

CURRICULUM

First Year Semester Credit Hours

First Semester

Art History 101.....	5.0
Art Media Techniques 101.....	4.5
Color and Design Theory 101.....	4.5
Drawing 101.....	4.0
Typography 101.....	4.5
Total.....	22.5

Second Semester

Art History 102.....	5.0
Computer Graphics and Software 101.....	4.5
Design and Layout 101.....	4.5
Fundamentals of Communication 101.....	5.0
Illustration 101.....	4.0
Total.....	23.0

Second Year Semester Credit Hours

Third Semester

3-D and Motion Design 201.....	4.5
Advertising Design 201.....	4.5
Illustration 201.....	4.0
Publishing and Print Production 201.....	4.5
Web and Media Design 201.....	4.5
Total.....	22.0

Fourth Semester

Business of Graphic Design and Advertising 201.....	4.5
Design and Illustration 202.....	4.5
Marketing and Advertising 202.....	4.5
Portfolio Development 201.....	4.5
Web Design 202.....	4.5
Total.....	22.5

Total AOS Program Semester Credit Hours

(Total of Two Years)..... 90.0

COURSE DESCRIPTIONS

First Semester

ART HISTORY 101: This art history course will study art and architecture from ancient art through the Renaissance. Reading will be extensive, supported by visuals, handouts, and tours. Students will study artists and styles from the past so as to recognize their influence in the present. A comprehensive review will include the role art has played in depicting historical events and everyday life.

Course Objective: This course gives students a foundation of the history of art, from ancient art through the Renaissance, including its usage and meaning. Reading assignments, quizzes, projects, and tours will broaden the student's knowledge of the relationship between art history and the modern world. They will develop an appreciation for art history and understand its relevance to modern thinking.

Performance Objective: At the completion of this course, students will have an understanding of the origin of art, how it has progressed, and its influence and importance to the people of ancient times through the modern day. They will be able to recognize and identify artistic styles and specific artist's work. Students will be aware of local and national museums and galleries available to them for further study.

ART MEDIA TECHNIQUES 101: This introductory course allows students to work with basic foundational elements used in graphic design. Since achieving certain illustrative effects will be crucial in future courses, students will learn the proper use of tools and will begin to apply these tools to various techniques. This course applies various art media to different illustration styles and helps the students understand which styles are best suited for which media and designs. Exercises will provide instruction in mixing, blending, and application, and will put color theory into practice. Markers, colored pencils, inks, watercolor, charcoal, pastels, and scratchboard are some of the media that will be studied. Watercolors, dyes, gouache, and acrylics will also be used with different subjects and compositions. Students will be put to the challenge of creating realistic still life paintings.

Course Objective: This course is designed to lay foundational knowledge of various types of media and their applications through hands-on exercises. This course allows for the understanding, development, and refinement of illustration skills, media techniques, and styles used in graphic design.

Performance Objective: At the completion of this course, students will have developed the beginning basic skills and understanding for each medium's use and its various applications. Students will be able to realistically render an image from a photograph and apply the correct technique and style for use in creating an illustration.

COLOR AND DESIGN THEORY 101: This course will study and critique the use of color in photography, painting, clothing, architecture, interiors, and print design. Moods created by color and emotional responses to color will be studied. Projects will include developing color wheels and palettes, mixing colors and developing primary, secondary, and tertiary color schemes in multiple media. Students will also study and practice composition and design theory and gain an understanding of good and bad design. Exercises will teach shape/space relationships, balance, rhythm, lines, and planes. Additional lessons will cover the principles of design, harmony, variety, movement, and texture (actual, simulated, and invented). Specific projects will facilitate understanding of all of these aspects of design through hands-on application. Taking the essential elements of design, students will create multi-dimensional design projects emphasizing different design elements and will apply color theory, composition, form and balance.

Experimentation and creativity are crucial to the development and success of these projects.

Course Objective: This course will familiarize students with the basics of color and design and enable them to recognize the elements and composition of design and how they work together. Students will be made aware of the importance and proper use of color, and will be able to mix colors in different media. Students



will begin practical use of the principles of color and design theory in 2- and 3-dimensional projects.

Performance Objective: At the completion of this course, students will be able to mix any color in several media. They will understand the effect color has on design and mood. Students will analyze and evaluate the quality of the elements of color, design, form, and composition. They will begin to apply the principles of design and color theory to a design project.

