphasis on traditional three dimensional modes of expression. Students will create three-dimensional objects using various sculpting materials and utilizing drawn pre-visualizations. Students will develop knowledge of natural forms concentrating on the figure. This course contains a lab/studio component.

FA 1070 Introduction to Sequential Art**3 credits**

This course allows the student to explore contemporary notions of sequential art, including character development, spread layout, and individual panel layout for traditional Western comics, Manga, storyboarding and the graphic novel. This course was previously called CGD1070.

FA 2001 Figure Drawing II**3 credits**

This course explores drawing the live human figure nude and clothed as it determines our understanding of subject, theme, composition and meaning. Attention is paid to facial details and expressiveness of the figure and personality. This course contains a lab/studio component. Prerequisite: FA1025 Figure Drawing I.

FA 2005 Concept Art for Gaming**3 credits**

This course focuses on advanced drawing and sketching techniques for game art. The students will learn the aesthetics of creating characters appealing to the audience as well as the various elements into creating different races, cultures, character expressions and personalities. This course contains a studio/lab component. Students will also create storyboards for motion capture sessions. Prerequisites: FA1025 Figure Drawing I.

FA 2015 Expressive Drawing**3 credits**

In this course students focus on the muscular structure of the human face and body, with an emphasis on facial and body language which result from character movement in an environment. This course contains a lab/studio component. Prerequisite: FA1025 Figure Drawing I and FA2001 Figure Drawing II.

FA 5005 Advanced Drawing & Painting Studio**3 credits**

In this course, students study the human figure as an expression and reflection of nature. Formal analysis, in terms of visual and structural constructs of the human figure, is presented as well as the images used as media for projection and expression of human consciousness. Traditional drawing techniques of human figures in motion are emphasized in order to develop understanding of skeletal and motion mechanisms. This course contains a lab/studio component.

FS 1005 Cinematic Techniques

3 credits

In this course students develop an understanding of all aspects of cinematic traditional film lighting, camera angles and shot composition. The fundamental film language of editing is learned through exercises in editing video. The role of editing in pre-production, production and post-production is explored. Capture and output of video is mastered for the students' First Annual Portfolio Review which is the final project for this class, incorporating work from all of the previous classes in a video and print portfolio to be reviewed by the faculty. Prerequisites: CG1045 Storyboarding Process.

FS 2005 Filmmaking

3 credits

This course includes the production of a short film through the process of pre-production, soundtrack, composing, and final cut. Prerequisite: FS1005 Cinematic Techniques.

GA 3030 Game Art

3 credits

Students will learn the techniques involved in creating 3D assets to be used in industry standard game engines. Students will develop an understanding in optimization and level of detail. Students will also complete the course with a diversified portfolio of game assets from a variety of artistic styles. This course contains a lab component. Prerequisites: CG2021 Modeling I, CG2035 Animation I.

GA 3050 Level Design I

3 credits

This course explores the unreal editor interface and tools for creating levels for today's industry leading games. Students will learn a general foundation in these tools to then advance into other specialized areas. This course contains a lab component. Prerequisites: CG3005 Character Animation, CG3012 Character Rigging & Animation Setup, GA3030 Game Art.

GA 4000 Production Pipeline I

3 credits

This course focuses on specific processes employed to produce complex but functional 3D assets. Students will merge their existing knowledge of 3D with an industry-standard game engine. Production of team based assets will be emphasized. This course contains a lab component. Prerequisites: GA3030 Game Art, GA3050 Level Design I.

GA 4010 Level Design II

3 credits

This course further explores advanced game production techniques. Students will develop a specialization in specific techniques through instructor supervised projects. Regular studio environment deadlines are emphasized. This course contains a lab component. Prerequisites: GA3050 Level Design I, CG3045 Digital Lighting & Texturing.

GA 4020 Thesis I

3 credits

This course provides additional depth on game development process and principles, including project and asset management, planning and documentation for larger-scale projects. Students will create a thesis proposal and form their production team; consequently, students will develop all aspects of their final project's pre-production process. This course contains a lab component. Prerequisites: GA4010 Level Design II, GA4000 Production Pipeline I, GA3030 Texturing for Games; Corequisite: CA4045 Advanced Applications in Animation.

GA 4030 Thesis II

3 credits

Students apply game design and production principles and practices to create a 3D game "proof of concept" as part of a small-sized team. Additionally, students will develop an individual area of specialization and produce content for their professional portfolio. Students will develop a mock Developer-Publisher pitch to present their final Thesis project. This course contains a lab component. Prerequisites: GA4020 Thesis I, GA4060 Production Pipeline II.

GA 4060 Production Pipeline II**3 credits**

This course explores the final stages of the gaming production pipeline. Advanced techniques for inclusion of assets into industry standard game engines will be explored. Students will follow a detailed production schedule and will be able to deliver a high quality collection of gaming assets. This course contains a lab component. Prerequisites: GA4000 Production Pipeline I, GA3030 Game Art.

GE 0100 Developmental English I**3 credits awarded**

This course is designed for those students who need to acquire basic skills in grammar and sentence structure in order to develop effective written expression on a college level. Students will learn to write standard English sentences with correct verb forms; learn to use adjectives, adverbs, gerunds, and infinitives correctly; learn to apply basic punctuation rules such as periods and question marks; learn basic spelling and capitalization rules; and learn to form a grammatically correct sentence within an organized paragraph.

GE 0200 Developmental English II**3 credits awarded**

This course is designed for students who possess basic skills in grammar, but who need to improve their technique in writing with respect to sentence structure. Students will focus on writing sentences without improper linkage such as comma splices, fragments and run-ons; will receive a foundation in correct grammar usage such as possession, clauses and phrases; and will learn to write and organize structurally sound sentences into paragraphs and short essays in preparation for college level writing in Freshman Composition.

GE 1105 Freshman Composition**3 credits**

This is the fundamental English composition course. Students are required to study essays, narrative and editorial. Students will learn essential writing skills in regards to term papers and essays which will improve their overall writing ability.

GE 1115 College Writing**3 credits**

This course will build on previously learned elements of writing; essays, narrative, editorial. Students advance their writing skills in regards to narratives, term papers and essays allowing their writing ability to become more proficient. Prerequisite: GE1105 Freshman Composition

GE 1125 Expressive Theatre**3 credits**

From mime to dialogue, students will learn the various processes of acting for the stage with an emphasis on the study of movement in this course. This course contains a lab component.

GE 1130 Western Art**3 credits**

In this survey of creative expression from prehistoric time to the 15th century, students explore the masterpieces of Western Europe.

GE 1140 Introduction to Microbiology**3 credits**

A survey of life on earth, this course explores topics such as evolution, anatomy, physiology, genetics, reproduction, and ecology. The course illustrates how biology relates to social, economic, environmental, and philosophical problems.

GE 1141 Anatomy**3 credits**

Drawing from live models in this studio based course, students will develop an understanding of gesture, movement, form, volume/mass, and light. They will develop skills to draw the human head, body, hands and feet in proportion and will study the skeletal and muscular structure of the human body to identify origin, insertion and function of the major muscles. The students will utilize composition, line, tone and mass in realistic figure and character studies.

GE 2002 Algebra**3 credits**

This course focuses on problem solving and mathematical applications with linear and quadratic functions, numerical systems, complex and rational numbers, matrices, and exponential logarithmic functions.

GE 2005 Economics**3 credits**

Through lectures, students examine the science of the demand, distribution, and consumption of goods and services.

GE 2010 Geometry**3 credits**

This course provides a study of mathematical relationships and measurements of line, points, angles, surfaces, and solids.

GE 2025 Basic Physics**3 credits**

The fundamental laws and phenomena of procedure, fluids, heat, motion, and sound, stressing a complete understanding of the physical theory are covered in this basic physics course. Prerequisite: GE2000 Algebra.

GE 2030 General Psychology**3 credits**

This course emphasizes a basic overview of the causes and processes of human behavior with a focus on individual differences, perception, learning, and personality structure. Students develop a basic knowledge of psychological behavior and terminology.

GE 2040 Comparative Religion**3 credits**

This course focuses on various religions' traditions and their current meaning compared to their origins. Students gain an understanding of a variety of religious beliefs and how they affect society.

GE 2041 Mythology**3 credits**

Mythology is the study of the meaning of myths or legends and often concerns the relationships between the tales of different characters and countries. A myth is a traditional story, most often of unknown authorship. It has a historical basis that aims to explain some phenomenon of nature, the origin of man, customs of a people, etc. These tales or fables usually involve the exploits of gods and heroes by being lessons, not of words, but of actions and adventures. Myths are presented in narrative form. These stories have been handed down from one generation to another, are set in the past, are ostensibly true, and purport to give an accurate view of what really happened. Many of these tales instruct, justify and warn by dealing with the challenges that still confront man – the search for truth, a deeper understanding of the world, and instances of man's own nature.

GE 2050 Politics of Culture**3 credits**

This course examines how culture influences politics and the society we live in. It provides students with ideas and relationships that exist within a selected culture, or political issue.

GE 3010 History of Western Civilization**3 credits**

This class is a survey of civilization from earliest times to the early 18th Century. Students gain an understanding of political, social and economic issues as they were formed during those periods in history.

