

CLASS SESSION SCHEDULES	
Morning: (M-F)	8:00am to 12:00pm (5 weeks)
Portfolio: (M-F)	1:00pm to 5:00pm (5 weeks)
CLASS START DATES	

A.A.S. DEGREE: GRAPHIC DESIGN

(TERM 1, 2, 3 & GE's)

Semester Credit Hours	63
Clock Hours	1270
Morning	*** 16 months
Tuition	\$31,000.00
Books & Supplies	\$2,300.00
STRF (see back page)	\$16.50
Registration Fee	\$110.00
TOTAL	\$33,426.50

A.A.S. DEGREE: DIGITAL MEDIA DESIGN

A.A.S.M.M. (A.A.S.G.D. + T4)

Semester Credit Hours	76.5
Clock Hours	1570
Morning	*** 20 months
Tuition	\$39,500.00
Books & Supplies	\$2,700.00
STRF (see back page)	\$21.00
Registration Fee	\$110.00
TOTAL	\$42,331.00

B.S. DEGREE: MEDIA ARTS

3D • DV • WEB

Semester Credit Hours	66	129
Clock Hours	1270	2540
Morning	*** 16 months	*** 32 months
Tuition	\$34,000.00	\$65,000.00
Books & Supplies	\$2,200.00	\$4,500.00
STRF (see back page)	\$18.00	\$34.50
4Registration Fee	\$110.00	\$220.00
TOTAL	\$36,328.00	\$69,754.50

TERM 1 Tuition \$7,600 • Books & Supplies \$800

TERM 2 Tuition \$7,600 • Books & Supplies \$300

TERM 3 Tuition \$7,600 • Books & Supplies \$300

AAS GD Tuition \$8,200 • Books & Supplies \$900

TERM 4 Tuition \$8,500 • Books & Supplies \$400

TERM 5 Tuition \$8,500 • Books & Supplies \$400

TERM 6 Tuition \$8,500 • Books & Supplies \$400

BS GE Tuition \$8,500 • Books & Supplies \$1,000

TERM 1

TERM 2

TERM 3

GENERAL EDUCATION

TERM 4

TERM 5

TERM 6

GENERAL EDUCATION

INSTRUCTORS

GRAPHIC DESIGN *Industry exp. since*

d'Agostino, Tiziana, BA	1997
Dunham, Ann, MFA	2002
Frizza, Julio, MBA	1998
Morris, Richard, BS	2003
Reaves, Stephen, MA	1990

3D MODELING & DESIGN

Bittorf, David, BA	2002
Ryan, Scott, BS	2007

DIGITAL VIDEO PRODUCTION

Contreras, Diego, BA	2015
Davies, Theo, BS	2011
McCaughy, Madison, BA	2012
Zane, Catherine, BA	2009

WEB DESIGN

Cabral, Melissa, BS	2000
d'Agostino, Tiziana, BA	2001
Winton, Fred, BS	1997
Ladd, Trish, BS	2010

GENERAL EDU. *Instruction exp. since*

Arnell, Almiede, BS, JD	1996
Burke, Emily, MA	2018
Dunham, Ann, MFA	2002
Kane, Edward, MBA	1994
Hamilton, Tiffany, MA	2008
Turner, Heather, BS, MFS	2006
On-Thai, Mai, MS, Ph.D.	2002

DIGITAL PRODUCTION

DD101 (InDesign® & Illustrator®) (5 weeks)

TYPOGRAPHY/BRANDING

TYP101 (5 weeks)

DESIGN BASICS

DES101 (InDesign®) (5 weeks)

RASTER GRAPHICS

P102 (Photoshop®) (5 weeks)

VECTOR GRAPHICS

D102 (Illustrator®) (5 weeks)

DIGITAL PUBLISHING

DPD102 (InDesign®) (5 weeks)

DIGITAL IMAGING

P103 (Photoshop® & Illustrator®) (5 weeks)

GRAPHIC DESIGN FOR ADVERTISING AND SOCIAL MEDIA

GD103 (InDesign®) (5 weeks)

INTRO. TO WEB DESIGN & DEVELOPMENT

WD103 (HTML/CSS/FTP/PHP/JavaScript) (5 weeks)

PORTFOLIO DEVELOPMENT

PP100

Monday - Friday
1pm to 5pm (5 weeks)

LIFE DRAWING

ART103

CREATIVE CONCEPTIONS

ART104

ENVIRONMENTAL SCIENCE I

ENS101

PERSONAL FINANCIAL MGMT.