DRAWING 101: This drawing course will include a synopsis study of subjects from still-life projects to the human anatomy; students will create drawings with an emphasis on realistic shapes and proportions as they relate to 1, 2, and 3 point perspectives. Different styles and techniques of freehand drawing will be practiced to illustrate concepts from rough thumbnail form to finished drawing. Students will learn how to work with proper lighting, perspective, shading, value, and proportions. Basic fundamental shapes and complicated still life compositions will be sketched and drawn. This course will also emphasize basic form and study of the head and face, specifically facial features, with exercises in several media. This class will develop precision and accuracy that will be essential in future advanced drawing and illustration courses. Sketchbook assignments will be required. Skills

will be fine tuned and applied to develop the student's efficiency and confidence in a professional manner. Drawing assignments will focus on drawing what is seen: form, shape, contrast, tone, shading, and textures.

Course Objective: This drawing class is designed to help students develop an ability to draw what they see through the use of perspective, shading, and line work. The students will begin drawing facial features in multiple media with attention to detail. An understanding of proportion and placement of facial features will be studied extensively. Complex compositions will broaden students' abilities in a wide range of subject matter. They will learn to render complex and intricate textures. Drawing skills will be fine tuned and students will render a variety of subjects at a professional looking level.

Performance

Objective: At the completion of this course, students will have an understanding of how to create realistic drawings of still-life objects, animals, and the human portrait with proper shading and coloring. Students will also be keeping an on-going sketchbook each week. They will use a variety of drawing media throughout this course. Ultimately, students will be able to draw a variety of subjects in different media, using good compositions with varied lighting, proper proportions and realistic textures.



TYPOGRAPHY 101: Typography, or the production of letter forms, is a basic, essential and critical element used in graphic design, and a complete understanding is necessary. This course will proceed through a brief history of typography from calligraphy to electronically produced typestyles used in high resolution output. Letter forms with type personalities implemented into compositions will be studied and applied along with type association and memorization. Exercises will involve hand lettering of calligraphy and rendering of existing letter forms and type styles. Lettering structure, serif, sans serif, kerning, scaling, letter spacing, type styles, and personalities will be studied and applied through type design projects. Students will learn how to construct and modify type for use in logo designs and headlines. The importance of the selection as a design element in graphics will be emphasized and an appreciation for type will be developed.

Course Objective: This introductory course is designed to help students achieve a basic understanding of the design and letter form of typography through various exercises beginning with analysis of characters hand drawing of standard lettering forms through to calligraphy. Students will learn to recognize a variety of typefaces through study and memorization of available fonts. They will also learn to modify existing typefaces and will continue their study in effective use of type in design and layout.

Performance Objective: At the completion of this course, students will be able to identify the form or design of basic letter forms and will be able to choose appropriate typefaces for different projects. Students will integrate type into their designs effectively and creatively, and will be able to modify an existing typeface for headline or logo design.

Second Semester

FUNDAMENTALS OF COMMUNICATION 101: This course teaches fundamental communication skills, including writing, speaking, listening, presentation and delivery. Practical strategies will be offered to enable students to present themselves and their work in a professional, accurate and literate manner. The course contains assignments that utilize Basic English grammar rules and instruction, proofreading proficiency, outlining and organizational formats, approaches to public speaking, techniques for managing communication apprehension, and an introduction to résumé writing and interviewing.

Course Objective: To teach students to competently and confidently communicate in both written and oral business communication contexts.

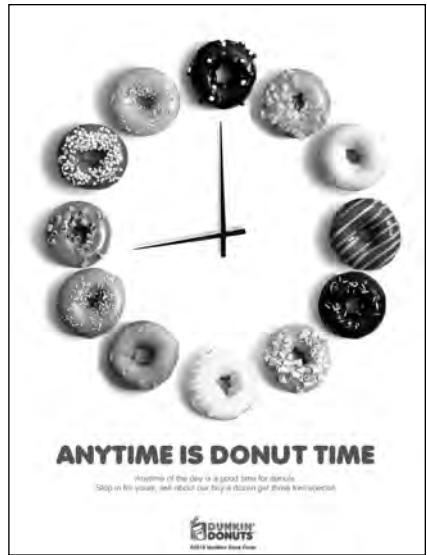
Performance Objective: At the completion of this course, students will be able to write and speak skillfully, critically and proficiently.

COMPUTER GRAPHICS AND SOFTWARE 101: In this course, students will learn how a computer works and will be introduced to several computer programs used in the graphic arts for desktop publishing, pixel editing, and vector drawing. Basic use of peripheral devices will also be covered including scanners and laser printers. Through extensive lab hours, students will further their knowledge and skills in the programs they are studying. Projects will focus on page layout and company identities. Multi-panel brochure designs will be studied and executed in the appropriate programs.