HU 0100 Introduction to Computers**3 credits**

This course covers the fundamental computer skill set involved in professional design and production. Topics will include basic software utilities, operating systems and the different hardware functions.

HU 1105 History of Advertising Design**3 credits**

This course is an introduction to the history and overall view of the diversity of advertising in American culture. Advertising in its essence is created to persuade targeted audiences to purchase. Students in this course will explore past, present and future potential theories, combined with mass media in an effort to allow for a well-rounded understanding and knowledge base of this field.

HU 2115 Writing for Advertising**3 credits**

With this customized writing course for advertising design, students will learn the unique characteristics and techniques that include the application of developing a creative strategy for print and digital media. Conveying the message with words combined with graphics is essential in the application in the successful art of advertising.

Prerequisite: HU2105 Advertising Research and Analysis.

HU 2105 Advertising Research and Analysis**3 credits**

This course will engage the student in the analysis, research, evaluation and acquisition for making advertising recommendations and decisions in the mass media. Course emphasis is on understanding and developing measurable returns on client investment by understanding clearly defined objectives, methods and analysis all data required for correct marketing techniques for the desired product, promotions and placement. Prerequisite: HU1105 History of Advertising Design

WD 5000 Analytical Website Interface and Usability**3 credits**

Through lecture and studio work students gain training on how to effectively implement the knowledge of User Interface Concepts with Web Page Design. Students will learn how to design with purpose and focus on the basic principles of usable design including listening to your users, understanding your medium, and being able to bridge the two together with a well-designed User Interface. This course will highlight how to conduct studies including website matrix, flow diagram, user interface schematics, website prototype, usability testing, interviewing techniques, and usability report.

WD 5050 Thesis Research**3 credits**

This course prepares students who have completed the core courses of the graduate program for the blueprint of their thesis project: an endeavor involving production of a major computer graphic design project and a complementary paper. Topics of class discussions cover art theory and criticism, research sources and techniques and examination of some masterpieces of graphic design. The course directs students to initiate and plan their own graduate thesis projects. Individual meetings with the professor provide support as students proceed with the term paper. Students present their detailed, step-by-step plan for the development of their computer graphic artwork in their graduate thesis. The goal of the paper is to anticipate technical challenges and solutions, resulting, effectively, in the blueprint for the graduate thesis of a cutting-edge computer graphic design product. With the term paper, students actually build some foundation work for the thesis project, such as theme outlines.

WD 6000 Thesis I**6 credits**

The class guides students through the first phase of thesis production to develop a state-of-the-art graphic design work and an accompanying paper that reflects each student's mastering of high-level graphic design techniques with CG applications. The course helps students to solve technical problems they encounter during the development of their thesis projects. A formal written proposal is required, involving research, writing of an original script, production planning and detailing of technical issues. This course contains a lab component. Prerequisite (or required concurrently): WD5050 Thesis Research.

WD 6010 Advanced Motion Graphics**3 credits**

This course will address advanced techniques and expand on previously learned fundamentals with motion graphics. Students will apply all graphic methodology previously mastered to create animation within their design through the use of typography, sound and imagery. Prerequisites: CGD 4030 Motion Graphics

WD 6030 Web Marketing and Search Engine Optimization

3 credits

This course analyzes new media and online marketing techniques and website traffic generation strategies as well as search engine optimization techniques, keyword, content and meta-tag usage. Upon successful completion of this course, students will be able to create targeted visual communication for multiple distribution platforms as well as create and execute an effective search engine optimization plan. Prerequisites: WD 5000 Analytical Website Interface and Usability

WD 6070 Advanced Web Technology

3 credits

Students expand their understanding of Web Page Design and development through advanced scripting languages, concepts and basic database integration. Students will learn how to implement Java script and AJAX to create interactive standards based web pages. A heavy emphasis on CSS styling will be used throughout the course. Also, students will experiment with Content Management Systems (CMS) to enable end-users to add dynamic data. Prerequisite: CGD 5060 Web Design Technology

WD 6080 Web Applications

3 credits

This course will introduce students to the creation and development of Rich Internet Applications (RIAs). The course will focus on the use of a web content editor to deploy intuitive cross-platform internet applications. Web content languages will be utilized extensively to accomplish the RIAs. Prerequisites: WD 6070 Advanced Web Technology

WD 6900 Thesis II

6 credits

Thesis II, the second stage of the thesis project initiated at Thesis I, marks the summation of graduate studies in Computer Graphic Design. The course covers various production issues, final product presentation, and thesis defense strategies. The class and individual meetings with the directing professor provide technical support to students as they work their way through the final phases of their thesis project, a project that reflects the student's mastering of cutting-edge graphics techniques in InDesign, Illustrator, and Photoshop and other software. Students learn the optimal way to deliver and defend the final project. The directing professor's endorsement and the graduate committee members' unanimous acceptance of the thesis project are required for the completion of the course. This course contains a lab component. Prerequisite: CGD6090 Thesis I (Professor's approval required for concurrency).

WD 6901-6903 Thesis Continuation

2 credits

This is a follow-up course to the WD6900 Thesis II, which allows students who need extra time to complete the thesis to access faculty, staff, and campus resources in order to achieve a portfolio-ready thesis, if needed. At the end of CGD6095, the student will receive an Incomplete (I) grade and be registered for CGD6097. At the end of the CG6097 session, if another session is required, the student will register for CGD6098. At the end of the CG6098 session, all Incomplete (I) grades will roll to the final Thesis grade. Prerequisite: WD6900 Thesis II.

Semester Events

Registration

Students must register each semester at the scheduled registration times – there are six semester starts per calendar year beginning in January, February, May, June, August, and October. During registration students pay tuition and fees and receive their College ID card, printing tickets and course schedules. Students who register after the established deadline for registration will be subject to a \$100 late registration fee.

New Student Orientation

After their registration, new students are required to attend a mandatory Orientation Session (DMAC Experience). At the Orientation Session students will receive access to this document and a presentation on the institution's policies.

Student Policies

Student Conduct Policy

Digital Media Arts College (DMAC) recognizes its students as responsible and mature men and women who attend the College to increase their skill as digital artists. As part of the education process of its students, DMAC expects reasonable conduct both in and out of the classroom. As members of the greater College community, students have behavioral responsibilities and obligations to themselves, their peers, DMAC faculty members and staff commensurate with their rights and privileges.

By outlining this policy, DMAC provides guidance to its students regarding the standards of behavior that it considers essential to a healthy and productive learning environment and ultimately as part of its educational mission. This policy also provides guidance as to the types of conduct that infringe upon the fulfillment of the College's educational mission. Any student who is found to have violated the student conduct policy is subject to disciplinary sanctions up to, and including, probation, suspension, or permanent expulsion from the College.

Violations of the Student Conduct Policy

The following is a list of behaviors that violate Digital Media Arts College's student conduct policy; although not exhaustive, this list provides examples of unacceptable student behavior:

1. Persistent or gross acts of willful disobedience or defiance toward College faculty members or staff.
2. Assault, battery or any other form of physical abuse of a student or College employee.
3. Verbal abuse of a student or College employee.
4. Conveyance of threat by any means of communication, including, but not limited to: threats of physical abuse; threats to destroy school property or the property of other students or College employees.
5. Any conduct that threatens the health or safety of another individual.
6. Harassment, by any means, of any individual including coercion and/or personal abuse. Harassment includes but is not limited to: written or verbal acts or uses of technology, which have the effect of harassing or intimidating a person.
7. Any form of unwanted sexual attention or unwanted sexual contact.
8. Violations by guests of a student while on College property. Students are responsible for the actions of their guests. Furthermore, guests are not allowed on campus for extended periods of time. The faculty and the College resources are reserved for students.
9. Theft, attempted theft, vandalism, damage or defacing of school property or the property of another student, faculty member or staff member.
10. Interference with the normal operations of the College (i.e. disruption of teaching and administrative functions; disciplinary procedures; pedestrian or vehicular traffic; or other school activities.)
11. Use of cellular phones, pagers or text-messaging devices during scheduled classroom times.
12. Unauthorized entry into, or use of, school facilities.
13. Forgery, falsification, alteration or misuse of school documents, records or identification.
14. Dishonesty including, but not limited to, cheating, plagiarism or knowingly supplying false information or deceiving the College and/or its officials.
15. Disorderly, lewd, indecent or obscene conduct.
16. Extortion.
17. Violation of College safety regulations, including, but not limited to: setting fires; tampering with fire safety devices; failure to exit during a fire drill; turning in false fire alarms or bomb threats.
18. Use, sale, possession or distribution of illegal or controlled substances, drugs or drug paraphernalia on Campus or at any College sponsored or supervised event. Students may not be under the influence of illegal or controlled substances while on College property or at any College function.
19. Use, sale, possession or distribution of alcoholic beverages on Campus or at any College sponsored or supervised event. Students may not be under the influence of alcohol while on College property or at any College function.
20. Possession or use of firearms, explosives, dangerous chemicals or other weapons on College property or at College functions.
21. Smoking anywhere on the DMAC grounds unless designated as a smoking area.
22. Failure to satisfy school financial obligations.
23. Failure to comply with the direction of school officials, faculty members, staff or security officers who are acting in the performance of College duties.

