



DISCOVER CREATE IMAGINE



PLATT COLLEGE  
DIGITAL ■ MEDIA ■ DESIGN



**DISCOVER**

your potential

**CREATE**

a better future

**IMAGINE**

the possibilities...



Here at **Platt College San Diego** we take a unique approach with our students. PCSD's educational programs are designed to empower you and generate an atmosphere of learning and development. You can choose from various programs and specialties, including video production, 3D modeling, graphic design, and web design and development. As a PCSD Graduate, you will enter the workplace with a strong foundation that will enable you to meet future challenges, and adapt to the evolving job market.



# ADMISSIONS

Our Admissions Department is committed to guiding you through the entire enrollment process, exploring your digital media design goals and determining whether Platt College San Diego is the right college for you. The educational programs at PCSD are structured in a unique and creative way: as an applicant you should explore your digital media emphasis while developing your ambitions into a focused, tangible skill set for optimal success in the industry. You and your family are encouraged to visit the campus for a personalized tour with an admissions representative by contacting us at **866-752-8826** or by visiting our website at **[www.platt.edu](http://www.platt.edu)** and clicking on the.

Whether it is your first time in college, you are returning to school, transitioning from the military, an international student, or another category, we are happy to provide the information applicable to each unique situation. We strive to make the admissions process as straightforward and simple as possible for all prospective students and their families.

With our year-round schedule, you can earn an Associate of Applied Science Degree in Graphic Design within 16-months and a Bachelor of Science Degree in Media Arts Degree in an additional 16-months. You may choose from various specialties: Graphic Design, Digital Media Design, Web Design, Digital Video Production, and 3D Modeling.





Platt College San Diego is accredited by the Accrediting Commission of Career Schools and Colleges, which is listed by the United States Department of Education as a nationally recognized accrediting agency.



Please visit our website at [platt.edu](http://platt.edu) for more information about how to apply for financial aid, military benefits, scholarships and private loans.

# FINANCIAL AID

Our Financial Aid Department is eager to assist you in determining your financial aid eligibility. Platt College San Diego participates under federal and state student aid programs.

Federal Pell Grants

Federal Supplemental Education Opportunity Grants (FSEOG)

Federal Direct Loans

Federal Work-Study Programs

VA Benefits

Scholarships

Private Loans

## Federal Pell Grant

The Federal Pell Grant is awarded to undergraduate students – those who haven't earned a bachelor's degree. Financial aid that does not have to be repaid.

## Federal Supplemental Education Opportunity Grant (FSEOG)

FSEOG is awarded to students with the highest need; Federal Pell Grant recipients take priority; funds depend on availability at school.

## William D. Ford Federal Direct Loans (Direct Loans)

Direct Loans are self-help aid funds that must be paid back.

- *Subsidized* Direct Loans are awarded to students based on need. The federal government pays the interest on the loan on behalf of the student while they are in school.
- *Unsubsidized* Direct Loans are not based on need; the borrower is responsible for all accrued interest for the life of the loan.

## Federal Work-Study Programs

Allow the student to work part-time to earn money while attending school. Financial aid that does not have to be repaid.



# PROGRAMS & DEGREES



Platt College San Diego offers a variety of programs and degrees that are relevant to today's creative industry. A Platt education provides knowledge that is valuable in securing and thriving in the real world. Our job placement services help to connect students with businesses. At PCSD, our students are not just a number, they are a part of the PCSD family. We care about each student and their future from the first day until long after graduation. We look forward to learning about your goals!



