

Virginia Marti College
of Art and Design
VMCAD

THE ENTREPRENEURIAL ART AND DESIGN COLLEGE
established 1966

2012/2013 ACADEMIC CATALOG

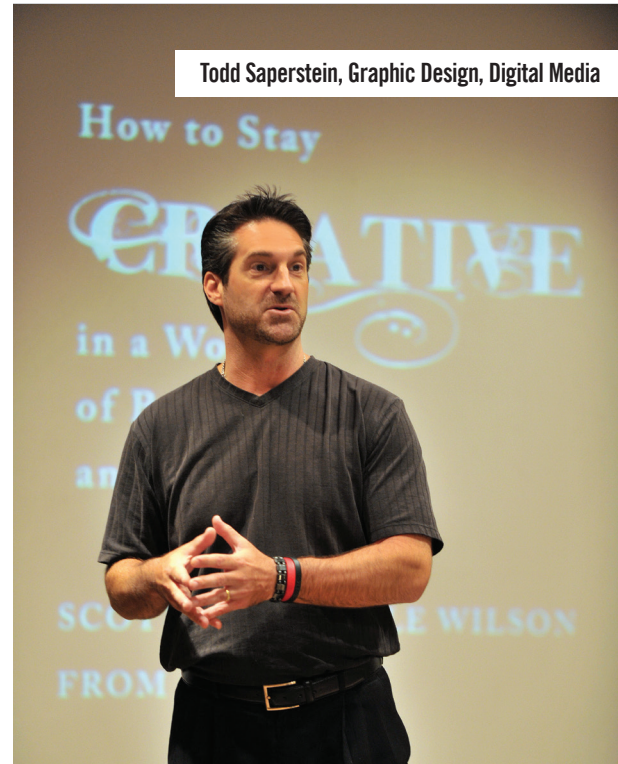
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MEET THE DEPARTMENT CHAIRS



Judy Gannon, Fashion Design



Todd Saperstein, Graphic Design, Digital Media



Mindy Paradise, Fashion Merchandising



Patrick Melnick, Art Studies



Cristina McCarthy, Interior Design

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THE Virginia Marti College Difference

Virginia Marti College of Art and Design's home in Lakewood, Ohio, has been featured on the Travel Channel, the Food Network, and Travel and Leisure's "America's Top 10 Coolest Suburbs." VMCAD is a leader in entrepreneurial education with our professional networking associations and our experiential internship programs..

Our faculty are practicing professionals from the design industries, committed to developing the talent and technical design ability of our students. Art and business curriculum combine design knowledge with actual work experiences to teach real-world problem solving skills.

History of VMCAD:

Virginia Marti-Veith was always a visionary woman with a passion for quality fabrics and fashion. After studying Haute Couture design in Paris, with its emphasis on custom fitting and details, Mrs. Veith returned to Cleveland, eager to train qualified fashion design professionals. She envisioned a place for students to learn, grow and improve their own lives, as well as the communities they lived in. In 1966, she founded the Virginia Marti College of Art and Design.

One of Cleveland's first female entrepreneurs, Mrs. Veith stayed focused on her passion throughout her life: providing students with personalized training in quality design, while raising her own close-knit family. She knows from personal experience what it takes to succeed as an artist entrepreneur.

Success in any design field combines hard work, technical skill and personal attention, the basis of haute couture design and service. Interest in the college flourished as students from all over the country began to inquire about its unique programming. Virginia Marti College of Art and Design now offers accredited degrees in Fashion Design, Fashion Merchandising, Graphic Design, Interior Design and Digital Media.

It started as the vision of a passionate young dreamer. Today, Virginia Marti College of Art and Design is a thriving and growing college campus, collaborating with area businesses to enhance economic development and train the next generation of designers to combine quality design skills with their own unique visions.

About VMCAD

Virginia Marti College of Art and Design, in Lakewood, Ohio, is a career college committed to providing academic excellence for students who want to specialize in selected areas of the design industry. We provide accredited degrees in Digital Media, Graphic Design, Interior Design, Fashion Design, and Fashion Merchandising. We prepare students to be successful in their chosen professions by empowering them with business and design knowledge, along with hands-on experience. Students are surrounded by caring instructors and staff committed to their success, as they balance their work, family and educational goals.

About Our Instructors

Instructors at Virginia Marti College of Art and Design are practicing industry professionals in their creative fields. They bring actual client projects into the classroom to train students in the latest industry tools and techniques. With small class sizes, instructors can provide individual attention for each one of their students.

Statement of Philosophy

Virginia Marti College of Art and Design is committed to preparing students in the core competencies of the creative industries, so that its graduates can meet today's marketplace demands for technical skill, innovation and problem-solving ability in every business venture.

The College is committed to pioneering entrepreneurial education, as it pursues work experience for its students through business alliances and internship opportunities. Virginia Marti College of Art and Design pursues best practices in the design industries by utilizing the most current technological tools, employing practicing industry professionals as instructors, and assigning regional client projects to teach core concepts.

Virginia Marti College of Art and Design serves the individual needs of high school graduates, students with prior college credits, and college graduates who are seeking specialized training and internship opportunities. Small faculty-to-student ratio encourages student growth and success. The College treats all individuals with dignity and respect, with the hope of inspiring graduates to make creative contributions to a global society.

Mission Statement

Virginia Marti College of Art and Design is a college committed to providing academic excellence for students who want to specialize in specific areas of the design industry. We strive to deliver an outcomes-based education in a personalized environment for a diverse student population. We seek to cultivate strong problem-solving abilities in our students through project-based curriculum, cutting-edge technologies and an exceptional faculty, comprised of practicing industry professionals. Our focus is on empowering students to be innovative and productive in their chosen professions by providing business and design knowledge, along with authentic work experience. We seek to inspire our students to make creative contributions to our global society.

Vision Statement

Virginia Marti College of Art and Design will be recognized as a premier center for the teaching and learning of the creative design arts, where student-focused programs will create an environment for educational success. We will serve as a place to learn, grow and improve the lives of our students, their families, and communities. We will collaborate with area businesses and other academic institutions to enhance the economic development of our region by introducing educated and trained personnel into the workforce. We will continue to seek out exceptional faculty from the design industries to develop the talent and vision of our students.

Values Statement

In order to fulfill its mission and vision, Virginia Marti College of Art and Design is dedicated to accomplishing the following goals:

- Prepare high school graduates and college transfer students of all ages for job entry into the career fields of Digital Media, Fashion Design, Fashion Merchandising, Graphic Design, and Interior Design.
- Provide cutting edge educational programs to meet the employment needs of business and industry.
- Reinforce strong basic skills to broaden the creative potential of every student, by assisting students in overcoming deficiencies and acquiring skills fundamental to academic and career achievement.
- Provide a caring and professional faculty and staff committed to student success.
- Seek work experience for our students through business alliances, customer projects and internship opportunities.
- Promote character development and work ethic in our students through modeling positive attitudes, collaboration, drive, motivation, and the worth of all people.
- Treat all students with dignity and encouragement in order to nurture a genuine respect for diversity of people, ideas, cultures, and abilities. This value will give our graduates a firm foundation upon which to build a future in the design industries.