Course Objective: This course will provide a basic understanding of the computer system workings and its peripheral devices. It will provide foundational knowledge in the fundamental software programs used in the graphic design industry.

Performance Objective: At the completion of this course, students will understand how a computer and its devices work and have a basic understanding of several design and page layout programs. Students will design a printed project demonstrating their computer proficiency.

DESIGN AND LAYOUT 101: Design and layout theories will be reviewed, critiqued, and understood concerning print media. Students will learn traditional and computer graphic layout techniques and will understand grid set-ups, page layouts and copy flow. They will follow assignments from rough sketches to comp designs and then to the computer. This course will evaluate multiple design approaches for magazines, advertisements, annual reports, billboards, brochures, folders, and special product development. Students will learn the entire process from concept to layout and design, cutting, scoring and folding. Since high quality mock-ups are essential in the industry, accuracy and skill will be emphasized. Students will be given design assignments in a variety of printed pieces with a special emphasis on deadlines and efficiency. Assignments will focus on designing identities and advertising. Single themes will be carried throughout multiple advertising pieces to emphasize consistency.



Course Objective: Students will learn the techniques for approaching projects from different angles using thumbnail concepts. Students will also understand the creative steps involved in designing a printed piece from start to finish. Students will learn to apply their design and composition training to design projects. This course will also enable the student to begin to design an entire campaign or corporate identity for a prospective client.

Performance Objective: At the completion of this course, students will be able to use the skills from typography and color and design theory to produce a computer-generated layout, from initial sketches to comps. Students will be able to use their design knowledge to construct precise mock-ups and design printed pieces with a consistent look. Students will be able to conceptually design and produce professional looking mock-ups.

ART HISTORY 102: This course is a continuation of Art History 101, taking students through the time periods of Baroque through modern art and then looking specifically at graphic art throughout history. Students will explore the historical influences and implications of art and graphic design throughout the ages by studying and assessing distinguishable works and their creators. Emphasis will be placed on the technological advances that have played a major part in the evolution of both traditional art and graphic design and what effect, if any, these advances have on modern culture. Reading assignments will be required, supported by visuals and handouts.

Course Objective: This course continues to lay foundational knowledge of the various influences and styles of art and graphic art history. Reading assignments, quizzes, and projects will broaden the student's knowledge of the relationship between art history and the modern world. Students will demonstrate their understanding of the different forms of visual communication styles through hands-on exercises.

Performance Objective: At the completion of this course, students will have an understanding of the origin of both traditional and graphic art and their influence through the ages to modern times. Students will also be able to identify influences in current-day visual communication, including printed materials, television, web and signage.

ILLUSTRATION 101: Students will review and critique the work of contemporary and master artists, and will create full color illustrations in various styles and media. They will also become familiar with different types of illustrations: advertising, corporate, humorous, fashion, technical, and medical. Students will learn the basics of creating a successful illustration, how to begin the



illustration, how to plan and prepare with pleasing compositions, lighting and color schemes. Students will create stylized editorial illustrations incorporating the human form in various situations. They will learn how to select the type of surface, how to decide what size to create the original, and what medium to use. Students will be encouraged to begin developing their own style and will learn to work with speed and efficiency. The artist will choose their medium and style and will begin to create portfolio pieces.

Course Objective: Students will learn the difference between various kinds of illustrations that may be required in graphic design and advertising. They will learn how to plan and execute their

illustration to work in conjunction with the project as a whole (i.e. an illustration for a magazine layout may have different considerations than an illustration for a poster).

Performance Objective: At the completion of this course, students will be able to recognize different forms of illustration. They will produce various stylized illustrations in different media. Students will know how to choose the

best media and tools for their assignments. Students will plan and execute illustrations from editorial copy, choosing the style, medium, and color scheme that most effectively suits the article.

Third Semester

3-D AND MOTION DESIGN 201: In this course, creative design and extensive computer usage will be utilized in the creation of three-dimensional and motion designs, including 3-dimensional models, branding, television, and outdoor advertising. 3-D projects will emphasize the mockup stage of dimensional projects, using special effects and layering to create the illusion of actual finished pieces. Motion projects will reinforce the principles of movement, composition, design, and audio.



Course Objective:

This course will provide valuable information and experience in 3-dimensional design, motion design, and mockup execution on the computer.

Performance Objective: Upon completion of this course, students will have a solid grasp of how to design and build 3-D computerized mockups for multiple areas and situations as well as producing industry standard motion graphics.