# Choose your diploma or degree

Diploma Program	Associate's Degree	Bachelor's Degree	Professional Development
<p><b>Diploma:</b> Graphic Design Digital Media Design</p> <p><b>Specialized Diploma:</b> Web Design &amp; Development 3D Modeling &amp; Design Digital Video Production</p> <p><b>Specialized Advanced Diploma:</b> Web Design &amp; Development 3D Modeling Design Digital Video Production/EFX</p>	<p><b>Associate of Applied Science Degree (AAS):</b> Graphic Design Digital Media Design</p>	<p><b>Bachelor of Science Degree-Media Arts (BS):</b> Web Design &amp; Development 3D Modeling &amp; Design Digital Video Production/EFX</p>	<p>Platt College San Diego's Professional Development courses (PD) are designed for, but not limited to, professionals seeking to learn software, scripting or concepts that will enhance their knowledge in the Digital Media Design field.</p>

# Choose your Platt College San Diego education path:

ASSOCIATE OF APPLIED SCIENCE DEGREE GRAPHIC DESIGN	Specialized Diploma	Advanced Specialized Diploma	BACHELOR OF SCIENCE DEGREE: MEDIA ARTS (DV   3D   WEB)	
<p><b>16 MONTHS</b> 5-WEEKS FOR EACH COURSE, ONE AT A TIME, 8AM-12PM, M-F</p>	<p><b>16 MONTHS</b> 5-WEEKS FOR EACH COURSE, ONE AT A TIME, 8AM-12PM, M-F</p>			
<p><b>TERM 1</b> Digital Production Design Basics Typography</p> <p><b>TERM 2</b> Vector Graphics Digital Publishing Raster Graphics</p> <p><b>TERM 3</b> Introduction to Web Digital Imaging Graphic Design for Advertising &amp; Social Media</p>	<p><b>GENERAL EDUCATION</b> Life Drawing Creative Concepts Environmental Science I Personal Finance Management History of Society in Art (Ancient-15th Cen.) History of Society in Art (15th -20th Cen.) Oral Communications English Composition Personal Branding</p>	<p><b>TERM 4</b> Introduction to 3D Introduction to Digital Video Fundamentals of Web</p> <p><b>CHOOSE FROM:</b></p> <p><b>DIGITAL VIDEO PRODUCTION</b></p> <p><b>TERM 5</b> Scriptwriting Sound Design &amp; Engineering Digital Composition &amp; Motion Graphics</p> <p><b>TERM 6</b> Digital Video Production Advanced Digital Video Production Advanced Digital Compositing &amp; Motion Graphics PORTFOLIO DEVELOPMENT</p>	<p><b>3D MODELING &amp; DESIGN</b></p> <p><b>TERM 5</b> Advanced Materials Hard Surface &amp; Prop Modeling Game Character</p> <p><b>TERM 6</b> Anatomy for Character Modelers Advanced Organic Modeling Demo Reel Development PORTFOLIO DEVELOPMENT</p> <p><b>WEB DESIGN &amp; DEVELOPMENT</b></p> <p><b>TERM 5</b> Responsive Web Design Scripting for the Web Web Campaign Implementation</p> <p><b>TERM 6</b> Programming for Designers Content Management Systems User Experience Design PORTFOLIO DEVELOPMENT</p>	<p><b>GENERAL EDUCATION</b> Film &amp; Society Enjoyment of Music Environmental Science II Business Math Marketing Communications History of Graphic Design Digital Media Writing Business Communications Fundamentals of Illustration</p>



# GRAPHIC DESIGN

## Associate of Applied Science Degree

The AAS Degree in Graphic Design focuses on graphic design foundations including:

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

Platt College San Diego is where I was able to sharpen my craft before gaining a rewarding professional career as a designer. There's a great sense of community there, where creatives are definitely welcomed. Even after I graduated, the staff was more than happy to help provide further guidance.

— Jarod Octon, Art Director at Bee International



# STUDENT WORK



# CAREER POSSIBILITIES

Students completing the **Associate of Applied Science Degree: GRAPHIC DESIGN** program will acquire the technical knowledge and the creative process principles necessary for entry-level positions in the fields of graphic design, digital publishing and interactive communication design.