24. Violation of federal, state, local laws and/or school regulations.
Any form of hazing and/or any act that endangers the safety of a student or that destroys and/or removes public or private property for the purpose of initiation, admission into, affiliation with or as a condition of continued membership in a group or organization.
Hazing includes any method of initiation or pre-initiation into a student club/pastime/organization that is likely to cause or causes bodily danger, physical harm, mental degradation or disgrace; or resulting in physical or mental harm to any student or other person attending the school. Types of hazing may include but are not limited to any brutality of a physical nature such as whipping, beating, branding; enforced calisthenics; exposure to the elements; forced consumption of any food, liquor, drug or any other substance; or any other forced physical activity which could adversely affect the physical health or safety of the individual. Hazing may include any activity which would subject the individual to extreme mental stress, such as sleep deprivation; forced exclusion from social contact; forced conduct which could result in extreme embarrassment; or any other forced activity which could adversely affect the mental health or infringe on the rights of the individual. Any activity as described above upon which initiation or admission into or affiliation with a DMAC student organization is directly or indirectly conditional and shall be presumed to be a "forced activity," the willingness of an individual to participate in such an activity notwithstanding.
25. Any violation of DMAC policies on the responsible uses of technology including, but not limited to:
- Theft or abuse of computers, email, the internet or in-house network systems.
 - Unauthorized entry into a digital file intended to use, read or change the contents of that file for any purpose.
 - Unauthorized transfer or upload of a digital file to the College's operating system.
 - Unauthorized downloading of copyrighted material in violation of the law.
 - Unauthorized use of another individual's identification and/or password.
 - Use of computing facilities to interfere with the work of another student, faculty member or school official.
 - Use of computing facilities to send obscene or abusive messages.
 - Use of computing facilities to interfere with the normal operation of the College's computer system.
26. Abuse of the DMAC disciplinary system, including, but not limited to:
- Failure to obey the summons of a Student Disciplinary Committee or College official.
 - Falsification, distortion or misrepresentation of information before a Student Disciplinary Committee or College official.
 - Disruption or interference with the orderly conduct of a disciplinary proceeding.
 - Attempting to influence the impartiality of a member of a Student Disciplinary Committee prior to and/or during the course of a disciplinary proceeding.
 - Verbal or physical harassment and/or intimidation of a member of a Student Disciplinary Committee prior to, during and/or after the disciplinary proceeding.
 - Failure to comply with the findings/sanctions imposed under the student conduct policy.
 - Influencing or attempting to influence another person to commit an abuse of the College disciplinary system.
27. Harassment based on sex, race, color, creed, ancestry, national origin, religion, sexual orientation, age, disability or any other criteria protected by federal, state or local law.

Disciplinary Procedures

Employee and Student Complaint Policy

Digital Media Arts College supports the rights of all of constituents to file grievances, lodge complaints, and make appeals in an environment free of unfair, biased or improper actions on the part of any other member of the academic community.

Employee

Employee complaints arising from the work environment require a written request to meet with the employee's supervisor. A form to make the complaint is available to all DMAC employees in the Office of Human Resources.

If an employee feels that he or she has been subject to unjust actions or denied his or her rights, redress may further be sought by meeting with the Department Chair or Director of their Department, only after the employee is unable to satisfactorily resolve the initial issue with the involved individual.

If the Department Chair or Director of their Department and the employee are unable to come to a satisfactory resolution of the issue, or if the issue is with the Department Chair or Director of their Department, then the employee may seek redress with the Department Chair or Director's immediate supervisor, who will determine cause and any resulting actions to be taken. In the event of a finding of malicious action, the College may take disciplinary action against the responsible party.

If after meeting with the Department Chair or Director of their department, the employee feels that the issue still remains unresolved, the employee is directed to contact the College President who will determine what course of action will be taken. The President may involve the Department Chair or any other College member to assist in arriving at a fair and timely resolution. The decision of the College President is final. Students, whose accusations of malice or impropriety are found to be frivolous by the President, may be subject to disciplinary action.

If the complaint is against the College, the following procedure applies. Examples might include: evidence of failure to follow College policy, evidence of failure to follow Accreditation policy, evidence of failure to comply with State and Federal regulations and policies, evidence of failure to attend to allegations of unfair treatment by a staff member against an institution, etc. The individual should submit a written complaint to the appropriate third party agency which includes a description of the complaint with accompanying documentation supporting the complaint.

Student

Student complaints arising from academic activities require a written request for conference with the Professor. A form to make a complaint in writing is available to all students from the College Registrar and the Department Chairs' Offices. Within a reasonable period of time after the complaint is received, the President or a delegate will notify the Student of the complaint and alleged violation of the student conduct policy. The notification must be in written form.

The Student will meet with the Department Chair or representative to discuss the complaint and alleged violation. The Department Chair or delegate will at that time indicate to the Student the time appointed for a hearing of the complaint before the Student Disciplinary Committee. DMAC Student Disciplinary Committees are comprised of one Department Chair (a Chair from another department from the student in question), two faculty members and one members of the Student Government Association (typically the President or Vice President of the SGA).

If a good faith effort has been made to contact the Student to discuss the alleged violation and the Student fails to appear for the meeting, the Department Chair or delegate may make a determination of violations of DMAC policies on the basis of information available and impose sanctions for such violations. The decision will be submitted in writing to the Student.

If a student feels that he or she has been subject to unjust actions or denied his or her rights, redress may further be sought by meeting with the Department Chair of their academic department, only after the student is unable to satisfactorily resolve the initial issue with the involved individual. Unresolved Student Complaints should be submitted to the Department Chair in writing at the time of meeting (using the original complaint form). The Department Chair's will make every effort to render a fair and timely decision in Student Grievances.

If the Student and their Department Chair are unable to come to a satisfactory resolution of the issue, then the Student may seek redress with the President, who will determine cause and any resulting actions to be taken. In the event of a finding of malicious action, the College may take disciplinary action against the faculty member and, at the option of the student, remove the grade from the record. The President may involve the Department Chair or any other College member to assist in arriving at a fair and timely resolution. The decision of the College President is final. Students, whose accusations of malice or impropriety are found to be frivolous by the President, may be subject to disciplinary action.

Each individual agency for example the Federal EEOC, ACICS, State of Florida Department of Education and/or the Federal Department of Education have their timetables for response available to the public and it is the responsibility of the complainant (Employee or Student) to follow up with the appropriate third party.

Digital Media Arts College may impose sanctions for violations of the Student Conduct Policy. The type of sanction imposed may vary depending on the seriousness of the violation(s). DMAC reserves the right to impose the most severe sanction if the circumstances merit it. Although not exhaustive, the following list represents the types of sanctions that may be imposed upon any Student or student organization found to have violated the Student Conduct Policy:

- a. A Written Warning delivered to the Student from the College.
- b. Probation for the remainder of the Student's time at DMAC.
- c. Suspension for a semester of the Student from DMAC.
- d. Permanent expulsion of the Student from DMAC.
- e. Restitution or compensation for loss or damage to property leased, owned or controlled by the College. This may take the form of monetary or material replacement.
- f. Discretionary Sanctions which may include requirement of the Student to complete an educational service, attend counseling, or have restricted privileges.

The above list is only a general guideline. Some sanctions may be omitted and others not listed above may be used.

The Department Chair or President determination shall be made on the basis of whether it is more likely than not that the Student violated a rule, regulation or policy of the College.

Procedures Regarding Student Disciplinary Committee Hearings

When it has been determined by the Department Chair or representative that a hearing of the Student Disciplinary Committee must take place the following occurs:

- a. Charges against the Student shall be presented to the Student in written form by the Department Chair, including the time, place and nature of the alleged offenses. Included in this will be information regarding the Student's right to appeal the Committee's decision.
- b. A meeting time and place for the hearing is set not less nor more than 15 calendar days after the Student has been notified of the charges. Maximum time limits for the scheduling of hearings may be extended at the discretion of the Department Chair or representative.
- c. The hearing shall normally occur in a private setting.
- d. Admission of any person to the hearing shall be at the discretion of the Department Chair or representative.
- e. In hearings involving more than one Student, the Department Chair or delegate may use his/her discretion to conduct a separate hearing for each involved Student.
- f. The Complainant (which may be a member of the College Administration) and each Student may present witnesses at the hearing. Those witnesses may be questioned by the Department Chair or any member of the Committee.
- g. Pertinent records, exhibits and written statements may be accepted as evidence for consideration by the Committee Chair at his/her discretion.
- h. All procedural questions are subject to the final decision of the Committee Chair.
- i. After the hearing, the Student Disciplinary Committee will meet in private to review all evidence and testimony relevant to the complaint and will determine whether a student has violated the policies of the College as indicated in the complaint. At that time, the Committee Chair will issue a verbal finding. If the Committee determines that a violation has occurred, they will also determine the level of sanction to be levied against the accused Student. Committee decisions need not be unanimous, but rather may be a simple majority decision.
- j. The Committee's determination shall be made on the basis of whether or not it is more likely that the Student violated a rule, regulation or policy of Digital Media Arts College.
- k. The Committee Chair will deliver verbally and in writing the determination of the Committee to the Student.