Unique Features:

- **Individualized Instruction:**
 - Small class size - 10-15 students per instructor in all technical and lab courses.
- **Student career placement is provided**
- **Placement Services for all Graduates & Alumni**
- **Employment Networking**
- **Parallel Art and Business Curriculum:**
 - Professional faculty are hired from the design industries.
 - Work experience teaches problem-solving and collaboration skills with actual customer design projects.
 - Job Placement Services (2000-08) - 92.8% of graduates work in their field of study.
 - Recipient of five Workforce Development Grants from the State of Ohio for outstanding job placement.

Message from MRS. VIRGINIA MARTI-VEITH



"It is an honor working with students and seeing them grow and succeed in their chosen fields. The college was founded in 1966 on the basis of hard work and education. After studying Haute Couture design in Paris, I returned to Cleveland and saw the increasing need for a college focused on training qualified fashion design professionals. Thus began the Virginia Marti College of Art and Design. The college has expanded significantly since its inception and now offers degrees in Fashion Design, Fashion Merchandising, Graphic Design, Interior Design, and Digital Media. We are deeply committed to the success of every student. If you are dedicated, disciplined, determined, and passionate, nothing will stop you from being successful. I would like to welcome you to the Virginia Marti College of Art and Design family."

Sincerely,

* Mrs. Veith continues to oversee the activities of the college and frequently visits classes. In addition to being president of the college, she and her husband Herb continue to run "Mission to the Fatherless," a non-profit organization that supports two orphanages in Kenya. The Veiths travel to Kenya every year to ensure the children receive food, shelter, medicine, and a quality education.



LOCATED IN Lakewood, Ohio

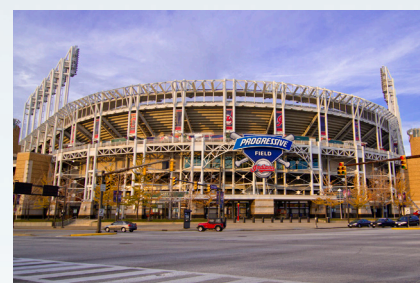


“This inner-ring suburb of Cleveland has been on the radar of the young and urbane for some time. It has a well-established nightlife and gastronomic scene.”

- Daniel Derouchie, *Travel + Leisure Magazine*.

Virginia Mart College of Art and Design is located at the east end of Lakewood, Ohio near the colorful Clifton arts district, with magnificent views of Lake Erie nearby. Tree-lined Lakewood is located between upscale Rocky River and exciting downtown Cleveland. The city's 5.6 square miles are composed of vintage homes and apartments within a charming national historic district.

VMCAD students commute to the college and take classes on a personalized schedule that accommodates personal, job or family needs. Work hard on your designs, then take a break and enjoy the area's vibrant art and music scenes, coffee houses, bistros and restaurants, dance and performing arts venues, or ride a bike through the 1000 acre Emerald Necklace, miles of continuous parkland that borders Lakewood. The world's top amusement park, Cedar Point, is only 90 minutes west on the Lake Erie shores. Students are within 10 minutes of the Rock and Roll Hall of Fame and Museum and sports stadiums, and only 20 minutes from University Circle, home to the Cleveland Museum of Art, the Cleveland Orchestra, and other nationally renowned museums. State-of-the-art health care can be found among any of the of the Cleveland Clinic health centers.

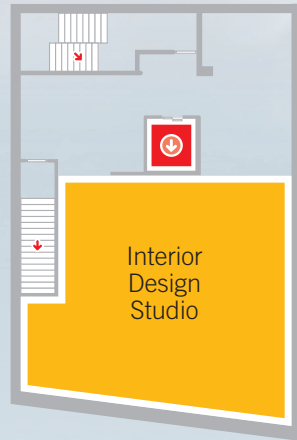


Photos courtesy of Ralph Miller Studios, Graduate of VMCAD



THE FACILITY

UPPER LEVEL



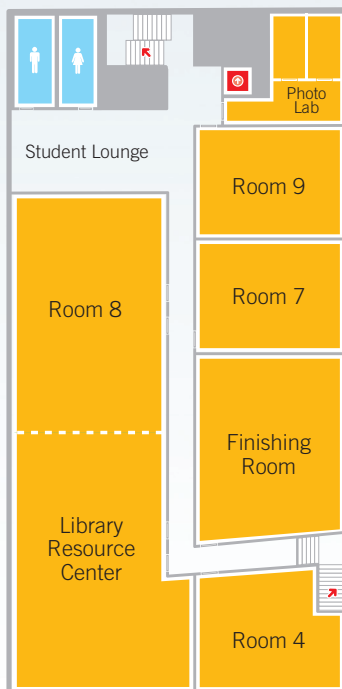
MAIN LEVEL



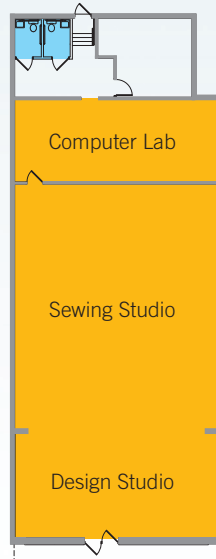
ADMINISTRATIVE OFFICE KEY

- A: Admissions
- B: Career Service
- C: Registrar
- D: Student Accounts
- E: Financial Aid
- F: Controller
- G: Assistant Director
- H: Director of Education
- I: Graphic Design, Digital Media Dept. Chair
- J: Student Services
- K: Virginia Marti-Veith, Director

LOWER LEVEL



FASHION DESIGN STUDIOS



MAIN LEVEL

Lobby Area: A variety of student work is presented in the display cases and the front window. This area also serves as a waiting room for visitors/guests.

The Gallery: The Gallery area is also used to display student work, including Digital Media projects on four flat screen monitors. Tables and work stations are available for student use.

Administrative Offices: First floor offices include: Main Office, Assistant Director of the College, Director of Education, Student Services, Admissions, Financial Aid, Registrar, Comptroller, and the Graphic Design and Digital Media Department Heads' offices.

Auditorium: The auditorium is used for lecture classes, meetings, special events, and is equipped with surround sound, a DVD projector, and a laptop computer.

Labs: First floor labs include two computer labs, used for a variety of classes. Both labs' computers have the latest software to accommodate a variety of student needs.

Studios: There are two studio classes on the first floor: the Digital Media studio, which is equipped with the latest multimedia technology for classes and open labs, and the artists' studio, which is used for a variety of drawing classes.

Fabric Store: The College has its own Fabric Store, where fashion design students and visitors can purchase high-end fabrics.

UPPER LEVEL

INTERIOR DESIGN STUDIO: The Interior Design Studio provides students with not only a classroom environment and work stations, but also a library of fabrics and materials used in student projects. The Department Head of Interior Design also has office space in this studio.