ADVERTISING DESIGN 201: This introductory course takes the “puzzle pieces” of creative written and visual skills and shows students how to combine them successfully. Discussion and instruction will include the purpose and effects of advertising, cost analysis, targeting a specific audience, readability, impact, and trends. Advertising materials will be defined with guidelines on when to use appropriate media venues. Emphasis will be placed on newspaper and magazine advertising and television commercials. Projects will incorporate multi-faceted aspects of advertising into hands-on creative solutions.

Course Objective: This course gives students a basic understanding of the advertising industry and how to access and meet the client’s needs. Students will study a variety of advertising options and the effectiveness of each in meeting those needs.

Performance Objective: At the completion of this course, students will understand when to use various advertising media (point-of-purchase,

billboards, ads, radio, TV) to obtain optimum exposure and results for their clients. They will develop and create a small print campaign.

ILLUSTRATION 201: This course will study and practice award-winning illustration styles that are relevant and state-of-the-art in the marketplace today. Advanced illustrations using traditional as well as computer techniques will be produced for portfolio development. The class is designed to develop style and creativity with assignments similar to actual work problems. Deadlines, hard-to-please clients, and difficult illustration projects will be addressed. Students will work as art directors, photo art directors, designers, illustrators, and electronic artists to get a view of the “whole picture” and will learn to work efficiently in each role. Top quality work will be expected at this stage and grading will be more stringent.

Course Objective: Students will focus on current styles and techniques, implementing them in the computer to create professional looking illustrations. This course will familiarize students with everything they may encounter in the workplace. Students will continue to improve their skills and personal illustration styles to further develop their portfolios.

Performance Objective: At the completion of this course, students will have produced illustrations for their portfolio in diverse styles, displaying their own personal strengths. They will be familiar with current illustration styles that require both electronic and traditional imagery. Students will be able to produce a professional looking, creative and effective illustration under tight deadlines with revisions requested during the project by the instructor, gaining opportunities to work well with other creative people.

PUBLISHING AND PRINT PRODUCTION 201: This course provides an on-site look at print production from traditional paste-up to electronic desktop publishing. Students will tour prepress and printing companies to become familiar with the various production methods now available to the designer. Several different approaches will be taught to create reproducible digital files. Assignments are designed to give the students the understanding of the practical use of tools, masking materials, production setup, and final reproduction of color separations. This course also covers the various drawing and layout programs used in the business today. Students will develop a thorough understanding of PDFs and other programs that will electronically complete projects such as stationery, brochures, ads, direct mail pieces, and cover designs. Computer creation of 1- to 4-color process and spot color will be studied and executed. Color trapping will also be taught to finalize digital files for output.

Course Objective: Students will study computer aided production methods in depth, as well as be made aware of traditional production art methods. They will understand the processes a project goes through from production art to film, proofing, color separations, and printed piece. This course will enable a student to take a design or layout from the design phase to its final output in numerous programs.



Performance Objective: Upon completion of this course, students will be able to create and prepare final digital files for different printing and prepress methods. Additionally, students will be able to utilize the computer and its programs to design and produce layouts for final preparation for output. They will create their own computer files to meet professional industry standards.

WEB AND MEDIA DESIGN 201: This computer intensive course introduces students to software used to create websites and multimedia projects. Although the emphasis is on quality and creativity of design, students will be introduced to site planning, organization, and site interactivity. Also included are multimedia effects for websites and video presentations that include sound and animation. Projects will entail software programs that students will need to learn and become familiar with in order to produce their creations.

Course Objective: To enhance creativity and design skills in developing web sites and multimedia projects. Students will learn the technical aspects required by professional design studios.

Performance Objective: Students will exhibit how well they have mastered current industry standard technology in web and media design. Students will be evaluated on their design ability and creative works.

Fourth Semester

BUSINESS OF GRAPHIC DESIGN AND ADVERTISING 201: This course is a look at the business side of the visual communication world. Topics will include: résumés and job interviews, personal presentation, tips on searching for a job, and understanding what an employer is looking for. Additional subjects will include understanding the difference between an advertising agency and an art studio, ethical guidelines, compensation, and how an art business operates. Common problems and solutions will be addressed as well as budgeting and scheduling.

Course Objective: This course gives the student a perspective of what an

owner/operator experiences in everyday business.

Performance Objective: At the completion of this course, students will be able to present themselves with confidence and have an understanding of the world of graphic design.