Appeals Procedures

Students wishing to appeal Student Disciplinary Committee decisions may do so in the following manner:

- a. The Student must obey the terms of the decision pending the outcome of the appeal; i.e., a student who has been suspended from the College may not be on DMAC property.
- b. The Student must present a type written Letter of Appeal to be presented to the President or representative. This letter will give the student the opportunity to indicate his/her position on the Committee's decision. It must detail all bases and arguments germane to the appeal. It must be delivered to the President within two (2) business days following the student's receipt of the decision.
- c. The President or representative shall appoint an appeals committee made up of one Department Chair (not involved in the original decision), and two member of the College Administration (other than the President). The Student making the appeal and the individual bringing the complaint may be provided an opportunity to address the committee in person. The student may be accompanied by one person (family member, friend, etc.) as an observer. The student may not be accompanied by an attorney. The committee may prohibit from attending or may remove any person who disrupts the appeals committee proceedings. The committee shall determine all matters relating to the conduct of the hearing including, for example, relevancy of evidence, duration of the hearing or any part thereof, procedures, the weight to be given any evidence, etc.
- d. The committee will report its recommendation following its review of the appeal. The President of the College or representative will render a written decision on the appeal within thirty (30) calendar days from the receipt of the appeal and communicate the same promptly to the Student.
- e. Decisions rendered by the appeals committee and approved by the President of the College are final and may not be further appealed.

Interim Suspension

Digital Media Arts College may immediately remove or suspend a student from school without applying or exhausting these procedures when, in DMAC's sole judgment, the student poses a threat of harm to him/herself, to others or to property of DMAC or a member of the College.

During the interim suspension, students shall be denied access to the College and all College sponsored activities and privileges for which the Student might otherwise be eligible as the President or delegate may determine to be appropriate.

Violations of Law

If a Student is charged with a violation of federal, state or local laws or regulations occurring away from the school, disciplinary action may be instituted and sanctions imposed upon the Student when the College has a reasonable belief that the health, safety or welfare of the DMAC community is threatened. Disciplinary procedures may be instituted against a Student charged with violation of a law that is also violation of the Student Conduct Policy. Proceedings under this policy may be carried out prior to, simultaneously with or following civil or criminal proceedings off campus. DMAC will cooperate fully with law enforcement and other agencies in the enforcement of criminal law on school property.

Search of Student Property

DMAC reserves the right to search the contents of Students' personal property or belongings when there is a reasonable suspicion on the part of DMAC staff that a serious risk to the safety, health and welfare of students and/or the College community exists. This includes but is not limited to vehicles brought onto the property leased, owned or controlled by the College; backpacks and handbags; portfolios; and clothing.

Classroom Behavior

Students are expected to adhere to the following classroom/laboratory rules in order to contribute to the optimum learning environment:

1. No eating, drinking or smoking in classrooms or studios
2. No portable electronic devices are allowed in the classrooms without the express permission of the professor
3. Students must remain orderly and obey all instructions from the professor
4. Students must remain for an entire class or return to class after a break; if only part of a class is attended without prior permission from the professor, the student will be marked absent

5. Lateness of work is not acceptable; all work must be turned in on time and all students must report to class and examinations on time
6. As a general rule, unless instructed otherwise by individual faculty or staff, students must refer to their professors, and all college administration and staff, by their title and last name (i.e., Dr. Smith, Ms. Smith, Professor Smith, etc.)
7. As a general rule there is no dress code for students; however, if a student appears on campus wearing what DMAC Administration determines to be lewd, illegal, objectionable by fellow students or faculty, or threatening that student will be asked to leave the Campus. Appropriate dress for special events is expected.

Smoking Policy

The Florida Clean Indoor Air Act prohibits smoking in the College facility. Located on the west side of the building is a covered designated smoking area, the only area where smoking is permitted. Smoking is permitted only in open air spaces outside of buildings. Cigarettes must be disposed of in proper receptacles. A fine of \$75 shall be assessed for each violation of this policy. Repeat violations shall be subject to increased disciplinary action.

Directory of Health, Safety and Personal Services

ABUSE

Florida Abuse Hotline 800-962-2873

DEPENDENCE

Alcoholics Anonymous 800-407-5299
 Alcoholism Hotline 800-252-6465
 Center for Drug Abuse Prevention 800-729-6686
 Cocaine Hotline 800-COCAINE (262-2463)
 Drug & Alcohol Treatment Routing Service 800-662-HELP (4357)

GENERAL HEALTH

American Cancer Society 800-227-2345
 Boca Raton Community Hospital Emergency 561-395-7100
 Poison Information Center 800-282-3171

LAW ENFORCEMENT

Boca Raton Police Department 561-338-1234
 Boca Raton Police EMERGENCY 911
 Crime Stoppers 800-458-8577

FIRE DEPARTMENT

Boca Raton Fire Department 561-367-6700

PERSONAL COUNSELING

Center for Information & Crisis Services
 Crisis Hotline 561-547-1000
 Teen Hotline 2-1-1

2-1-1, a service of **The Center for Information & Crisis Services** provides information, referral, crisis intervention, supportive counseling, and suicide intervention, via the telephone **24 hours a day/365 days a year**.

TELEPHONE: 211 or 561-383-1111 WEB: <http://211palmbeach.org/#>

PREGNANCY

Planned Parenthood 561-368-1023

SEXUALLY TRANSMITTED DISEASE

National AIDS Hotline 800-342-AIDS (2437)
 National AIDS Hotline (Spanish/Español) 800-344-7432
 National Herpes Hotline 919-361-8488
 National Sexually Transmitted Disease Hotline 800-227-8922

RAPE

Florida Council Against Sexual Violence (FCASV) 888-956-RAPE (7273)
 Hotline 561-833-7273

SUICIDE

Crisis Hotline 800-333-4444

MEDICAL CARE

While at DMAC, it is expected that students will have healthcare coverage from their families. The Boca Raton Community Hospital Outreach program can assist with medical questions. Other health-related questions can be posed to the appropriate hotline listed at the back of this handbook. Emergencies can be handled by dialing 911 or calling the Emergency Room at Boca Raton Community Hospital at the number listed in the back of this handbook.

PERSONAL COUNSELING

Personal Counseling is available in several forms. If students require advisement on academic matters, this is best addressed first with the Department Chair. If the matter is of a more personal nature, the Director of Career Services should be consulted. If a student has unusual difficulty with a personal situation, the Director of Career Services assists you with contacting a counselor through a nearby specialized institution called the Center for Information and Crisis Services, for which the number is located on page 67 of this catalog.

Student Services

Admissions Department

The Admissions Department is the first stop in the application process to Digital Media Arts College. To obtain the most up-to-date information about the College and its programs, transfer credit, prerequisites, the application requirements, student work, and course delivery, term start dates, high school visits, open house events, and other DMAC activities, please contact the Admissions Department.

Housing

Digital Media Arts College (DMAC) diligently works to investigate and secure safe housing areas within local apartments and rental housing developments. This process is based on our student needs and the housing availability. The rules of conduct at the college apply to all students and must be adhered to in the housing agreements.

Every effort is made to secure the right match for roommates, DMAC is not held responsible for any roommate matches that are not successful. Students who are assigned by the Digital Media Arts College housing coordinator and accept a roommate from the pool of applicants must stay with the chosen roommate for a minimum of one semester. If a roommate vacates premises during the semester, DMAC is not liable for any expenses incurred; however students may request a new roommate for the beginning of the next semester. DMAC is not a contracted party in the agreements between students and rental facilities. The Housing Coordinator's position is to provide a roommate finder service and has additional information on housing options.

The following documents are provided to assist in your housing needs: Roommate Profile Sheet, Student Housing FAQ, Housing Supplies Estimate, Apartment Directions, Frequently Used Numbers, and the Housing Map.

Student Life

We consistently investigate opportunities that offer students monthly activities in an effort to encourage and provide a sense of team spirit and pride throughout the campus.

Our events range from community service projects, volunteering, professional workshops and social mixers. Most recently, we created, planned and offered several events such as team gaming tournaments, sand castle building contest, adopt-a-highway and business development workshops!

Professional Development Program

The Professional Development Program is available to help students choose the path that will provide them the greatest satisfaction and opportunity for success. The College's administrators, staff, and faculty believe that students must develop critical decision making skills relating to their career choices, and they must be exposed to a breadth of experiences that will enable them to make optimal decisions concerning their futures. Hence, DMAC offers experiences such as a comprehensive internship program, part-time employment, and industry networking and partnership programs. The College arranges for visits on-campus, of artists, industry professionals, and technology demonstrators; hosts industry trade events that provide social and professional interaction for our students; and organizes visits to professional production environments. DMAC also offers a variety of tools and events to assist in skill development and real world exposure to career opportunities with our Professional Development link during Career Fairs, on-campus interviews, special programs and seminars, and the virtual library.

DMAC cannot guarantee employment to any student as innumerable critical variables, beyond the institution's control, ultimately determine employability, but from our uncompromising commitment to quality instruction to our comprehensive and varied Professional Development Program, the College gives students the best opportunity to begin a career most suited for them. Students should pose all initial inquiries to their Department Chair.

Career Services

DMAC offers a qualified Career Services Team. This team will assist both Current students and Alumni with career placement.