BUS104 **

HISTORY OF SOCIETY IN ART: ANCIENT - 15TH CENTURY

HUM140

HISTORY OF SOCIETY IN ART: 15TH - 20TH CENTURY

HUM141

ORAL COMMUNICATIONS

COM105 **

ENGLISH COMPOSITION

ENG105 **

PERSONAL BRANDING

CS110

INTRODUCTION TO 3D

IA104 (Maya®) (5 weeks)

INTRODUCTION TO DIGITAL VIDEO

IV104 (Premiere®) (5 weeks)

FUNDAMENTALS OF WEB

IW104 (HTML/CSS/FTP/PHP/JavaScript) (5 weeks)

HARD SURFACE & PROP MODELING

3D310A (Maya® & ZBrush®) (5 weeks)

ADVANCED MATERIALS

3D320A (Textures, Rendering and Lighting) (5 weeks)

ANATOMY FOR CHARACTER MODELERS

3D330A (ZBrush® using Dynamesh) (5 weeks)

3D MODELING

SCRIPT WRITING

DW300 (5 weeks)

SOUND DESIGN & ENGINEERING

DS300 (ProTools®) (5 weeks)

DIGITAL COMPOSITION & MOTION GRAPHICS

DC300 (After Effects®) (5 weeks)

DV PRODUCTION

RESPONSIVE WEB DESIGN

WR300 (HTML/CSS/JavaScript/PHP) (5 weeks)

SCRIPTING FOR THE WEB

WS300 (HTML/CSS/JavaScript/Query/AJAX) (5 weeks)

WEB CAMPAIGN IMPLEMENTATION

WC300 (5 weeks)

WEB DESIGN

ADVANCED ORGANIC MODELING

3D410A (ZBrush® & Maya®) (5 weeks)

GAME CHARACTER

3D420A (Model, UV-Map, Texture, and Rig) (5 weeks)

MODELING THESIS

3D430A (5 weeks)

PORTFOLIO DEVELOPMENT

PP200 (5 weeks)

DIGITAL VIDEO PRODUCTION

DAP400A (Premiere®) (5 weeks)

ADV. DIGITAL VIDEO PRODUCTION

DAP400B (Premiere®) (5 weeks)

ADV. DIGITAL COMPOSITING & MOTION GRAPHICS

DAC400 (Premiere® & After Effects®) (5 weeks)

PORTFOLIO DEVELOPMENT

PP200 (5 weeks)

PROGRAMMING FOR DESIGNERS

WIP400 (PHP/MySQL) (5 weeks)

CONTENT MANAGEMENT SYSTEMS

WCM400 (WordPress/Query/XML) (5 weeks)

USER EXPERIENCE DESIGN

WUD400 (CSS/DOM Scripting/AJAX) (5 weeks)

PORTFOLIO DEVELOPMENT

PP200 (5 weeks)

CAREER SERVICES

- Open to Current Students and Alumni
- Job Placement
- No Cut-Off Date
- Job Postings (constantly updated)
- Mock Interviews
- Interview Skills
- Résumé Development
- Portfolio Development

Find a job, contract work or both!
Contact at 619.265.0107 or Room 204
(upstairs administration office)

FILM AND SOCIETY

FIL201

ENJOYMENT OF MUSIC

MUS201

ENVIRONMENTAL SCIENCE II

ENS201

TOPICS IN MATHEMATICS

MAT204A **

TOPICS & FIGURES IN LITERATURE

LIT201

HISTORY OF GRAPHIC DESIGN

HUM203

DIGITAL MEDIA WRITING

ENG202

BUSINESS & MARKETING COM.

ENG204A **

FUND. OF ILLUSTRATION

ART202

* PREREQUISITES for Specialized Diplomas and B.S.M.A. An A.A.S. from Platt College or equivalent

Acceptable professional / educational portfolio:
3D: Proficiency in Photoshop
DV: Proficiency in Photoshop
WEB: Proficiency in Design Skills, Photoshop, Illustrator, CSS/HTML & Typography

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

*** These lengths include class time, school breaks and holidays. For Academic lengths and Semester Academic Credit Hours see page 19 "Academic Programs" in our school catalog.