DESIGN AND ILLUSTRATION 202: This last design course of the two-year degree program will be developing and fine tuning the students' creative and technical skills for portfolio preparation. Precision, accuracy, and speed will be of great importance in preparing for deadlines and "real life" situations. Students will be challenged to work in an efficient manner and to avoid costly mistakes and project delays by learning to estimate project budgets and set up timelines while still producing appropriate and creative designs.

Course Objective: Students will be able to design, illustrate, plan, and produce a complex project from creative concepts to the final production of digital files.

Performance Objective: Upon completion of this course, students will be able to produce an advanced project such as an annual report from the initial creative planning stages to final digital files.

MARKETING AND ADVERTISING 202: This course will show students how to create marketing and advertising solutions through advertising campaigns. A common creative theme will be carried throughout multiple advertising pieces. Client relations will also be explored and emphasized. Businesses will be chosen for students to research the target audience, culture, type of business, and company marketing goals. Research will be required to create an advertising approach that will include ads, brochures, and other promotional materials. Creative thinking, brainstorming, critiquing, ad fulfillment, success and failure, and "where do we go from here?" will also be investigated. Study of advertising annuals will be used to demonstrate how large companies use successful advertising to market their products and services.

Course Objective: This course will cover a company's marketing strategy through multiple aspects of advertising in various media forms which may include identity systems ads, billboards, TV, etc.



Performance Objective: At the completion of this course, students will be able to identify a company's advertising needs based on marketing research so as to identify appropriate advertising media and creative approaches.

PORTFOLIO DEVELOPMENT 201: By fine-tuning projects created in previous courses and creating additional pieces to round out their body of work, students will prepare a professional portfolio suitable for presenting to employers. A creative and comprehensive résumé will also be completed, and both will be evaluated by professionals. Projects will be evaluated, critiqued and reworked for inclusion in final portfolios. A digital version of the students' portfolios will also be created in the form of websites.

Course Objective: This course will finalize and perfect artwork which will be included in the students' final portfolios. Each piece will be presented in the most professional manner applicable to that piece.

Performance Objective: At the completion of this course, students will have professional-looking portfolios to present to potential employers. The portfolios will include diverse media and techniques and will reflect the students' creative personalities, computer skills and general strengths. Students will also have functional self-promotional websites which showcase the students' best work, and their skill sets.

WEB DESIGN 202: This course continues training in web design and production. Students will expand their knowledge of contemporary web development techniques by completing exercises and building both fixed-width and responsive websites, including the continued use of HTML and CSS coding languages.

Course Objective: Students will expand their knowledge of website design and creation. They will also utilize and expand on many of the computer software programs and coding techniques introduced previously.

Performance Objective: Students will be tested on their technical ability and their design quality in their various web projects. At the completion of this course, students will be competent in web design.

Fifth Semester

ADVERTISING 401: In this course, students will develop a complete advertising campaign that involves a variety of media outlets such as print, TV, radio and the web. It will give students an opportunity to work in various mediums with the same design concept. They will be taught to understand which mediums are appropriate to reach different audiences. Guest speakers from the advertising agency business will be brought in. Students will also learn how an advertising agency operates, including Public Relations, focus groups, ad placement, and ad creation.

Course Objective: Students will be exposed to the real world of the advertising agency business and will develop a strong sense of continuity in their messages and themes, regardless of the medium used to reach their target audience.

Performance Objective: Students will gain knowledge of and exposure to advertising agencies through job shadowing at area businesses. They will develop a complete, creative advertising campaign to be displayed in their portfolios.

BUSINESS COMMUNICATION 301: This course presents a broad spectrum of communication challenges students will encounter in real workplace situations. This course emphasizes writing skills techniques, patterns of business messages and

oral forms of business communication. In addition, students learn cross-cultural communication approaches and business-research methods.

Course Objective: Basic Business Communication teaches students that excellent written and oral communication skills are essential for job success. Students learn to communicate in clear, concise ways appropriate for varying business messages and audiences. Coursework is designed to mirror modern real-world business communication practices.

Performance Objective: Students will be proficient in effective, clearly organized and grammatically accurate forms of business writing, including letters, résumé writing, memos, emails and instant messages. They will be adept in oral

communication contexts, including both formal and informal meetings, presentations and persuasion situations. They will be skilled in proper use of the telephone and in listening techniques. Students will be able to competently conduct business research through the use of databases and the Internet.

CONSUMER BEHAVIOR 301: This course informs the student of how the interaction of feeling, knowledge, behavior, and environmental events influence people and organizations in the conduct of their business transactions.

Course Objective: Students will research and discuss consumer behavior, cultural values, demographics, promotion, ethics of behavior and social class and how these relate to marketing strategies.