While there is no guarantee of employment, every effort is made to connect students and alumni with potential employers both local and regional. To expedite this effort we have purchased a new software application for the use of DMAC students and graduates. It is now available online at dmac.optimalresume.com.

The Career Services Team is continually seeking new employment opportunities for students. We offer guidance to Students based on their field of study. DMAC investigates various avenues that allow us to follow the most recent Industry trends. At DMAC, we also partner with leading corporations that offer Internship Programs for Students who seek "hands on training" with the experts in their fields, while gaining additional college credits.

Additional support is offered for all students in the final phases of college by offering guidance with creating constructive resume writing, coaching students with confident presentation techniques, and covering requirements for interviewing with potential employers.

At DMAC, our primary focus is providing students with advanced tools required to ensure a successful smooth transition and set them apart in the workforce. We do this through providing a high-quality of education, confidence in interview skills and networking all in an effort to embrace their future.

Office of the Registrar

Services of the Registrar include management of the student's administrative and academic records; personal information; transcripts; report cards; transfer of credits; and other related services. Transcripts may be requested from the Registrar's Office.

Student Financial Services

The Financial Aid Department at Digital Media Arts College assists students in meeting educational costs by offering to those who qualify a variety of Federal, State and Institutional programs as listed below.

INFORMATION FOR STUDENTS/FAMILY

Title IV Federal Financial Aid Programs

- PELL GRANT
- ACADEMIC COMPETITIVENESS GRANT (ACG)
- DIRECT GRAD PLUS LOANS
- DIRECT SUBSIDIZED STAFFORD LOANS
- DIRECT UNSUBSIDIZED STAFFORD LOANS
- DIRECT PARENT PLUS LOANS

Grade Level Loan Charts Undergraduate

GRADE LEVEL	CREDITS	LOAN TYPE	GROSS LOAN AMOUNT
1	0-24	SUBSIDIZED STAFFORD	\$3,500
		UNSUBSIDIZED STAFFORD	\$6,000
2	25-48	SUBSIDIZED STAFFORD	\$4,500
		UNSUBSIDIZED STAFFORD	\$6,000
3	49-72	SUBSIDIZED STAFFORD	\$5,500
4	73-96	UNSUBSIDIZED STAFFORD	\$7,000
5	97-up		
Dep	Undergrad	\$31,000 (no more than \$23,000 of which may be subsidized)	
Independent Undergrad or Dependent student whose parent is Ineligible for Plus		\$57,500 (no more than \$23,000 of which may be subsidized)	
COMBINED AGGREGATE LIMIT			\$57,500

Grade Level Loan Charts Graduate

GRADUATE		
GRADE LEVEL	LOAN TYPE	GROSS LOAN AMOUNT
A	SUBSIDIZED STAFFORD	\$8,500
	UNSUBSIDIZED STAFFORD	\$12,000
B	SUBSIDIZED STAFFORD	\$8,500
	UNSUBSIDIZED STAFFORD	\$12,000
C,D	SUBSIDIZED STAFFORD	\$8,500
	UNSUBSIDIZED STAFFORD	\$12,000
	AGGREGATE SUB LIMIT	\$65,500
	AGGREGATE UNSUB LIMIT	\$73,000
	COMBINED AGGREGATE LIMIT	\$138,500

Florida State Financial Aid Programs

- FLORIDA STUDENT ASSISTANCE GRANT
- FLORIDA BRIGHT FUTURES SCHOLARSHIP
- FLORIDA JOSE MARTI SCHOLARSHIP

DMAC Institutional Financial Aid Programs

- INSTITUTIONAL SCHOLARSHIP
- GRADUATE ASSISTANSHIPS
- STUDENT WORK STUDY
- PRIVATE LOANS

Digital Media Arts College is approved for Veterans Training by the Bureau of State Approving for Veterans Training, Florida Department of Veterans Affairs.

Students begin the Financial Aid Process on the DMAC website at (www.dmac.edu) and clicking on the financial aid link. Students will be contacted by the Financial Aid Department shortly after they enroll. Prospective and current students are invited to contact the Financial Aid Department with any questions they may have regarding available aid programs and the process for applying for loans, grants, work study, veteran's benefits and scholarships. The following address should be used for those forms which must be mailed to our Office:

Financial Aid Department
Digital Media Arts College
5400 Broken Sound Blvd NW, Suite 100
Boca Raton, FL 33487-3521
Telephone: 866-351-3622 or 561-391-1148 ext. 3201 or 3203
Toll Free: 866-255-DMAC (3622) ext. 3201 or 3203

Student Government

The Student Government Association (SGA) is currently made up of three elected officers – the SGA President, the SGA Vice President and the SGA Treasurer. Smaller Student Organizational Representatives make up the remainder of the SGA. Elections are held once annually in the Fall semester, or at the time of the graduation of any elected member of the SGA.

The SGA is charged with representing the needs of the greater student population to the administration of DMAC. The SGA is responsible for meeting at least once a semester with the President so that student concerns and requests may be brought to the attention of the greater DMAC administration. Further, the SGA is also charged with coordinating extracurricular student activities. In such cases, the SGA representatives often work in close concert with the Director of Career Services. In addition, members of the SGA may be called upon to serve as members of either Student Disciplinary Committees or Student Honor Committees. Finally, SGA representatives have in the past found businesses close by to the College campus that have been willing to offer the student body discounted services, and have publicized those services to the greater student population. Students interested in becoming active members of the SGA should speak either to the President or the Director of Career Services.

Student Identification Cards

All students receive Identification Cards at Registration. It is critical that students keep this card in their possession at all times for access to the College facilities. Lost cards will be assessed a fee for replacement; the fee is published in the fee schedule at the beginning of each semester. Students may be asked to produce their Identification by any Faculty, Staff or Administration member. These cards can be used to enter the Student Entrance on the north side of the facility.

Student Rights and Responsibilities

Academic Freedom Policy

Academic institutions exist for the transmission, pursuit and attainment of knowledge and the overall development and maturation of students. Freedom of inquiry and expression are indispensable to the attainment of these goals. As members of the academic community, students are encouraged to develop the capacity for critical judgment and to engage in a sustained and independent search for knowledge.

The freedoms of teaching and learning are inseparable elements of overall academic freedom. The freedom to learn depends upon appropriate opportunities and conditions in the classroom, on the campus and in the larger community.

Students should exercise their freedom of inquiry with responsibility. The responsibility to secure and to respect general conditions conducive to the freedom to learn is shared by all members of the academic community. To foster such conditions, DMAC may regulate the conduct of its students when such conduct constitutes a hazard or an infringement on the rights of others, violation of the law or a disruption of the academic and administrative processes of the College. Student organizations recognized by the College are subject to the same regulations as individual students.

Academic Irregularities Policy

Federal – for a first conviction of possession of a controlled substance, federal law mandates up to 1 year imprisonment and a fine of at least \$1,000 but not more than \$100,000. There are special sentencing provisions for possession of crack cocaine which require a mandatory sentence of at least 5 years in prison and a fine of up to \$250,000 if the first conviction involved an amount greater than 5 grams.

The state of Florida has established a drinking age of 21. It is illegal to purchase or consume alcohol if you are under the age of 21. The College does not permit consumption of alcohol in any of the common areas of the College, or as part of any of its activities, by any members of the College or their guests.

Help is available for students. Students are advised to see the Director of Career Services for confidential assistance or direction to support organizations. A list of support organizations and telephone numbers are located in the “DEPENDENCE” section of the Directory of Health, Safety and Personal Services on page 65 of this catalog.

The College will impose disciplinary action on any student who is a drug or alcohol offender. These actions include: (a) a mandated treatment for the problem at a local treatment center with the treatment center reporting to the President information concerning the progress of the student, including completion of the given rehabilitation program; (b) a mandated probation period not to exceed one month. Repeat offenses, violation of probation, or other extreme circumstances carry a penalty of discharge from employment or expulsion from College.

Intellectual Property

All materials developed by faculty as course or curriculum content are the property of Digital Media Arts College. Full-time faculty are expected to maintain timeliness and relevance of the courseware and are given a reduced load to redevelop courses as needed. Adjunct faculty assigned to develop a course are compensated under separate contract. Likewise, any materials developed by staff for use by DMAC for training, presentation or any use related to the operation of the College is the property of the DMAC. Any revenue derived from the creation and production of the College’s intellectual property belongs to DMAC. Student work developed as a part of their course deliverables are considered the property of students. A written agreement between DMAC and student allows the use of the student’s work in marketing and promotional materials.

Copyright

All faculty, staff, and students are required to follow current US copyright law in the use of published text or media materials. The DMAC library provides the most up-to-date information about the fair use of printed and media materials and a code of best practices.

Alcohol and Drug Use Policy

The College is in compliance with the Drug-Free Workplace Act of 1988 and the Drug-Free School and Communities Act of 1989. The College makes an annual distribution in writing to each student through this document as follows:

1. Standard of Conduct that prohibits the unlawful possession, distribution, or use of illicit drugs and alcohol by students.
2. Disciplinary ramifications for violations of standards of conduct which include expulsion from the College.
3. A description of health risks associated with the use or distribution of illicit drugs and the abuse of alcohol.
4. A description of applicable local, state and federal legal sanctions for unlawful possession, distribution, or use of illicit drugs and alcohol.
5. A description of drug and alcohol counseling treatment, rehabilitation, and reentry programs.