# WEB DESIGN



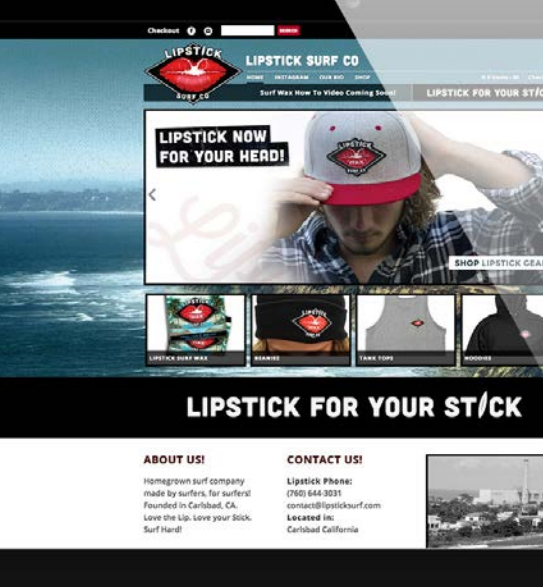
## Bachelor of Science Degree

The BS Degree: Media Arts (Web Design) focuses on foundations which include:

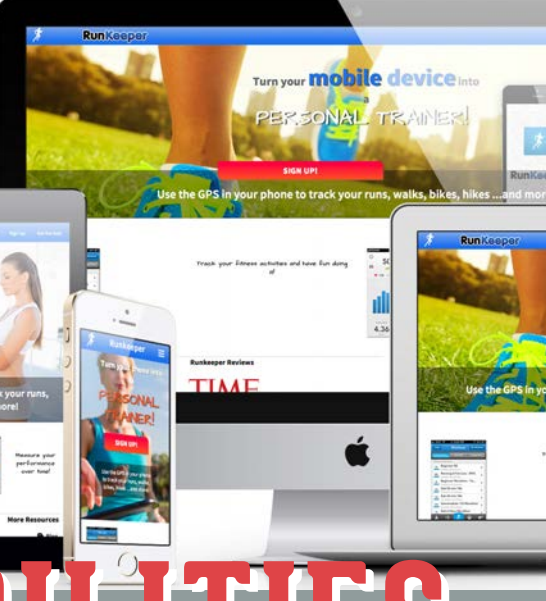
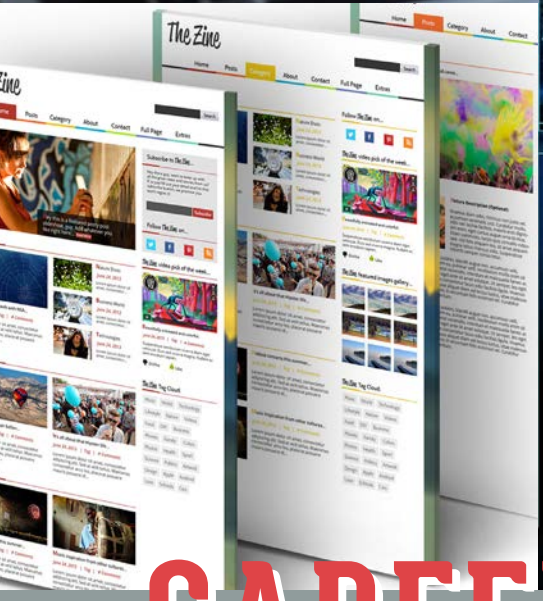
- Responsive Interface Design with Adobe Creative Suite and best practices
- Project management, collaboration and client communication
- Front-end coding with HTML, CSS, and JavaScript
- Content strategy and optimization
- User Experience (UX) design
- Rapid Prototyping with Sass and other pre-compilers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

“Contrary to popular belief, bigger is not better; especially when it comes to your education. Platt College San Diego is the definition of excellence in giving its students the knowledge they need to achieve their goals. Coming from someone who did not do so well through their early school career, I can definitely say that PCSD influenced me to do more not only with my career, but my life in general.