LOWER LEVEL

Resource Center/Library: The Resource Center/Library provides students with a variety of books, publications, Internet access, and a quiet study area.

Classrooms: There are 4 traditional classrooms typically occupied by survey classes, and one art studio.

Student Lounge: This area provides students with a place to purchase and consume products from the vending machines, make cellular phone calls, and study.

The Fashion Archives: The climate-controlled Fashion Archives contain a variety of garments and fashion accessories from the past three centuries.

The Darkroom: The darkroom is used for photography classes and open labs.

Finishing Room: This room provides students with equipment for printing, cutting, and mounting to assist in professional presentation of student work.

FASHION DESIGN BUILDING

Design Studio: The Design Studio is where students learn the haute couture method of patternmaking, draping, and fitting.

Sewing Studio: This studio includes home and industrial sewing machines, industrial irons, and professional steamers to provide students the equipment needed to refine their sewing skills.

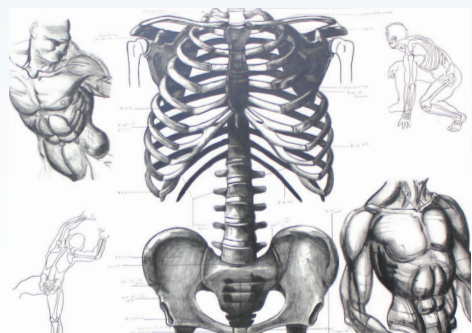
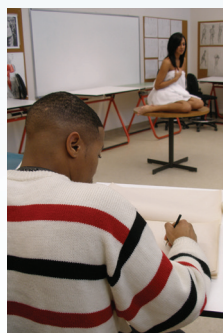
Computer Lab: The Computer Lab utilizes Gerber software for CAD patternmaking, grading, and marker making.

Basic & General

COURSES

- ▶ Art Fundamentals
- ▶ Anatomy and Figure Drawing
- ▶ Art History
- ▶ Color Theory
- ▶ Photography
- ▶ Mathematics
- ▶ English

VMCAD's Basic and General Studies Program plays an integral role in preparing students for their chosen careers. The curriculum focuses on those critical thinking skills that lay the foundation for their professional lives. The Basic and General curriculum emphasizes business fundamentals, networking and teamwork. Classwork includes collaborative projects, which enable students to work with classmates from programs other than their major. Today's job market is an employer's market. Graduates must have excellent communication skills in addition to their industry-related knowledge. VMCAD graduates have the confidence and competitive edge required by today's employers.



CAREER OPPORTUNITIES



Bryce Taylor Digital Media Graduate, developer for Blackbird Interactive

Digital Media

Videographer / Video Editor
Motion Graphics Artist
Web Designer
Pre-production Artist
Flash Animator Interface Designer
Storyboard Artist
Digital Video Camera Operator
Story and Concept Developer



Jonathan Sin-Jin Satayathum
Interior Design Graduate

Interior Design

Interior Designer
Residential Design
Commercial Design
Space Planner
CAD Technician
Draftsperson
Sales Consultant
Manufacturer's Representative

Fashion Design

Active Sportswear Designer
Fashion Designer
Bridal Designer
Grader
Career Clothing
Leather Wear Designer
Costume Designer
Pattern Maker
Children's Wear Designer
Designer of Women's Wear
Designer of Men's Wear



TOKYPHOTOGRAPHY.COM

Ali Rahimi Fashion Design Graduate, owner of Mon Atelier, a couture fashion salon



Maria Frankito Fashion Merchandising Graduate, founder of Savvy Chic Boutique

Fashion Merchandising

Fashion Buying
Visual Merchandising
Retail Store Planning & Design
Fashion Product Development
Production & Sourcing
Planning & Allocation
Retail Management
Trend Forecasting
Fashion Show Production



Mike Kubinski Graphic Design Graduate, founder of CLE Clothing company

Graphic Design

Graphic Designer
Greeting Card Illustrator
Packaging Designer
Children's Book Illustrator
Freelance Designer
Medical Illustrator
Newspaper Ad Designer
Freelance Illustrator
Logo Designer
Design Layout Artist
Corporate Identity Designer
Print Production Artist

Basics & General

INSTRUCTORS BIOS

DIRECTOR OF ART STUDIES- Patrick Melnick

As the Director of Art Studies at Virginia Marti College, Mr. Melnick teaches Anatomy and Figure Drawing, History of Art and Fashion Illustration. An instructor for more than 26 years, he earned his Master of Fine Arts Degree from the University of Notre Dame. He has worked throughout Ohio, including Ursuline College, and in Chicago teaching and working in art galleries. His career includes the production and coordination of numerous art shows, both locally and nationally. Mr. Melnick worked as a curatorial assistant at the internationally-recognized Zaks Gallery in Chicago. He also served as a judge on the board of Madison, Wisconsin's National Endowment of the Arts Council. He uses his expertise in Renaissance and Baroque art to coordinate the VMCAD European art tours. He continues to paint and draw in the tradition of the masters.

Matthew Dodd

Mr. Dodd's areas of specialization include nineteenth century European art and Gothic art and architecture. He has taught classes on modern art, nineteenth century art and a specialized course examining the convergence of music and the visual arts. Over the past six years he has been invited to share his research on a number of topics at both professional and graduate conferences across the country. These papers have covered subjects such as the influence of opera composer Richard Wagner on Cezanne and his circle to modern ceramicist Robert Arneson's body of work dedicated to Jackson Pollock. Mr. Dodd's current research is centered on the concept of convergence theory and its application to art and design history. He has over twelve years professional experience in high-end boutique fine art framing and presentation including works by Picasso and Sol Lewitt.

Sally Heston

Ms. Heston has more than 30 years of teaching experience. She has art published in several books and exhibits much of her solo work in art galleries throughout Pennsylvania and NE Ohio. She's also a co-curator at the MD Garage Art Gallery in Cuyahoga Valley National Park and is President of the Board of Trustees of the Cuyahoga Valley Art Center in Cuyahoga Falls, Ohio. Ms. Heston holds degrees from Indiana University of Pennsylvania and the University of Pittsburgh.

John Kenney

Mr. Kenney holds a Bachelor of Arts degree from Capital University in Art and Media Communications. He is also a graduate of the New York Institute of Photography and has attended Rochester Institute of Technology for Graphics and Photography. Mr. Kenney has been a professional photographer for 40 years, working mainly in the Photojournalism field, and holding positions as a Staff Photographer, Chief Photographer, Director of Photography, Photo-Editor, and Contract Photographer. He has worked for daily newspapers in N.Y., N.J., Ohio, and Chicago for 25 yrs and 10 yrs as a Contract/Freelance Photographer for Sports Illustrated and Time Magazine. Mr. Kenney holds Adjunct Faculty cards with Lorain County Community College teaching various photography courses since 1970 and Capital University since 1982.