Digital Media Arts College recognizes the problems of drug and alcohol abuse in society today and has therefore established the following drug and alcohol policy for students. As part of the Institutional Effectiveness Plan (IEP) of the College, this policy will be reviewed by the IEP procedures to assure desired outcomes. The unlawful possession, distribution, or use of illicit drugs on school property or in connection with any school activity is strictly prohibited. The prohibition applies to all students and employees. There are numerous health risks associated with the use of illicit drugs and the abuse of alcohol. Drug use may be a hidden habit, but drugs have visible effects on the user. Whether the drug of choice is alcohol, marijuana, a prescription drug, cocaine, or any other controlled substance, the habit can lead to a change in the emotional, physical, and mental health and performance of the individual. Some

people may believe that drugs are harmless or even helpful. The truth is that drugs can have very serious, long-term physical and emotional health effects. If drugs are mixed, the impact is even more detrimental. The following is a partial list of drugs that students may encounter and some of the consequences of their use. Only some of the known health risks are covered, and not all legal or illegal drugs are included:

- Alcohol is the most commonly abused substance in the work place. It can lead to poor judgment and coordination, drowsiness and mood swings, liver damage and heart disease.
- Marijuana is a psychologically addictive drug, although many still believe that it is harmless. It can cause short-term memory impairment, slowed reaction time, lung disease and infertility.
- While cocaine and crack cocaine can speed up performance, their effect is short-lived. More lasting risks are short attention span, irritability and depression, seizure and heart attack.
- Prescription drugs are often used to reduce stress. However, they are not safe either, unless they are taken as directed. If abused, they can lead to sluggishness or hyperactivity, impaired reflexes, addiction and brain damage.
- Other drugs, such as PCP, LSD, heroin, mescaline and morphine, have a wide variety of negative health effects -- from hallucinations and mental confusion to convulsions and death.

The following legal sanctions are applicable for the unlawful possession of illicit drugs:

Florida – possession of heroin, cocaine, or opium is considered a second-degree felony and is punishable by a maximum of 15 years in prison and up to a \$10,000 fine. Possession of marijuana or amphetamines is considered a felony in the third degree and is punishable by up to five years in prison and up to a \$5,000 fine.

Anti-Hazing Policy

Digital Media Arts College prohibits students and other persons associated with any DMAC organization from engaging in any activity which can be described as hazing.

Hazing includes but not be limited to any brutality of a physical nature such as whipping, beating, branding, forced calisthenics, exposure to the elements, forced consumption of any food, liquor, drug or other substance or any other forced physical activity which could adversely affect the physical health or safety of the individual and shall include any activity which would subject the individual to extreme mental stress, such as sleep deprivation, forced exclusion from social contact, forced conduct which could result in extreme embarrassment or any other forced activity which could adversely affect the mental health or infringe on the rights of an individual. Any activity as described above upon which initiation or admission into or affiliation with a DMAC organization is directly or indirectly conditional shall be presumed to be a "forced" activity, the willingness of an individual to participate in such an activity notwithstanding.

The Director of Career Services is directed to ensure that each student organization is informed of this policy and that the organization president and faculty sponsor sign a statement that they have been informed and understand the policy.

Organizations found to have violated this policy shall at a minimum be prohibited from utilizing DMAC facilities for an academic term and at a maximum are required to have the organization permanently removed from the campus.

DMAC will take disciplinary action against individual members participating in any activity considered to be hazing.

Non-Solicitation Policy

In an effort to ensure a productive and harmonious work environment, persons not employed by Digital Media Arts College may not solicit or distribute literature in the workplace at any time for any purpose. Digital Media Arts College recognizes that employees may have interests in events and organizations outside the workplace. However, employees may not solicit or distribute literature concerning these activities during working time (working time does not include lunch periods, work breaks, or any other periods in which employers are not on duty). Posting of written solicitations on company bulletin boards is prohibited. Company bulletin boards are reserved for official organizations communications only. Personal postings may only be placed on the designated bulletin board located in the staff/faculty lounge as long as it does not violate any personnel policy (i.e. inappropriate or offensive language/pictures). In addition, the use of company email and/or company mail boxes is prohibited for solicitations regarding activities not related to Digital Media Arts College business.

Campus Safety Policy

Crime Prevention

The safety of our students is of primary concern to DMAC. The College publishes a guide to campus safety and security and reviews safety policy during Orientation.

Reporting Crimes/Safety Policy

Students are urged to report crimes immediately to authorities, including the President as well as local law enforcement. In cases of emergency, students should dial 911 on a telephone to be connected with the local Emergency Operator. Local law enforcement numbers are in the back of this document. In all cases students are advised to exercise caution and use routine principles of personal safety.

The following crimes were reported at Digital Media Arts College:

	<u>2007</u>	<u>2008</u>	<u>2009</u>	<u>2010</u>
Aggravated Assault:	0	1	0	0
Burglary:	0	0	0	0
Larceny/ Theft:	0	0	0	1
Motor Vehicle Theft:	0	0	0	0
Murder:	0	0	0	0
Robberies:	0	0	0	0
Sex Offenses Forcible:	0	0	0	0

Disclosure Policy

General Interaction

Interaction between students and professors may reveal information to the professors about student beliefs or views. This information shall be considered confidential and handled accordingly.

Directory Information

The following items are considered directory/data information and may be disclosed by the College in response to inquiries concerning individual students whether the inquiries are made in person, in writing, over the telephone, or by electronic means: (1) name and (2) confirmation of whether currently enrolled.

Unless the student has officially filed a written request with the College that disclosure not be made without his or her written permission, the following items, in addition to the two mentioned above, are considered public information and may be included in appropriate College directories, publications, and news releases and may be disclosed by staff members in response to inquiries concerning individual students whether such inquiries are made in person, in writing, over the telephone, or by electronic means:

- a. major department
- b. dates of enrollment
- c. degree(s) received
- d. honor(s) received
- e. local address and telephone number
- f. home address and telephone number

In addition, student financial accounting data may be discussed with those directly involved in payment of student accounts and student loans information may be reported to a credit bureau.

Family Educational Rights and Privacy Act

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 all of the student's education records maintained by the school. Schools are not required to provide copies of materials in education records unless, for reasons such as great distance, it is impossible for parents or eligible students to inspect the records. Schools may charge a fee for copies.
- Parents and eligible students have the right to request that a school correct records believed 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 commenting on the contested information in the record.
- Generally, schools must have written permission from the parent or eligible student before releasing any information from a student's record. However, the law allows schools to disclose records, without consent, to the following parties:
 - School employees who have a need to know;
 - Other schools to which a student is transferring;
 - Certain government officials in order to carry out lawful functions;
 - Appropriate parties in connection with financial aid to a student;
 - Organizations conducting certain studies for the school;
 - Accrediting organizations;
 - Individuals who have obtained court orders or subpoenas;
 - Persons who need to know in cases of health and safety emergencies; and State and local authorities, within a juvenile justice system, pursuant to specific State law.

Schools must notify parents and eligible students annually of their rights under FERPA. The actual means of notification is left to the discretion of each school. DMAC uses this document as the actual means of notification.

Freedom of Association Policy

Students bring to the campus a variety of previously acquired interests and develop many new interests as members of the academic community. They are free to organize and join associations to promote their common interests under the following rules:

1. Student organizations must submit to the Director of Career Services and the President a statement of purpose, criteria for membership, rules of procedures, a current list of officers, and name of adviser(s) in order to receive official recognition by the College. Rosters will be held in confidence by the President and will be discarded annually at the request of the organization.
2. The membership, policies, and actions of a student organization usually will be determined by vote of only those persons who hold bona fide membership in the College community.
3. Affiliation with an extramural organization should not of itself disqualify a student organization from College recognition.
4. Each organization should be free to choose its own adviser. Campus advisers may advise organizations in the exercise of responsibility, but they do not have the authority to control the policy of such organizations.
5. Campus organizations, including those affiliated with an extramural organization, are open to all students without respect to race, creed, or national origin, except for religious qualifications that may be required by organizations whose aims are primarily sectarian to the extent permitted by applicable law.
6. Official recognition of the organization may be lost and the organization may be suspended if violations of the rules and regulations of the College occur.

Freedom of Inquiry and Expression Policy

Students and student organizations are free to examine and to discuss all questions of interest to them and to express opinions publicly and privately. They are free to support causes by orderly means that do not disrupt the regular and essential operation of the College. At the same time, it should be made clear to the academic and the larger community that in their public expressions or demonstrations that students or student organizations speak only for themselves.

Student organizations are allowed to invite and to hear any person of their own choosing. Only College-recognized organizations, academic departments, faculty members and administration are permitted to use College facilities to hold meetings and sponsor speakers. Those routine procedures required by the College before a guest speaker is invited to appear on campus are designed only to ensure that there is orderly scheduling of facilities and adequate preparation for the event, and that the occasion is conducted in a manner appropriate to an academic community. The College's control of campus facilities is not to be used as a device of censorship. Sponsorship of guest speakers does not necessarily imply approval or endorsement of the views expressed either by the sponsoring group or the College.