HOLIDAY SCHEDULE

January 1, 2021
New Years Day

January 18, 2021
Martin Luther King, Jr. Day

February 15, 2021
President's Day

April 2-5, 2021
Spring Break

May 31, 2021
Memorial Day

July 5-9, 2021
Summer Vacation

September 6, 2021
Labor Day

November 11, 2021
Veteran's Day

November 25-26, 2021
Thanksgiving Holiday

December 24-31, 2021
Winter Vacation

January 1, 2022
New Years Day

January 17, 2022
Martin Luther King, Jr. Day

February 21, 2022
President's Day

April 15-18, 2022
Spring Break

May 30, 2022
Memorial Day

June 20, 2022
Juneteenth

July 2-10, 2022
Summer Vacation

September 5, 2022
Labor Day

November 11, 2022
Veteran's Day

November 24-27, 2022
Thanksgiving Holiday

December 24-31, 2022
Winter Vacation

January 1, 2023
New Years Day

January 16, 2023
Martin Luther King, Jr. Day

February 20, 2023
President's Day

April 7-10, 2023
Spring Break

May 29, 2023
Memorial Day

June 20, 2022
Juneteenth

July 3-7, 2023
Summer Vacation

September 4, 2023
Labor Day

November 11, 2023
Veteran's Day

November 23-24, 2023
Thanksgiving Holiday

December 25-31, 2023
Winter Vacation

STAFF ADMINISTRATION

Robert D. Leiker

Meg Leiker

Alfred Medro

Julio Frizza

Opel Oliver

Lucesita Joseph

Marianne Taxter

Khoa VanCottthem

Emily Burke

Natalie Davies

Steve Gallup

Christian Pulley

Teal Smith

Claudia Ferreira

Leah Lombos

Chairman

President

Vice President / School Director

Director of Education

Director of Financial Aid / International Student PDSO

Financial Aid Officer

Controllor

Accounting Assistant

Career Services Advisor / Instructor

Registrar

Director of Marketing / Admissions

IT Manager / VA Liaison

Learning Resource Center Coordinator

Executive Assistant

Education Representative

76215. STUDENT TUITION RECOVERY FUND (STRF) DISCLOSURES

The State of California established the Student Tuition Recovery Fund (STRF) to relieve or mitigate economic loss suffered by a student in an educational program at a qualifying institution, who is or was a California resident while enrolled, or was enrolled in a residency program, if the student enrolled in the institution, prepaid tuition, and suffered an economic loss. Unless relieved of the obligation to do so, you must pay the state-imposed assessment for the STRF, or it must be paid on your behalf, if you are a student in an educational program, who is a California resident, or are enrolled in a residency program, and prepay all or part of your tuition.

You are not eligible for protection from the STRF and you are not required to pay the STRF assessment, if you are not a California resident, or are not enrolled in a residency program.*

It is important that you keep copies of your enrollment agreement, financial aid documents, receipts, or any other information that documents the amount paid to the school. Questions regarding the STRF may be directed to the Bureau for Private Postsecondary Education, 2535 Capitol Oaks Drive, Suite 400, Sacramento, CA 95833, (916) 431-6959 or (888) 370-7589.

To be eligible for STRF, you must be a California resident or are enrolled in a residency program, prepaid tuition, paid or deemed to have paid the STRF assessment, and suffered an economic loss as a result of any of the following:

1. The institution, a location of the institution, or an educational program offered by the institution was closed or discontinued, and you did not choose to participate in a teach-out plan approved by the Bureau or did not complete a chosen teach-out plan approved by the Bureau.

2. You were enrolled at an institution or a location of the institution within the 120 day period before the closure of the institution or location of the institution, or were enrolled in an educational program within the 120 day period before the program was discontinued.

3. You were enrolled at an institution or a location of the institution more than 120 days before the closure of the institution or location of the institution, in an educational program offered by the institution as to which the Bureau determined there was a significant decline in the quality or value of the program more than 120 days before closure.

4. The institution has been ordered to pay a refund by the Bureau but has failed to do so.

5. The institution has failed to pay or reimburse loan proceeds under a federal student loan program as required by law, or has failed to pay or reimburse proceeds received by the institution in excess of tuition and other costs.

6. You have been awarded restitution, a refund, or other monetary award by an arbitrator or court, based on a violation of this chapter by an institution or representative of an institution, but have been unable to collect the award from the institution.

7. You sought legal counsel that resulted in the cancellation of one or more of your student loans and have an invoice for services rendered and evidence of the cancellation of the student loan or loans.

To qualify for STRF reimbursement, the application must be received within four (4) years from the date of the action or event that made the student eligible for recovery from STRF.