Andrij Maday

Mr. Maday is a graduate of the Pennsylvania Academy of the Fine Arts, in Philadelphia, Pennsylvania. He is the recipient of 12 awards, a Lewis Comfort Tiffany Foundation Grant among them. Mr. Maday has exhibited extensively in 33 solo and over 85 group exhibitions. His woodcuts, drawings, as well as paintings, both secular and ecclesiastical, may be found in numerous private and permanent collections in North America, Europe, and Australia. Specializing in custom site specific commissions, his work can be viewed at www.andrijmaday.com.

Keith Miller

Mr. Miller has a BS in Engineering Management/Mechanical Engineering from the Missouri School of Science and Technology and an MBA from the University of Iowa School of Business and is committed to continuing education. He has 30+ years of experience managing, consulting, leading and training for design, engineering, finance, and manufacturing in the business world working with manufacturing and sales locations around the globe. Mr. Miller has been tutoring for over ten years and is excited to sharing learning experiences with his students. He has also been teaching math, economics, and business classes full time on college campuses for five years.

Wayne Pearsall

Mr. Pearsall is a practicing Attorney with active licenses in both Ohio and Florida. He is a sole practitioner with an emphasis on Family Law, Criminal Law, Bankruptcy and Small Claims. He has also done Pro Bono work for Homeless Women's Shelters. But Mr. Pearsall also enjoys using his creative talents through photography and web design. He does photography for various VMCAD events and has created several websites for his other hobbies – baseball and research on Internet Law, publishing an online journal called the Cyberbug Law Journal.

Michael Plog

Mr. Plog has dedicated the last 30 years of his life to the study of the Bible. He holds degrees from Baptist Bible College in Pennsylvania as well as Dallas Theological Seminary in Dallas, Texas. He has worked at three different churches for 16 years. Mr. Plog is currently in a Doctor of Ministry program at Trinity Evangelical Divinity School near Chicago, Illinois, and is a pastor of a church with a congregation of about 150 people in Amherst, Ohio.

Keith Smith

Mr. Smith is a graduate of Virginia Marti College and holds an Associate Degree of Applied Business in Interior Design. He serves on the board of the VMCAD foundation, and teaches the art fundamentals, color theory and anatomy & figure drawing courses. Mr. Smith owns the fine art firm Esoteric Painting Design located in downtown Cleveland. He specializes in faux painting techniques, and color.

Mariana Spanu

Mrs. Spanu has been teaching Sociology, Social Work, and Early Childhood Education courses for over 20 years, and has taught in Romania, England, France, Italy, and Greece, as well as the U.S. She holds degrees from the University of Toledo and the University of "A.I. Cuza," in Romania where she earned her Ph.D. in Sociology.

Luciano Vatamanu

Dr. Vatamanu holds several different degrees including PhD in Economics, as well as in Advanced Technology. His other degrees are from the Joye en Josas Center for Managers in Paris, the European Institute for Business Administration, the University of Toulouse in France, and Case Western Reserve University in Cleveland. He has had more than 20 years teaching experience at the college and university levels.

William Carswell

Mr. Carswell holds a BA in Psychology, and has 30 years manufacturing experience and 20 years experience in the use of computers. He has over 12 years instructional experience with a focus on Adult Learning, and is a Certified Microsoft Office Specialist Master Instructor.

Patty Flauto

Ms. Flauto has years of experience in entrepreneurship, product design and innovation. Her product development expertise is the cornerstone of her consulting practice "creativity + innovation + design". Mrs. Flauto received her M.F.A. in Textiles from Kent State University. To learn more about Ms. Flauto go to: www.thecreativeexpert.com and www.houseworksdesign.net

Katherine Miracle

Katherine Miracle, is the Founder & Owner of Miracle Resources. Miracle Resources is a consulting, training and educational resource for businesses and non-profits. Miracle Resources consultants specialize in the areas of advertising/branding, public relations, marketing and revenue development. Amongst Miracle Resources' many achievements they have been able to raise over 28 million for 10 different non-profits. Ms. Miracle has served on the boards of Cleveland Bridge Builders, and is a member of the class of 2002, and the Association of Fundraising Professionals serving a Vice President of Membership. She is a professional speaker and is a member of the prestigious National Speakers Association and Toastmasters International. Ms. Miracle was named Networker of the Year for 2004 for the Akron West Chapter of International Referral Network. Katherine is the author of "Discovering Your Dawn" published by Advantage Media. In 2010 Katherine was named Best Speaker by CBC Magazine. She graduated from The University of Akron with degrees in Business Organizational Communication and Theatre Arts. Other schools she has attended include Northwestern University and the University of Phoenix.

GENERAL COURSE DESCRIPTIONS

G101 English I 3 credits

Explores nine essay styles, reviews grammar and MLA fundamentals, and improves both verbal and written communication skills.

G102 English II 3 credits

Prerequisite: G101

Revisits key concepts from English 1 and focuses on reading and discussing short stories, poetry and song, film, and a novella.

G143 Math 3 credits

Covers the fundamentals of math, including fractions, decimals, percentages, statistics, simple business and consumer math, simple geometry, and basic algebra. This course will develop the basic skills needed to excel in both business and technical studies.

G160 History of Art I 3 credits

Analyzes artistic development in architecture, sculpture, and painting from the Prehistoric era to the Gothic period.

G161 History of Art II 3 credits

Analyzes the artistic development in architecture, sculpture and painting from the Early Renaissance to the Modern era by examining the historical context of the time period.

G163 Bible History: Old Testament 3 credits

Can be taken in lieu of G160 History of Art I

Covers the Patriarchs and Major and Minor Prophets from Genesis to Malachi and their historical context.

G164 Bible History: New Testament 3 credits

Can be taken in lieu of G161 History of Art II

Covers the writers of the New Testament and their historical context and the teachings of Jesus Christ.

G221 Social Science I - Interpersonal Communication 3 credits

An introduction to the theory and practice of interpersonal communication, which focuses on learning and applying the skills needed to improve the quality of interpersonal communication and interpersonal relationships with a variety of people.

G222 Social Science II - Organizational Behavior 3 credits

Takes a psychological approach to explore classic and current trends in organizational communication and human relations in the work environment.

G260 Economics 3 credits

Examines the basic concepts of the economy and their applications to problems and policies. Concepts include supply and demand, market and prices, income distribution, allocation of resources, contemporary economic issues, and personal finance.

BASIC COURSE DESCRIPTIONS

B103 Basic Color Theory 3 credits

Prerequisite: Must be taken with X050 Art Fundamentals in first quarter.

A study of color theory based on the four contrasts of Pantone analysis to facilitate skill in design, message content and marketplace application.

B128 Anatomy and Figure Drawing 3 credits

Prerequisite: B103 Basic Color Theory and X050 Art Fundamentals or Portfolio Review

This course is a study of the human skeletal system that facilitates accuracy and skill in drawing the live model. The consideration of various drawing techniques provides expressive and aesthetic dimension to the drawings.