Performance Objective: Students will understand terms, topics and theories discussed in class as well as complete a written research assignment using APA style.

DESIGN AND LAYOUT 401: Students in this advanced course will create a variety of design and layout projects such as package design, ads, stationery,



posters, publication design, and corporate identity. Specifications and requirements of the different forms of printed material will be studied. Award-winning design will be emphasized from great ideas to great execution.

Course Objective: Students will pursue in-depth study of software programs for desktop publishing and vector and bitmap graphics. They will be able to produce a variety of print pieces with a sensitivity to typography. They will also be involved with art direction, digital photography, and final art for digital output.

Performance Objective: Students will understand various programs, their differences and advantages in the production of print material.

MANAGEMENT ACROSS CULTURES 401: This course provides students with a sense of the diversity of cultures and business practices throughout the world. The course enables students to focus on dynamic management issues in both foreign and diverse domestic environments.

Course Objective: Students will research and discuss topic areas such as international business management, cross-culture communication, negotiation and decision-making skills, ethics and social responsibility, strategy formulation and implementation, global organizational skills, and staffing and training for global operations.

Performance Objective: Students will understand terms, topics and theories discussed in class as well as complete a written research assignment using APA style.

Sixth Semester

CAMPAIGN MANAGEMENT 401: Students will be taught effective ways to direct and purchase art, photography, illustration, printing, and pre-press color work. Students in this course will work as teams with specifically defined responsibilities. Coordination skills for positions such as a “Traffic Manager” will be taught by bringing in guest speakers with professional experience. They will learn to keep projects on schedule and on budget when working on simple or complex production processes. Students will design projects and will use these projects to learn how to become an art director and how to coordinate these projects from concept through production.

Course Objective: Students will experience the varied steps involved in the production process. They will learn how to create the steps of the required timeline and how to schedule those steps, as well as manage the people who will be producing those steps.

Performance Objective: Students will be evaluated on coordinating and managing the steps of different complex projects. Developing schedules, setting timelines, and overall project management and coordination skills will be tested. Students will learn and understand the time and effort required for each of these processes.

ECOLOGY 301: This course is an introduction to environmental science that includes energy principles, relationships of organisms in ecosystems, and human impacts.

Course Objective: Students will be exposed to environmental issues and factors such as food chains, food webs, nutrient cycles, niches, habitats, ecosystems, biomes, various communities, population growth, energy and pollution.

Performance Objective: Students will comprehend terms, topics and theories discussed in class.

SURVEY OF MATHEMATICS 101: This course is intended specifically for students who are not majoring in math. It will investigate mathematics with problem solving as the focus, showing how mathematics is used in daily life and why it is important. This course encourages students to draw on personal experience to strengthen the comprehension of new material.

Course Objective: Students will enhance their knowledge of mathematics by demonstrating the ability to explain and interpret concepts.

Performance Objective: Students will improve their background in mathematical concepts and skills utilizing real-life scenarios to solve math problems.

WEB DESIGN 401: Students will work on extensive web projects, with an emphasis on design. They will increase their knowledge and experience in web development and coding, including elements such as video, photography, animation, and motion graphics. Projects will utilize software programs that students will learn and become familiar with in order to produce their creations.

Course Objective: Students will be trained on web design programs and advanced coding procedures.

Performance Objective: Students will be tested on their technical ability and design quality in their various web projects.

PORTFOLIO DEVELOPMENT 401: This course concentrates on finalizing and presenting finished design work to perspective employers. Students will continue to update and fine-tune their portfolios and résumé packages. Past and current projects will be evaluated, critiqued and re-worked for inclusion in final portfolios. Individual and group critiques help students develop attention to detail and finishing techniques. Meet the Pros and Portfolio Review Night provide professional critiques, giving students the opportunity to adjust and perfect portfolios before embarking on job interviews.

Course Objective: Students will finalize their portfolio and résumé packages, including both content and presentation of this material.

Performance Objective: Students will own and competently present a final, professional portfolio and résumé package which will include diverse techniques, subject matter, topics, target markets, and experience.

STAFF AND FACULTY

The Creative Center strives to find the best match of personnel in order to give our students the best education possible. Our staff has decades of experience in both the graphic design industry and higher education. Our faculty come from every facet of the industry, bringing real-time experience into the classroom.

In addition to the talented full-time staff available, students are exposed to working professionals in the field who instruct, assist students with projects, and share their knowledge. As working professionals, adjunct instructors are used as lead teachers for certain courses so they can share real world experiences.