A student whose loan is revived by a loan holder or debt collector after a period of noncollection may, at any time, file a written application for recovery from STRF for the debt that would have otherwise been eligible for recovery. If it has been more than four (4) years since the action or event that made the student eligible, the student must have filed a written application for recovery within the original four (4) year period, unless the period has been extended by another act of law.

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



This Catalog Supplement accompanies and is an integral part of the catalog for Platt College • San Diego, CA 92115-3919

CATALOG SUPPLEMENT

CORE CURRICULUM/COURSE DESCRIPTIONS

In post-production, students learn the fundamentals of media asset management, advanced editing techniques and different delivery methods with an emphasis on video compression for the web.

DAP400B Advanced Digital Video Production (5.00 semester credit hours/100 clock hours) Advanced Digital Production (DAP400B) will examine the elements of cinema and storytelling from the film world. Students will apply the knowledge from prerequisite courses to the creation of a high-quality short film. It is a goal of the course that this film be used as a central portfolio piece. Students will explore the following roles: director, editor, producer, cinematographer, writer, composer, and sound-specialist. Students will imitate a professional dynamic group environment and will also learn about scouting, auditions, budgeting, permits and venues for distribution.

DC300 Digital Compositing & Motion Graphics (5.00 semester credit hours/100 clock hours) Digital Compositing and Motion Graphics (DC300), students will learn the tools to create video effects. Explores the world of digital compositing and motion graphics from identifying the needs for production and pre-producing VFX shots. The students will be introduced to basic compositing techniques and motion graphics. The course will offer an understanding of pre-production for Adobe After Effects to set up the best shot for effects, green screen, 3D layers, key-framing, creating alpha mattes, animating text and geo elements, motion tracking, syncing to audio and exporting movies for web or cinema.

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

DES101 Design Basics (4.5 semester credit hours/100 clock hours) Design Basics (DES101) Introduces the formal elements of line, shape, color, texture and composition as well as the graphic principles of balance, repetition, scale, and unity. Students learn the organization, combination, or manipulation of these elements essential in achieving good design. Further topics introduce conceptual thinking, thumbnail development, research, and critique.

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

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

DW300 Script Writing (5.00 semester credit hours/100 clock hours) Script Writing (DW300) will introduce the elements of both short-form, television pilot, and feature-length screenwriting, focusing specifically on screenplay structure, short and feature film analysis, genre analysis, and screenwriting style. The emphasis is on students' original idea generation and writing.

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

design graduate.

IA104 Introduction to 3D (4.5 semester credit hours/100 clock hours) Introduction to 3D (IA104) introduces students to 3D and 3D applications, techniques, and theory with an emphasis on Autodesk's Maya®. Students will learn and practice the fundamental methods of modeling, texturing, lighting, and rendering. Polygon Modeling, UV Texture Mapping, and Arnold Rendering Engine.

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

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

P102 Raster Graphics (4.5 semester credit hours/100 clock hours) Introduction to Raster Graphics (P102) is an introduction to pixel editing software, which includes image acquisition, color theory, resolution for commercial printing, and photo retouching. Industry standards as established by the NAPP (National Association of Photographers) are emphasized. Technical efficiency in Adobe Photoshop and creative approaches toward design problem resolution are goals of the course. Photography as a medium will be used to practice elements of design along with understanding the historical, technical and commercial aspects of photography.

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

PP100 Portfolio Development (4.5 semester credit hours/100 clock hours) No transfer credit accepted for this course. As an outcome of the Portfolio Project, Students at the AAS-level will create a print and online portfolio to demonstrate the skills and knowledge they have acquired throughout their program. Emphasis will be placed on presentation skills and strategies suitable for gaining employment.

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

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

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

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

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

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

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

WS300 Scripting for the Web (5.00 semester credit hours/100 clock hours) This course serves as an introduction to programming using JavaScript, how to select, create, delete and manipulate HTML elements to make web pages interactive. Logic is a core concept in programming and is stressed throughout the course as students write their own programs or games.

WUD400 User Experience Design (5.00 semester credit hours/100 clock hours) The User Experience for Web and Mobile Apps (WUD) course gives students experience with interactive website creation. Students are taught web programming concepts such the use of variables, getting and setting properties and attributes of HTML Objects dynamically based upon conditional logic, usage of standard functions in JavaScript, jQuery Library functions as well as creation of their own custom functions. AJAX, animation utilizing JavaScript, audio, and user interaction applications using jQuery UI are all taught for the student to bring to bear on the creation of a highly interactive and dynamic web project.