B129 Anatomy and Figure Drawing II 3 credits

Prerequisite: B128

A further exploration of drawing techniques that focuses on the human muscular form as a mechanical device. The course focuses on overall muscular definition and analysis, to understand the complexity of the human form.

B210 Business Law 3 credits

An overview of the American legal system and basic laws that apply to contract sales, copyright and trademark, negotiations, product liability, and setting up a business.

B144 Photography 3 credits

An introductory course in the applications and use of the advanced digital camera. The student will examine and study the technical workings of the DSLR digital camera and apply this knowledge to achieve a self understanding and confident direction in digital photography. Students will be working in teams on projects that will lead to successful picture taking. This team concept key will let the student work with any image in any mode and create a high level of self expertise and expression in learning the art of photography.

B211 Principles of Business 3 credits

An introduction to principles of business, corporate structures, terminology, and an overview of the practical aspects of entrepreneurship including branding, advertising, marketing, public relations, and operations.

B224 Entrepreneurship 3 credits

An intensive business course to assist artists of all disciplines interested in developing arts-based businesses. This course covers topics that impact an entrepreneur's daily operations including identifying and developing their personal brand, developing strategies for communicating with their target market, identifying a variety of tools for protecting their work legally, raising capital, and accounting.

DEVELOPMENTAL COURSES

No credits are given toward degrees/certificates for developmental courses. There is no letter grade earned—developmental courses are PASS/FAIL. There is a two-credit tuition charge for each, except X017, which has a four-credit tuition charge.

X010 Developmental English

A detailed review of grammar and basic composition writing. In-class drills and a term paper help prepare students for G101. Placement in this course is dependent on results of entrance exam.

X015 Developmental Reading

Prepares students for college-level reading by emphasizing reading comprehension, speed-reading and study skills. Placement in this course is dependent on results of entrance exam.

X017 Developmental Sewing

A basic sewing course for students with minimal or no sewing skills. Students learn basic use of a sewing machine, practice sewing skills and commercial pattern layout.

X020 Developmental Mathematics

A basic overview of simple arithmetic. In-class drills, homework, and exams prepare students for G143. Placement in this course is dependent on results of entrance exam.

X040 Intro to Computers

A study of basic computer terminology, procedures and software application of Windows programs. This course must be taken in the first quarter.

X050 Art Fundamentals

A study of the basic principles in the mechanics of drawing. The course is an exploration concerning theoretical and practical approaches of perspective drawing to create realism through shading and value placement.

X090 Introduction to Drafting

An introduction to the tools and techniques of basic drawing and drafting communication in the architectural and interior design professions. This course serves as the foundation of necessary graphic skills and techniques used by professionals in the field – use of drafting equipment and application of architectural symbol representation.



Internship Programs

The internship experience is a requirement for Graphic Design and Fashion Merchandising. Prerequisites for the internship program are: (1) Cumulative grade point average of at least 2.0 and (2) successful completion of all course requirements through the seventh quarter. Students must be in their seventh or eighth quarter to be eligible and are advised to contact their Department Chair before the fifth week of the sixth or seventh quarter for arrangements.



Continuing Education

In addition to the subjects offered in our degree programs, the college offers a number of subjects for those interested in gaining new skills or advancing their careers. A listing of these subjects can be found on the college website (www.vmcad.edu). Since the time and extent of these offerings are subject to change from quarter to quarter, it is recommended to contact the College Admissions prior to registration.

Currently enrolled students in Associate Degree Programs are eligible to take these courses as enrichment if, in a particular quarter, they have registered for all the subjects possible that are pertinent to their program and have received prior approval from their department head or the Registrar's office. Students are cautioned that these subjects may not be substituted for the credits used to fulfill any requirements of the Associate Degree Programs. Students currently enrolled in a degree program have first consideration regarding enrollment in all classes.

Digital Media

Associate of Applied Science in Digital Media

Program Outline:

FIRST QUARTER: Credit Hours

BDM100	Digital Media Overview	3
G143	Math	3
G101	English I	3
B103	Basic Color Theory	3

TOTAL: 12

SECOND QUARTER: Credit Hours

BDM110	Concept Development	3
DM195	Digital Imaging	3
DM200	Storyboarding	3
B128	Anatomy & Figure Drawing I	3
G102	English II	3

TOTAL: 15

THIRD QUARTER: Credit Hours

DM205	Digital Video Editing I	3
DM120	Web Design I	3
DM130	Intro to Flash	3
G160	History of Art I -or-	3
G163	Old Testament	3
B129	Anatomy & Figure Drawing II	3

TOTAL: 15

FOURTH QUARTER: Credit Hours

DM121	Motion Graphics I	3
DM125	Web Design II	3
B144	Photography	3
G221	Social Science I	3
G161	History of Art II -or-	3
G164	New Testament	3

TOTAL: 15

FIFTH QUARTER: Credit Hours

DM212	Digital Cinematography I	3
DM211	Digital Video Editing II	3
DM300	3D Computer Modeling	3
DM241	Flash Animation	3
B211	Principles of Business	3

TOTAL: 15

SIXTH QUARTER: Credit Hours

DM216	Digital Cinematography II	3
DM221	Motion Graphics II	3
DM310	3D Computer Animation	3
G222	Social Science II	3
B210	Business Law	3

TOTAL: 15

SEVENTH QUARTER: Credit Hours

DM235	Sound Design	3
DM260	Application Development	3
DM270	Digital Distribution	3
G260	Economics	3
B224	Entrepreneurship	3

TOTAL: 15

EIGHTH QUARTER: Credit Hours

DM250	Digital Media Projects	3
DM255	Digital Portfolio Preparation	3

TOTAL: 6

108

TOTAL CREDIT HOURS
For Digital Media Program

Required for all DM Students:

- X040 Introduction to Computers - 2 credits
- X050 Art Fundamentals - 2 credits

In today's fast-paced world, businesses need to stand out among their competitors, and **Digital Media** is the solution. Employers are searching for talented artists with technical savvy and VMCAD's Digital Media program prepares students for a variety of entry-level positions.

VMCAD's Digital Media Department integrates three disciplines: film/video production, 3D animation, and interactive media. Additionally, students learn the fundamental theories surrounding visual communications and mass media.

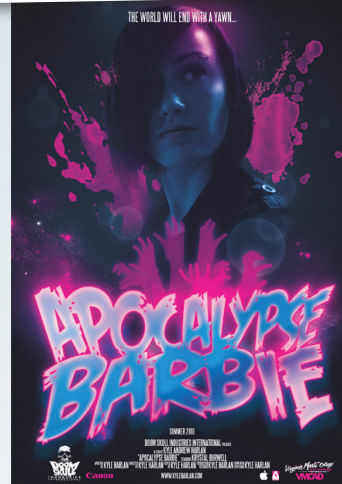
Concept Development is the cornerstone of Digital Media. A strategic sequence of classes enables students to create a short film/video, 3D animation or interactive media project throughout the two-year program. Digital Media graduates are prepared for entry-level positions in Animation, Digital Video Production, Interactive Media and Web Design. This 108 credit hour Associate of Applied Science Degree can be completed in eight quarters or 24 months.