The Creative Center uses over 50 guest professionals each school year, working as adjunct instructors, on-staff professionals or guest speakers.

STAFF



Ray Dotzler - *President*, Mr. Dotzler is the President and Chief Operating Officer of the Creative Center. He is also owner of Dotzler Creative Arts, an award-winning design studio. Mr. Dotzler has taught as an Adjunct Professor at Creighton University, College of Saint Mary, and the Fashion and Art Institute of Dallas at Omaha.



Kim Guyer - *Executive Director*, Ms. Guyer has over 20 years of experience in design, copywriting, project management, instruction, accreditation procedures, and college administration. She holds a Bachelor of Fine Arts in Graphic Design from the University of Nebraska at Kearney.



Beth Connor - *Business Manager*, Ms. Connor has over 30 years of experience in administration and has been with the Creative Center since its founding. Her experience includes career services and admissions assistance, project management, bookkeeping, and administration.



Sandy LaRocca - *Director of Financial Aid*, Ms. LaRocca has been involved in the educational field for 25 years. Her expertise includes financial aid, career services, marketing and recruiting, as well as general administration and instruction.



Sharon Dermann - *Financial Aid Assistant*, Ms. Dermann has earned a Bachelor of Science in Medical Technology, as well as an Associate degree in Paralegal Studies. She has over 20 years of experience in corporate regulatory compliance.



Toni Reese - *Library Resources/Instructor*, Ms. Reese holds a Bachelor of Science degree in Elementary Education, and a Master of Science degree in Library Science. She has over 15 years of experience in public and specialized libraries.



Rich Caldwell - *Director of Admissions*, Mr. Caldwell has over 15 years of experience in education including admissions, admissions management and campus director. Additionally, he has over 25 years of experience in the printing industry including sales and customer service.



Kathleen Broderick – *Admissions*, Ms. Broderick has over 20 years of experience in sales and marketing, including both retail and business-to-business environments. She holds an Associate of Applied Science degree in Marketing.



Jeffery Karros – *Admissions*, Mr. Karros has over 10 years of experience in management and recruiting for the United States Navy. His experience has carried him across the nation, and includes training, coaching, and mentoring, as well as overseeing the compliance of government policies and laws.



Michael Lavelle – *Admissions*, Mr. Lavelle has over 35 years experience in marketing and sales and is a retired art teacher and business owner. He is also a fine artist, with shows in Omaha and New York. He holds a Bachelor of Fine Arts degree in Art.



Carlos Tibbs – *Admissions Assistant* - Mr. Tibbs has over six years of customer service and communication experience in public, private, and government organizations including college admissions. He earned a Bachelor of Science degree in Communications.

FACULTY



Diane Rivers – *Director of Education/Instructor*, Dr. Rivers holds an Ed.D. in Administration and Supervision, a M.S. in Elementary Administration and Supervision, a B.S. in Elementary Education, and an Urban Instruction Certificate. She has over 30 years in educational leadership, curriculum design, staff development, and teaching all age groups.



Tim Grutsch – *Instructor*, Mr. Grutsch has over 30 years of experience as a creative designer, illustrator, and computer graphics expert. Mr. Grutsch, an award-winning designer, holds an Associate of Applied Sciences from the Fashion and Art Institute of Dallas at Omaha.



Alissa Apel – *Instructor*, Ms. Apel has over 15 years professional experience in both the commercial art and illustration fields. She holds Bachelor degrees in Illustration and Design, and an additional Master of Fine Arts degree in Illustration.



Jan Dotzler – *Instructor*, Ms. Dotzler is a published, award-winning illustrator with over 40 years of experience in the graphic design and advertising fields. She has illustrated children's books in addition to creating editorial and whimsical illustrations throughout her career.



James Cattlett – *Adjunct Instructor*, Mr. Cattlett is the owner of Cattlett Photography, and holds BA degrees in Fine Art, Graphic Art and Education as well as a Master of Science and Education in Curriculum and Instruction.



Emily Divis – *Adjunct Instructor* - Ms. Divis holds a Bachelors and Masters degree in Mathematics with a concentration in Computer Science. She has experience teaching, tutoring, and administrating in math classrooms at several area colleges.



Troy Jensen – *Adjunct Instructor* - Mr. Jensen earned a Bachelor of Journalism in News & Editorial, and minors in History and Architecture. He has over 20 years experience in website development, design, and management, and currently provides website and digital marketing services as an independent contractor.