Grievances

A student should be free from unfair, biased, or improper actions on the part of any member of the academic community. If a student feels that he or she has been subject to unjust actions or denied his or her rights, redress may be sought by seeing the Department Chair of the department if the student is unable to satisfactorily resolve the issue with the individual at hand. If the student and the Department Chair are unable to resolve the issue, then the student may contact the President. The President may involve the department chair and/or an Academic Affairs delegate or any other College member to assist in arriving at a fair a timely resolution. The decision of the President is final.

Hurricane Preparedness

It is possible that severe weather could threaten the Boca Raton area. When a Hurricane is imminent it is most often possible to have adequate time to take precautionary action. If forecasts indicate that a hurricane will affect Digital Media Arts College and surrounding areas, all students, faculty and staff need to take immediate action to minimize harm and damage. All students should notify their families, review safety materials, listen for emergency information and directives and follow storm's progress and evacuate to the nearest storm shelter if so directed.

If a hurricane or tropical storm **watch** is issued for our area by the National Weather Service, updates regarding the progress of the storm, and any class cancellations will be posted on the Home Page of the DMAC website. Students and faculty should contact their Department Chair or check the DMAC website for updates.

If a hurricane or tropical storm **warning** is issued for our area by the National Weather Service, the President may authorize the College to close. Updates will be posted on the DMAC website, a recording will be placed on the DMAC main number, and local television stations will be notified. Employees and students should check these sources frequently for updates once a hurricane or tropical storm **warning** has been issued.

Non-Fraternization Policy

Because of the unequal status that exists between faculty and students, all fraternization between faculty and students is prohibited.

Off-Campus Freedom of Students

Exercise of Rights of Citizenship

College students are both citizens and members of the academic community. As citizens, students enjoy the same freedom of speech, peaceful assembly, and right of petition that other citizens enjoy and, as members of the academic community, they are subject to the obligations that accrue to them by virtue of this membership.

College Authority and Civil Penalties

Activities of students may upon occasion result in violation of the law. Students who violate the law may incur penalties prescribed by governmental authorities, but the authority of the College will never be used merely to duplicate the function of general laws. Only where the College's interests as an academic community are distinct and clearly involved is the special authority of the College asserted. College action is independent of community pressure and is based on impairment of or interference with the missions, processes, safety, or functions of the College.

Protection Against Improper Academic Evaluation Policy

Students have protection through orderly procedures against prejudiced or capricious academic evaluation. At the same time, they are responsible for maintaining standards of academic performance established for each course in which they are enrolled. Professors shall grade on academic performance only, unless specified in writing by the professor. Any questions or appeals of grades may be made to the Department Chair.

Protection of Freedom of Expression Policy

Students are free to take exception in a reasonable manner to the data or views offered in any course of study and to reserve judgment about matters of opinion, but they are responsible for learning the content of any course of study for which they are enrolled.

Sexual Harassment Policy

Sexual Harassment is a form of misconduct that undermines the individual's integrity and human dignity. DMAC will not tolerate sexual harassment of any nature and will investigate all reported incidents of harassment promptly and confidentially. Furthermore, it is a violation of the law which bans sex discrimination in employment.

DMAC is committed to creating an environment in which all students and employees are permitted to perform their duties free of any unsolicited or unwelcome sexual overtures. In keeping with this commitment, DMAC will not tolerate harassment of any student or employee by anyone, including any other student, any employee, or other regular visitor to the College premises.

Definition

Sexual harassment does not refer to the occasional compliment of a socially acceptable nature. Unwelcomed sexual advances, requests for sexual favors, offensive sexual flirtations, and other verbal or physical abuse of a sexual nature constitute sexual harassment when:

- Submission to such conduct is made either explicitly or implicitly a term or condition of employment or an individual's attendance at the college; or
- Submission to or rejection of such conduct is used to threaten or threatened to be used as the basis for decisions affecting such individual; or
- Such conduct has the purpose of unreasonably interfering with an individual's performance of studies or work, or creates an intimidating, hostile, or offensive environment.

Conduct which falls into the definition of sexual harassment may include, but is not limited to:

- The circulation of written or sexually graphic material, or the display of sexually explicit posters, pin-ups, and magazines.
- Unwelcome physical contact of a sexual nature such as patting, pinching, or unnecessary touching.
- Overt or implied threats against an individual to induce him or her to perform sexual favors or to engage in an unwelcome sexual relationship.
- Verbal harassment or abuse of a sexual nature, including imitating by way of suggestion, a desire for sexual relations, or making jokes or remarks of a sexual nature to or in front of a person whom finds them offensive.
- Use of sexually suggestive terms or gestures to describe a person's body, clothing, or sexual attractiveness.

Such conduct by students or employees is specifically prohibited.

All students and employees are responsible to help assure that sexual harassment does not occur. Any student or employee who feels that she/he is being sexually harassed or has witnessed harassment should immediately report the situation to the Department Chair or their supervisor. If, for any reason, the student does not feel that she/he can speak to the Department Chair (or in the case of an employee, their supervisor) about the situation, then the following individual is available and properly trained to discuss the issue of sexual harassment in a confidential manner: The Director of Human Resources.

Upon receipt of a complaint under this policy, an investigation of the situation will immediately commence. All such issues are handled in strict confidence with a minimum of embarrassment to the involved parties. The investigation will document the responses of all individuals involved. DMAC forbids retaliation against anyone for reporting harassment, assisting in making a harassment complaint, or cooperating in a harassment investigation.

As in any grievance procedure, the facts of the situation will be reviewed objectively. Any disciplinary action taken in response to the findings of a harassment complaint will be based on the individual circumstances of each situation. Disciplinary action up to and including termination of attendance or employment at the College may result.

Student Participation in College Policies

Students are part of the Digital Media Arts College academic community. As members, they are free to participate in the development of institutional policies. The vehicles through which this is accomplished are participation in Student Council, other committees that may have an influence on institutional policies, or by direct interaction with the President or college officer responsible for a given area of the College.

Student Right to Know and Campus Security Act

In accordance with the Student Right-To-Know Act of 1990, the College must provide information related to crime statistics and security measures to all members of the campus community. All matriculated students and all employees are mailed yearly the most current crime statistics as part of a comprehensive effort to work together for a safe campus. Prospective students are provided this information upon request.

The report includes crimes committed on campus in the preceding calendar year, as well as a report of arrests for liquor, drug, and weapons violations the preceding year. This document and the Guide to Campus Safety and Security are the vehicles used to convey policies regarding reporting of crimes; policies regarding drugs, alcohol and weapons; visitor policies; campus safety and security measures; and student orientation regarding campus safety.

Use of Facilities Policy

The facilities at Digital Media Arts College are open to all currently enrolled students, provided they are used in a manner suitable to the academic community and that students comply with all policies of the College.

Visitor Policy

All visitors must identify themselves and register with the Main Office of the College (or with the posted guard during evening hours) prior to entering any other facilities of the College.

Weapons Policy

Weapons are prohibited at the College or College-sponsored events.

Telephone Directory

General Contact Information: DMAC Main Switchboard 561-391-1148
Toll Free Number 866-255-3622

Academic Advising- Computer Animation/Visual Effects	561-391-1148 x3604
Academic Advising- Graphic Design/Web Design	561-391-1148 x3605
Accounting & Finance Department	561-391-1148 x3301
Admissions Department	561-391-1148 x3101
BFA/MFA Computer Animation & Visual Effects Department	561-391-1148 x3601
BFA/MFA Graphic Design & Web Design Department	561-391-1148 x3602
Career Services Department	561-391-1148 x3401
Financial Aid Department	561-391-1148 x3201
Housing	561-391-1148 x3401
International Coordinator	561-391-1148 x3803
IT Help Desk	305-814-6489
IT and Facilities Department	561-391-1148 x3701
Library	561-391-1148 x3606
Office of Human Resources	561-391-1148 x3804
Print Shop	561-391-1148 x3706
Marketing Department	561-391-1148 x3501
Registrar	561-391-1148 x3603

Academic Calendar

The Academic Calendar is posted on DMAC's website. DMAC's website address is www.dmac.edu. The calendar is updated on an annual basis. Students with enquiries regarding semester breaks or official school holidays may consult the Academic Calendar or call the College's Registrar at (561) 391-1148 x3603.