“We are the visual storytellers of the modern age and it is our responsibility to balance our creative eye and technical skill with a respect for accuracy and professionalism.”

-Todd Saperstein, Digital Media/Graphic Design Department Chair



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Digital Media Studies:

Digital Video Production • Video Editing • Interactive Media • Motion Graphics
Concept Development • Storyboarding • Web Design • Animation

Virginia Marti College of Art and Design | pg.15



Digital Media

INSTRUCTORS BIOS

DIGITAL MEDIA DEPT. CHAIR - Todd Saperstein

Mr. Saperstein is a graduate of the Cleveland Institute of Art with a Bachelor of Fine Arts Degree in Illustration. He holds the Master of Art degree from Full Sail University with a focus on new media and technology for use in education and business communication. Prior to his position at the College, Mr. Saperstein worked as the Senior Designer for Ernst & Young LLP in Cleveland, responsible for creating custom proposals, marketing collateral, and brand designs both internal and external for a global client base. He has also illustrated for American Greetings, designing a line of humorous greeting cards for their European Division. Mr. Saperstein is a member of the Executive Board of the American Advertising Federation and serves as the Vice President for their Education Foundation.

Joseph Fortunato

Mr. Fortunato has worked as an Art Director and Lead Designer for a number of different companies over the past 15+ years. He has been with Virginia Marti College since July 2012, and also works as Producer/Editor/Motion Graphics Artist for Mosher Media, Inc. and is Creative Director for Blacklodge out of Cleveland. Mr. Fortunato is a graduate of the Kansas City Art Institute and holds the Bachelor of Fine Arts in Filmmaking and Multimedia Design.

Anthony D'Amico

With a Grammy nomination ("Little Mermaid – Best Song") and 6 Emmy nominations for sound mixing, Anthony D'Amico has won 7 Golden Reel Awards ("Sound Editorial") and 2 C.A.S. Awards ("Sound Mixing"). With 6 certified RIAA gold albums and 3 certified RIAA platinum albums to his credit, Anthony D'Amico has worked with Michael Jackson, Peter Frampton, Neil Diamond, Franki Valli & The Four Seasons, as well as with the Bee-Gees, Roberta Flack & Peabo Bryson. As a re-recording audio mixer/editor/TV post production for George Lucas Entertainment/Skywalker Sound, his television credits include Northern Exposure, The Simpsons, Jack's Place and Bakersfield P.D. His work with Sony Pictures Entertainment include the television shows Party of Five, Dawson's Creek, Baywatch, Time of Your Life and Maloney. A classically-trained musician, Mr. D'Amico received his education at the University of Akron Music Conservatory. His areas of specialization include classical guitar and performance recital.

Matthew Hashiguchi

Mr. Hashiguchi holds a B.A. from Ohio State University as well as an M.F.A. from Emerson College. While working as a documentary intern for The Washington Post, he made several short documentary films. His film, Learning to Lead, is included in the Hulu.com catalog. He also completed documentary entitled The Lower 9: A Story of Home, which premiered at the Big Muddy Film Festival in 2001, and received a grant from The Caucus Foundation. His latest film, Good Luck Soup, began production in late-2012. His visual stories have been exhibited in the White House, time.com, washingtonpost.com, and nytimes.com.



Alexander Rivera

Mr. Rivera is an award winning animator with over twenty years of animation experience. He was formerly the lead animator for Ernst & Young's National Communications Services group, where he supervised the firm's entire global 2D/3D animation and interactive efforts. In 1996 Alexander founded the animation boutique, Caesar Roars Productions which in 2006 became The Render Ranch, LLC.

Adam Witwer

Mr. Witwer holds the Bachelor of Fine Arts degree from Kent State University. He has worked as a Marketing Manager, Senior Graphic Designer, and Art Director. Along with instructing at Virginia Marti College, Mr. Witwer is currently an E-Learning Specialist with Hyland Software.



Digital Media COURSE DESCRIPTIONS

BDM100 Digital Media Overview 3 credits

Prerequisite: Recommended first quarter

Explores the history of film, special effects, animation, computers, communications and the Internet. Students will examine the current role of digital media in the creative and communication industries and research issues involving digital media trends and evolving technologies.

BDM110 Concept Development 3 credits

Prerequisite: Recommended second quarter

Covers techniques for developing original ideas for digital media projects, including short story, animation, and commercial genres. By studying various story structures and creative development processes, students will learn all aspects of storytelling including targeting audiences, story and character development, script writing and pitching ideas.

DM120 Web Design I / Design & Layout..... 3 credits

Prerequisites: DM195 Digital Imaging

A foundation in creating clear, intuitive and well-thought-out web interfaces. This course combines the knowledge of Adobe® Photoshop® with the theories of web usability and logical interface creation. This course explores interface design principles for the web relating to usability, visualization and functionality constructs. Students will design their sites with attention to movement, balance, emphasis and unity. An overview of HTML and CSS will be given in preparation for their next course.

DM121 Motion Graphics I 3 credits

Prerequisites: DM195 Digital Imaging

An introduction to Adobe® After Effects®; a motion graphics and visual effects design software program. This course emphasizes design beginning with the basics of animation, typography, and digital effects. Students will build motion projects within timeline-based digital environments. In this course, students gain a thorough understanding of input/output techniques, special effects and image compositing.

DM125 Web Design II 3 credits

Prerequisites: DM120 Web Design I

A continuation web design knowledge and apply functionality using HTML and CSS. Websites will be built according to web standards with attention to interface functionality and accessibility. Students will learn to use Adobe® Dreamweaver® to develop dynamic web content. Students will conceptualize, design, develop and maintain their own interactive multimedia web sites.

DM130 Intro to Flash 3 credits

Prerequisites: DM195 Digital Imaging

An introduction to Adobe® Flash®, the industry standard tool for creating dynamic multimedia applications. Students will learn fundamental object design, construction, animation and interactive development techniques.

DM195 Digital Imaging 3 credits

Prerequisites: X040 Intro to Computers

Provides an understanding of composition, design, art, basic color and graphics through a study of various artistic styles and their effects throughout history. These theories are applied through the use of Adobe® Photoshop® as well as Adobe® Illustrator® for images manipulation and creation for digital applications. Students will learn both fundamental and advanced tools and techniques.

DM200 Storyboarding 3 credits

Prerequisites: Must be taken concurrently with BDM110 Concept Development

Teaches the fundamentals in pre-production design for digital media projects. Students will learn how to develop cinematic sequences, understand shot language, frame composition, and how to communicate narrative concepts visually.

DM205 Digital Video Editing I 3 credits

Prerequisites: DM195 Digital Imaging

An introduction to Adobe Premier, the industry-leading digital video editing software. Students will learn non-linear editing techniques, asset management, and editing tools including filters, transitions and motion control. Fundamental concepts of editing theory including narrative structure, continuity and juxtaposition will also be addressed.