— Jenna Carlson, Web Developer & Course Designer at National University



# STUDENT WORK



# CAREER POSSIBILITIES

Students completing the **Bachelor of Science Degree: Media Arts, WEB DESIGN & DEVELOPMENT** area of study will be prepared to embrace the revolutionary changes in interactive design that have catapulted the primarily print media area of graphic design into new arenas that combine audio, video, text, graphics, 3D Modeling and commerce for the web world.

# 3D MODELING



## Bachelor of Science Degree

The BS Degree: Media Arts (3D Modeling & Design) focuses on foundations which include:

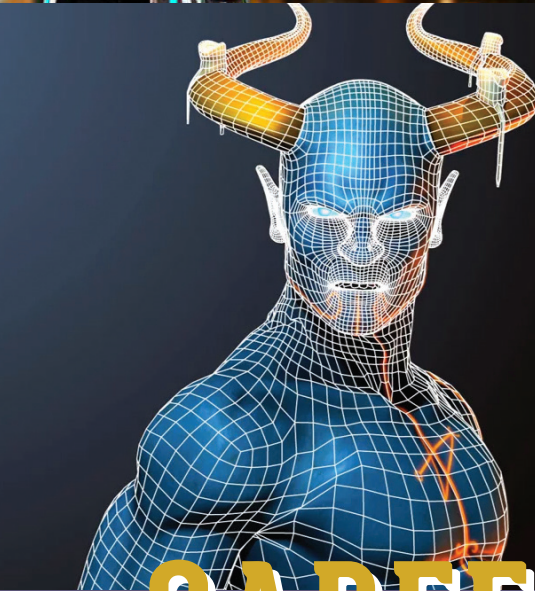
- Hard Surface Polygon Modeling
- Organic Polygon Modeling
- UV Layout/Texture/Normal Mapping
- Complex Material Creation
- Lighting Techniques
- Character Rigging
- Creating Displacement Maps
- File Management & Naming Conventions
- Human Surface Anatomy
- Character and Creature Design Techniques
- Rendering Optimization Techniques
- Performance Optimization and Naming Conventions
- Retopology and Proper Edge Flow

“Platt College San Diego was a great experience! The teachers were awesome and everything was hands-on. The Bachelor of Media Arts Degree I earned gave me the understanding and opportunity to get my foot in the door at some pretty amazing animation companies.

— Jasun Giles, Technical Animator/Mocap at Sony Pictures ImageWorks



# STUDENT WORK



# CAREER POSSIBILITIES

Students completing the **Bachelor of Science Degree: Media Arts, 3D Modeling** area of study will acquire knowledge of 3D character modeling and development, texturing, rendering, compositing, and knowledge of dynamics. 3D Printing and Virtual Reality are also taught. Mastering of these skills results in artists/designers who are able to express visual creativity through technology and the creative process.

# DIGITAL VIDEO



## Bachelor of Science Degree

The BS Degree: Media Arts (Digital Video Production) focuses on foundations which include:

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



College teaches you a lot and experience teaches you more. One thing I have learned is to listen to those who have succeeded, themselves. Platt has offered me an atmosphere where my creative side thrived and grew into what it is today. Platt allowed me to push forward into video at my own pace. Overall, that is the message I have gotten from other alumni, they were able to thrive in this environment.

— Justin Edelman, CEO & Founder at Footprint Film





STUDENT WORK



# CAREER POSSIBILITIES

Students completing the Bachelor of Science Degree: Media Arts, DIGITAL VIDEO PRODUCTION will be prepared for entry-level positions such as video editors, motion graphics artists, sound technicians and digital composers.

# CAREER SERVICES

Career Services assists in bridging the gap from being a student to being employed. Platt College San Diego graduates have worked for high profile companies such as: Industrial Light & Magic, DC Comics, Nike, Activision/Blizzard, AT&T, DreamWorks, and more.

The career service department meets with each current student to match their goals with potential employers. We provide additional resources through daily job postings, portfolio workshops, design exhibits, and guest speakers. To learn more about past events, be sure to visit the PCSD blog page regularly.