2012 Academic Calendar

	Spring 2012 TERM 1 (1/5/12 – 4/24/12)	Summer 2012 TERM 3 (5/7/12 – 8/25/12)	Fall 2012 TERM 5 (8/30/12 – 12/18/12)	Spring 2012 TERM 2 (3/1/12 – 6/28/12)	Summer 2012 TERM 4 (7/5/12 – 10/22/12)	Fall 2012 TERM 6 (10/25/12 – 2/25/13)
Term Registration	Nov. 14 – 18, 2011	Apr. 2 - 10	Aug. 6 - 10	Feb. 6 - 10	June 4 - 8	Oct. 1 - 5
New Student Orientation (DMAC Experience)	Jan. 4, 11, 18	May 9, 16, 23	Aug. 29, Sept. 5, 12	Feb. 29, Mar. 9, 14	July 5, 11, 18	Oct. 24, 31, Nov. 7
1st Session Class Start	Jan. 5	May 7	Aug. 30	Mar. 1	July 5	Oct. 25
Drop/Add Last Day at 5pm to Change Classes	Jan. 18	May 23	Sept. 12	Mar. 14	July 18	Nov. 7
1st Session Final Exams	Feb. 20 - 25	June 22 - 28	Oct. 16 - 22	Apr. 18 - 24	Aug. 20 - 25	Dec. 12 - 18
1st Session Last Day of Class	Feb. 25	June 28	Oct. 22	Apr. 24	Aug. 25	Dec. 18
2nd Session Class Start	Mar. 1	July 5	Oct. 25	May 7	Aug. 30	Jan. 3, 2013
2nd Session Final Exams	Apr. 18 - 24	Aug. 20 - 25	Dec. 12 - 18	June 22 - 28	Oct. 16 - 22	Feb. 19 - 25, 2013
LAST DAY OF TERM	Apr. 24	Aug. 25	Dec. 18	June 28	Oct. 22	Feb. 25
Last Day to Submit Petition to Graduate	Mar. 31	July 28	Nov. 21	June 5	Sept 29	Feb. 2
GRADUATION	-	May 5	-	-	-	-

2012 Official School Holidays

Feb. 27 : President's Day Observed	April 5 – 7: Easter Weekend (students/faculty) April 6 – 7: Easter Weekend (staff)	May 28: Memorial Day	July 4: Independence Day
September 3: Labor Day	Nov. 22 – 24: Thanksgiving Break	Dec. 24 – 25: Christmas	Dec. 31- Jan. 1: New Year's

Please note: The Academic Calendar is subject to change by appropriate authority.

Directions

Directions to DMAC Main Building

5400 Broken Sound Blvd NW, Suite 100
Boca Raton, FL 33487-3521

From I-95

Driving Directions from the North:

From I-95 South to Yamato Road (FL-794), turn right onto Yamato and travel west to NW Broken Sound Blvd (2 miles) and turn right (north). Pass the guardhouse on the left and follow the curve in the road to the right. Digital Media Arts College is the second building on the right.

Driving Directions from the South:

From I-95 North to Yamato Road East, travel west on Yamato to NW Broken Sound Blvd (2 miles), and turn right (north). Pass the guardhouse on the left and follow the curve in the road to the right. Digital Media Arts College is the second building on the right.

From Florida Turnpike

Driving Directions from the North:

Head South to Atlantic Avenue (Exit 81). Turn left onto Atlantic Avenue. Turn right onto Military Trail. Turn left onto Yamato Road. Turn left at NW Broken Sound Blvd. Pass the guardhouse on the left and follow the curve in the road to the right. Digital Media Arts College is the second building on the right.

Driving Directions from the South:

Head North to Glades Road (Exit 75). Turn left onto Glades Road. Turn left onto St. Andrews Blvd. Turn right onto Yamato Road. Turn left at NW Broken Sound Blvd. Pass the guardhouse on the left and follow the curve in the road to the right. Digital Media Arts College is the second building on the right.

Driving Directions from the South:

Airport Locations

Palm Beach International Airport is 40 minutes North of DMAC

Fort Lauderdale International Airport is 30 minutes South of DMAC

Miami International Airport is 60 minutes South of DMAC

Governing Board

Board of Trustees of Digital Media Arts College

Chairman:

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Jim L. Awtrey

Chief Executive Officer (Retired), PGA of America

Digital Media Arts College, LLC is a limited liability company organized under the laws of the state of Florida.

Addendum A

Faculty and Staff

Office of the President

Alan Stutts, PhD

President

BS University of Arizona
MPA University of Arizona
PhD University of Illinois

LaRee Pingatore

Executive Assistant to the President

Maria Elie, SPHR

Director of Human Resources

ACADEMIC ADMINISTRATION

Mike Arsenault

Graphic Design Chair

BS State University of New York, Brockport
MS Nazareth College of Rochester

Andres Del Valle

Computer Animation Chair

BS Pontificia Bolivariana University
MFA Miami International University of Art & Design

David Matthews

Program Coordinator

BFA Mississippi State University
MFA Florida Atlantic University

David Roth

Academic Advisor

BFA University of Central Florida
MFA Digital Media Arts College

Alexandria Gribble

Academic Advisor

BA Florida Atlantic University
MFA Digital Media Arts College

Stephanie Kokernak, MLS

Librarian

BA University of Hawaii
MLS University of Hawaii

Marcus Keck

Registrar

BA Florida Atlantic University

PROFESSORS

Alejandro Duque – Computer Animation

BFA International Fine Arts College

MFA Digital Media Arts College

Alexandria Gribble – Graphic Design

BA Florida Atlantic University

MFA Digital Media Arts College

Chukwenyere Ibeji – Computer Animation

BS Georgia Institute of Technology

MFA Digital Media Arts College

David Baer – Computer Animation

BFA International Fine Arts College

MFA Miami International University of Art & Design

David Matthews – Fine Arts

BFA Mississippi State University

MFA Florida Atlantic University

David Pounds – Graphic Design

BA California State University

MFA California State University

David Roth – Computer Animation

BFA University of Central Florida

MFA Digital Media Arts College

Dr. Diane McIntyre – General Education

BA University of Miami

MS St. Thomas University

PhD Andersonville Theological Seminary

Elaine M. Deering – General Education

BS Radford College

JD George Washington University

Evan Rowe – General Education

BA University of Central Florida

MA The New School

Fredrik Malmgren – Computer Animation

BFA International Fine Arts College

MFA Miami International University of Art & Design

Hung-Chum “Kevin” Kao – Computer Animation

BA Fujen Catholic University

MFA Miami International University of Art & Design

Jerome T. Glickman, EdD – Fine Arts

BS Biology

EdD Boston University School of Education

Massachusetts General Hospital, Certificate in Medical Illustration

Jillian Taylor – Fine Arts

BFA University of Florida

MFA Florida Atlantic University

John Conway – Graphic Design

BFA Atlanta College of Art
MFA Florida Atlantic University

Jonathan Boarini – Graphic Design

BA Universidad Rafael Bolivar
MA Miami University of Art & Design

Josephine Maggiore – Graphic Design

BFA School of Visual Arts of NY, New York

Joshua Davis – Fine Arts

BFA Savannah College of Art and Design
MFA Florida Atlantic University

Juan Carlos Valdez – Computer Animation

BFA Miami International University of Art & Design
MFA Miami International University of Art & Design

Kelly Bennett – Graphic Design

BS Art Institute of Fort Lauderdale
MFA Miami International University of Art & Design

Marissa Jordan – General Education

BA Florida International University (Sociology)
BA Florida International University (Anthropology)
MA Florida Atlantic University

Mark Sparacio – Fine Arts

BFA School of Visual Arts of NY, New York

Mike Centkowski – Computer Animation

BS The Art Institute of Ft. Lauderdale
MFA Miami International University of Art & Design

Nicholas Bergan – General Education

MS Florida State University

Nicole Gould – General Education

BA Florida Atlantic University
MA Florida Atlantic University

Olimpia Lukacs – General Education

BA Florida Atlantic University
MST Florida Atlantic University

Rachel Gruskin – General Education

BA University of Central Florida
MFA New School University

Richard Lewis- Graphic Design

MFA Digital Media Arts College

Robert Leigh- Graphic Design

MFA Miami International University

Samuel Perry – Fine Arts

BFA Ringling College of Art
MFA Florida Atlantic University

Stephanie Sarkis – General Education

BS University of Florida
Med University of Florida
EdS University of Florida
PhD University of Florida

Susan Cato- General Education

BA University of North Carolina at Asheville
MFA Florida Atlantic University

Susannah Lee – Graphic Design

BS Rochester Institute of Technology
MA Syracuse University

T. Mitch Carr – General Education

BS State University of New York, Oswego
MEd State University of New York, Oswego

Terryl Lawrence – Fine Arts

BA Brooklyn College
MA Columbia University
EdD Columbia University

MARKETING DEPARTMENT

M.J. Safra

Director of Marketing

ADMISSIONS DEPARTMENT

Aylin Tito

Director of Admissions

Patricia Antoniou

Admissions Coordinator

Paul Mineo

Senior Admissions Representative

Thomas Cole

Lead High School Admissions Representative

Elizabeth Armstrong

Admissions Representative

Linda Rivera

High School Admissions Representative

Sal Chahin Jr.

Admissions Representative

Rikki Siavelis

Receptionist

CAREER SERVICES DEPARTMENT

Trudy Suits

Student Services Advisor

Ryan Swanno

Career Services Advisor

IT and FACILITIES DEPARTMENT

Richard Emerson

Director of IT & Facilities

AJ Nino

IT Manager

Raymond Smester

IT Specialist

Mike Egan

Print Shop Specialist

David Fulton

Facilities Technician

Office of the Executive Vice-President

David Murvin

Executive Vice-President

ACCOUNTING & FINANCE DEPARTMENT

Angela Novaton

Director of Accounting & Finance

Jose Maldonado

Senior Staff Accountant

FINANCIAL AID DEPARTMENT

Sharon Scheible

Director of Financial Aid

Cassandra McKinney

Financial Aid Officer

Joanne Severe

Financial Aid Officer