DM211 Digital Video Editing II 3 credits

Prerequisites: DM205 Digital Video Editing I

A further exploration of editing techniques using Adobe Premier. This project-based course features client work that will integrate multimedia content such as motion graphics, animated typography, and motion control animation within the digital video environment.

DM212 Digital Cinematography I 3 credits

Prerequisites: DM200 Storyboarding, DM205 Digital Video Editing I

This course focuses on digital video filmmaking techniques for the creation of short films and documentaries. Students learn concepts of cinematography, including how to operate digital video cameras, direct talent, record sound, set-up basic lighting and fill roles for on-set production. Students will conclude the course by producing a digital short film.

**DM216 Digital Cinematography II** 3 credits*Prerequisites: DM212 Digital Cinematography I*

An overview of studio lighting techniques within the context of digital video production. Students will learn both in-studio techniques and on-location lighting strategies. Students will also learn the green screen video process and will conclude this course by producing a multi-layered digital composite.

DM221 Motion Graphics II 3 credits*Prerequisites: DM121 Motion Graphics I*

Offers in-depth instruction in Adobe® After Effects®. Students will learn 3D applications, building compositions using lights and will further their understanding in compression and delivery methods using Adobe After Effects.

DM235 Sound Design 3 credits*Prerequisites: DM205 Digital Video Editing I*

An introduction to audio equipment and sound production software in order to enhance digital media projects. Projects include a podcast production, music scoring and mixing for video, and creating original sound effects tracks.

DM241 Flash Animation 3 credits*Prerequisites: DM130 Intro to Flash*

This course introduces students to the art of character animation using Adobe® Flash®. Students will study story development, character design, pre-production visualization, animation principles, cinematic techniques Flash's animation tools.

DM250 Digital Media Projects 3 credits*Prerequisites: DM211 Digital Video Editing II, DM216 Digital Cinematography II*

A comprehensive where students conceptualize, design, and produce an independent Capstone Projects by applying the skills and techniques acquired throughout the Digital Media program.

DM255 Digital Portfolio Preparation 3 credits*Prerequisites: DM270 Digital Distribution, DM216 Digital Cinematography II*

This capstone course teaches students how to prepare their body of work for professional multimedia presentations, optimize content for distribution through various digital media formats and design packaging collateral for digital media projects.

DM260 Application Development 3 credits*Prerequisites: DM130 Intro to Flash*

Provides students with an introduction to ActionScript, the embedded programming language used in Adobe® Flash®. Students will learn ActionScript to create dynamic, interactive design projects that include media players, games and custom video playback controls.

DM270 Digital Distribution 3 credits*Prerequisites: DM211 Digital Video Editing II*

This course covers a variety of compression strategies needed for preparing digital video for numerous content distribution formats, including Broadcast, Flash, DVD, Blu-Ray and web. Students will understand the broad applications of compressed digital video as an increasingly integral part of visual communications industry.

DM300 3D Computer Modeling 3 credits*Prerequisites: DM195 Digital Imaging*

An introduction to the basic concepts of creating 3-dimensional objects using a variety of modeling techniques. Using Autodesk™ Maya, students will learn how to conceptualize, model, texture and light 3D scenes.

DM310 3D Computer Animation 3 credits*Prerequisites: DM300 3D Computer Modeling*

Explores the concepts of 3D animation using Autodesk™ Maya by creating animated objects, hierarchical motion systems and character animations. Key framing, camera animation and the application of animation principles are emphasized.

Fashion Design

Associate of Applied Business in Fashion Design

Program Outline:

VMCAD's **Fashion Design** program is for the dedicated student interested in creating original styles from sketch through finished garment. Students will learn Haute Couture sewing methods along with fitting skills, pattern making and fashion illustration. This 108 credit hour Associate of Applied Business Degree can be completed in eight quarters or 24 months. (Students who lack sewing fundamentals must take a Developmental Sewing course, which is not part of the intended eight-quarter program.)

Today's fashion designer must be able to think historically and reinterpret ideas from the past and predict trends for the future. Being able to think globally, economically and socially is an integral part of the design process.

VMCAD's Fashion Design curriculum combines an artistic foundation with the latest technology. Student skills evolve from basic art fundamentals to creating a final collection. Fashion Design graduates are prepared for a variety of entry-level employment opportunities in the garment industry, including bridal and costume designer, pattern maker and fashion illustrator.

FIRST QUARTER: Credit Hours

G101	English I	3
B103	Basic Color Theory	3
B128	Anatomy & Figure Drawing I	3
FD121	Fashion Design I: Pattern Making/Skirts	6
TOTAL: 15		

SECOND QUARTER: Credit Hours

B129	Anatomy & Figure Drawing II	3
G102	English II	3
G143	Math	3
FD122	Fashion Design II: Pattern Making/Blouses	6
TOTAL: 15		

THIRD QUARTER: Credit Hours

G160	History of Art I -or- Old Testament	3
FD123	Fashion Design III: Pattern Making/Dresses	6
FD141	Intro to Fashion	3
FD198	Fashion Illustration I	3
TOTAL: 15		

FOURTH QUARTER: Credit Hours

G161	History of Art II -or- New Testament	3
FD124	Fashion Design IV: Pattern Making/Sportswear	6
B144	Photography	3
FD204	Fashion Illustration II	3
TOTAL: 15		

FIFTH QUARTER: Credit Hours

FD127	History of Costume I	3
FD102	Textiles	3
FD129	Fashion Design V: Pattern Making/Tailoring	5
FD215	Portfolio Preparation -or- Illustrator	3
TOTAL: 14		

SIXTH QUARTER: Credit Hours

FD201	Design/Draping I -or- CAD I	3
FM128	History of Costume II	3
FD218	Digital Portfolio Preparation	3
G221	Social Science I	3
TOTAL: 12		

SEVENTH QUARTER: Credit Hours

FD202	Design/Draping II -or- CAD II	3
B210	Business Law	3
FD280	Fashion Product Development -or- Textile Design	3
G222	Social Science II	3
TOTAL: 12		

EIGHTH QUARTER: Credit Hours

FD217	Collection	4
G260	Economics	3
B224	Entrepreneurship	3
TOTAL: 10		

Required for all FD Students:

- X040 Introduction to Computers - 2 credits
- X050 Art Fundamentals -or- Portfolio Review - 2 credits
- X017 Developmental Sewing

Recommended Enrichments:

- FD365 - FD369 Millinery I - Millinery V - 2 credits
- FM214 Fashion Show Production - 3 credits
- FD209 Illustration III - 2 credits
- B211 Principles of Business - 3 credits