## 3D / EFX Alumni

Aleks Justesen - Stereo D  
Alexandra Campbell - HERE Technologies  
Carla Sparrow - Legend 3D  
Dan Olson - Sony Playstation  
Jose Ciceraro - Insomniac Games  
Joseph Lacap - Industrial Light & Magic  
Josh Swanson - Gener8 Digital Media Corp.  
Thomas Higdon - San Diego Padres  
Tyler Phillips - DreamWorks Animation

## Web Alumni

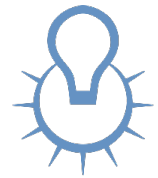
Adam Dax - Shopko  
Adrian Eugracion - Zeeto.io  
Amber Fritz - Gaslamp Media, Inc.  
Ariel Aguilar - Web Shop Manager  
Brian Stigall - 220 Group  
Carlos Hernandez - Sony Electronics  
David Shepherd - ServiceNow  
James Hills - LinkedIn  
Leyla Badillo - illumina  
Morgan Bonar - Nike  
Ryan Pearson - LeaseLabs

## Video Production Alumni

Alex Graham Smith - One America News Network  
Andre Padilla - NCSOFT  
Brian Patience - Netmarble Games  
Jacqueline Bainto - Finlandia Cheese  
Jason Gadacz - KUSI TV  
Joel Morillo - Daybreak Game Company  
Justin Edelman - Animus Studios  
Michael C. Poole - CoverEDGE  
Vanessa Coleman - Sony Electronics

## Graphic Design Alumni

Aaron Freebern - Skintl  
Aaron Nabus - Chase Design  
Adrian Saucedo - Hologic  
Doug Batson - Hewlett-Packard  
Gustavo Luna - The Longhairs  
Larry Berry - DC Comics



INDUSTRIAL  
LIGHT & MAGIC

# EMPLOYERS



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# SAN DIEGO

San Diego, CA is known as “California’s Finest City” for so many reasons. With year round temperatures averaging 70 degrees, this coastal city and its surrounding communities are a wonderland of beautiful scenery and cultural activities.

From snowboarding to surfing, there is an outdoor activity within easy access. San Diego boasts 70 miles of beaches and mile-high mountains. 92 golf courses and a variety of marinas, enable seafarers and land-lovers alike to enjoy a variety of resort activities.

A visit to Balboa Park, the largest urban cultural park in the U.S., will fill your days with a wide variety of experiences. The world-famous San Diego Zoo is there, as well as the award-winning Globe Theaters.

From lunch in Old Town with its early California-Spanish architecture, to dinner after a day at the horse races at the Del Mar Fairgrounds, each community in this Southern California Vacation wonderland offers a cultural or culinary adventure.

Visit the renowned aquarium at Scripps Institution of Oceanography which hosts visitors from around the world. Travel to the nearby Anza Borrego Desert and photograph the wild big horn sheep or the cactus in full bloom. Spend the day in Tijuana Mexico, which is just a quick trip across the border. Don’t miss an adventure at Disneyland or a day of star-watching in Hollywood. These colorful destinations are just a few hours up the coast by car or train.





# PLATT ACTIVITIES

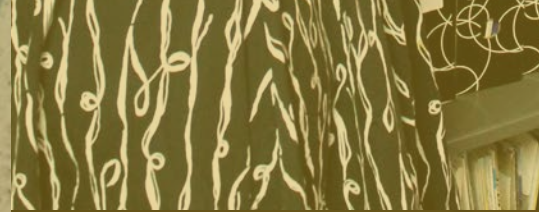


# EXTRACURRICULAR

Platt College San Diego offers a wide variety of voluntary activities; such as, design exhibits, local and national competitions, cultural field trips, film festivals, museums and industry-related workshops. Learning beyond the classroom expands our students' knowledge in the digital media design industry, improves networking skills and builds friendships that last a life time!







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6250 El Cajon Boulevard  
San Diego, CA 92115-3919

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