Jeff Koerten – *Adjunct Instructor*, Mr. Koerten holds a Bachelors in Education and a Masters in Secondary Education, with an emphasis in Physical Science. After 30 years of teaching for Millard Public Schools, he currently works as a groundskeeper for Papio-Missouri NRD.



Michael Matulka – *Adjunct Instructor*, A graduate of the Creative Center, Mr. Matulka holds an Associate of Occupational Studies degree in Design, Illustration and Computer Graphics. With over 10 years of experience, he is the owner of Basik Studios, a design studio based in Omaha.



Cliff Owen – *Adjunct Instructor/Admissions*, Mr. Owen has a Bachelor and Master degree in Education and has over 25 years in education including administration and teaching as well as over five years of sales experience.



1) Ambient factory and bubbling sounds play as a worker reaches for the lever.



2) The worker strains to pull the lever and is launched back as the tube begins to empty.



3) The camera pans to the right as the liquid from the tube pours into the Science Channel emblem.



4) A mechanical sound plays as the emblem slides to the left to reveal 'Science Channel'.

PROGRAM ADVISORY COMMITTEE

Greg Ahrens – *Partner/Vice President/Co-Creative Director* –
SKAR – www.skar.com

Andria Cogley – *Graphic Designer and Illustrator* – A. Cogley Design –
www.acogleydesign.net

Mike Compton – *Executive Vice President* – Renze Display – www.renze.com

Pat Ervin – *President* – Fountain Creek DeziignWorks

Ginger Falldorf – *Graphic Designer* – Arbor Day Foundation – www.arborday.org

Dan Greve – *Sr. Design Manager, Creative Studio* – TD Ameritrade –
www.tdameritrade.com

Suzie Hartman – *Owner* – Flourish Design

Mike Henderson – *Senior Art Director* – Turnpost Design Group –
www.turnpost.com

Isaac Hinds – *Senior Brand Manager* – CytoSport, Inc. – www.cytosport.com

Barbara McCuen – *Artist; retired Education Research Consultant and
Marketing Professor*

Bryan Morhardt – *General Manager* – Standard Printing Company –
www.standardprintingco.com

Nate Perry – *Senior Art Director* – Webster – www.websterdesign.com

Paula Steenson – *Owner* – Paula Presents! – paula@paulapresents.com

Gary Withrow – *Graphic Designer/Illustrator* – Image Market –
www.imagemarket.com

Governing Board

Ray Dotzler, *President and Treasurer*

Jan Dotzler, *Vice President and Secretary*



OMAHA ATTRACTIONS

The Creative Center is located in a city with many notable attractions. It is located in northwest Omaha off I-680 in a growing business center. Shopping, apartment complexes, and bus routes are all within walking distance. Numerous part-time job opportunities are also available in the immediate area.

Omaha has a variety of visual and performing arts ranging from Ballet Omaha, the Joslyn Art Museum, and the Omaha Community Playhouse to the Omaha Symphony, Opera Omaha, and the Orpheum Theater. The CenturyLink Center Omaha offers conventions for all ages and tastes as well as featuring concerts and sporting events in its arena.

The NCAA College World Series (CWS) has taken place in Omaha for over 50 years and continues to be a major event each June. It takes place at TD Ameritrade Park Omaha, located downtown across from the CenturyLink Center Omaha. The city and surrounding metro area also feature sporting events such as the Omaha Storm Chasers, a minor league baseball team; the Lancers, a semi-professional hockey team; and the Omaha Beef, a professional indoor football team.

There's a reason Omaha's Henry Doorly Zoo & Aquarium was ranked the number one Zoo in the World by TripAdvisor (2014). Attractions include: The Desert Dome – the world's largest indoor desert; the Lied Jungle – America's largest indoor rainforest; Kingdoms of the Night – the world's largest nocturnal exhibit; and Suzanne & Walter Scott Aquarium – the largest aquarium in a zoo.

Omaha boasts a multitude of multicultural restaurants as well as malls and culturally diverse shopping districts including the downtown Old Market, Oakview, Westroads, Crossroads, Village Pointe, and Midtown Crossing shopping malls.

Just west of Omaha, visitors often frequent Mahoney State Park, which houses a variety of camping and hiking options, as well as an indoor activity center, golf, tennis, swimming, horseback riding, fishing, and the impressive Strategic Air and Space Museum.





No computer labs at the Creative Center; all students receive their own laptop and software.



CREATIVECENTER
COLLEGE OF ART & DESIGN

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402.898.1000 or 888.898.1789

www.creativecenter.edu

Attend two years: earn an Associate of Occupational Studies degree.

Add one more year: earn a Bachelor of Fine Arts degree.