108

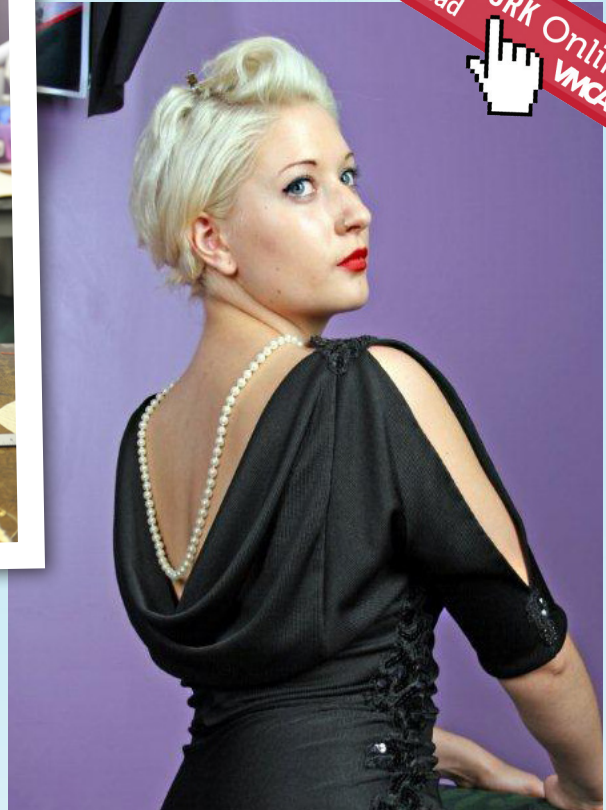
TOTAL CREDIT HOURS
For Fashion Design
Program

“Imagine the excitement of conceptualizing, designing, and producing any garment into a finished project.”

-Judy Gannon, Fashion Design Department Chair



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Fashion Design Studies:

Tailoring • Pattern Making • Fashion Illustration • Draping • Millinery



Fashion Design

INSTRUCTORS BIOS

FASHION DESIGN DEPT. HEAD - Judy Gannon

Judy Gannon is a Fashion Design graduate of Virginia Marti College. Her career in the fashion design field began as an haute couture women's clothing designer, specializing in career wear and bridal wear. During this time, she also taught sewing and patternmaking at VMC in the Fashion Design Department. She has enjoyed managing and designing for a local swim wear company, Suits Me Fine. Ms. Gannon was also employed as Store Manager, Operations Specialist, and Merchandise Manager for Jo-Ann Fabrics in various Cleveland stores, including Traditional and Superstore formats. She also worked for Jo-Ann Stores, Inc., on store optimizations and as a project coordinator.

Carrie Koman

Mrs. Koman started her college education in the Apparel Merchandising and Product Development Department at Bowling Green State University. After transferring to the Virginia Marti College of Art and Design she realized her true passion for designing. Before graduating with a degree in Fashion Design, Carrie recieved the Critic's Choice Award for top design for her collection. Immediately after graduating, Ms. Koman started working at National Safety Apparel as lead Technical Designer and CAD operator. In 2010, she was promoted to Manager of the Technical Design department. Most recently, in 2012, Carrie started working at Dots as an Associate Technical Designer. She also freelances for multiple entertainers, the most well known being the creator of the Evolution of Dance and the band Red Hot Chili Peppers.

Christine Lee

Ms. Lee is a Fashion/Apparel Design graduate of Virginia Marti College. She has experience working as a Designer, Import Coordinator, Art Director, and Stylist. Ms. Lee has also worked as a Wardrobe Costumer for Paramount Pictures, Toy's House Productions, MS Entertainment for their film Underdogs, and currently works as an independent stylist.

Shannon Gibb

Ms. Gibb is a graduate of VMCAD with an Associate's Degree of Applied Business in Fashion Design and in Fashion Merchandising. Her experience is diverse. She has worked as a merchandiser, style consultant, fashion show producer, and freelance designer. Ms. Gibb also has experience working at both the store and corporate levels of retail for the companies Hit or Miss, Ann Taylor, Hugo Boss, The Custom Shop, Dots, and Joseph Scafidì Custom Clothier. She began her instructing career teaching a variety of fashion courses in 2004.

Donald Wasson

Virginia Marti College of Art and Design is privileged to have Donald Wasson as their millinery instructor since 1981. Donald's skills and love for teaching have helped numerous milliners launch their own businesses, given fashion design students the added edge of hat design, and taught local milliners the skills and confidence needed to win 1st place in hat competitions around the world.



Fashion Design COURSE DESCRIPTIONS

FD102 Textiles 3 credits

An in-depth examination of natural and man-made fibers, yarn characteristics and fabric construction, from the fiber stage to the finished fabric. Merchandisers and Fashion Designers will be able to apply the textile facts to the appropriate selection, use, and care of today's fabric and textile products.

FD121 Fashion Design I; Skirt Design and Pattern Making 6 credits

Prerequisite: Instructor evaluation or X017 Developmental Sewing and must be taken concurrently with B128 Anatomy and Figure Drawing I

Helps students develop an understanding of pattern making fundamentals and the importance of construction and fit. Procedures are shown for making the basic skirt block, as well as a variety of skirt silhouettes.

FD122 Fashion Design II – Blouse Design and Pattern Making 6 credits

Prerequisite: FD121 and must be taken concurrently with B129 Anatomy and Figure Drawing II

Expands on skills taught in FD 121 and helps students acquire an understanding of design principles. Students learn to draft basic bodice and sleeve blocks, dart manipulation, along with simple sleeve and collar theories.

FD123 Fashion Design III – Dress Design and Pattern Making 6 credits

Prerequisite: FD122 and must be taken concurrently with FD198

A continuation of FD 121 and FD 122, with further development of more complex sleeves and collars. The course emphasizes dress variations such as bias tiers, halter styles and princess lines.

FD124 Fashion Design IV – Sportswear Design and Pattern Making ... 6 credits

Prerequisite: FD123 and must be taken concurrently with FD204 Fashion Illustration II

Combines the design fundamentals learned in previous quarters with concepts used to construct menswear, slacks, jeans, culottes, jumpsuits, and active-wear.

FD127 History of Costume I 3 credits

Prerequisite: FD141 Introduction to Fashion

Examines the modes in costume from primitive man to 1900. Emphasis is placed on the prevailing design of costumes worn and information regarding origin, dates, colors, hairstyles, shoe styles, and accessories.

FD128 History of Costume II 3 credits

Prerequisite: FD141 Introduction to Fashion

A continuation of History of Costume I, this course traces the historical development of costuming from the 18th through the 20th century. Students will examine the artistic and cultural influences that shaped each period's fashion. Emphasis will be placed on western costume silhouette recognition and the vocabulary of historical clothing, hairstyles, footwear and accessories.

FD129 Fashion Design V – Tailored Garment Design and Pattern Making 5 credits

Prerequisite: FD124 Fashion Design IV

Involves an advanced level of design where flat pattern techniques are used to draft a variety of suits, coats, and capes. Traditional hand stitching and pressing procedures for tailored collars, lapels, pockets, and vents are also introduced.

FD141 Introduction to Fashion 3 credits

An overview of the fashion industry, from the designer's concept through the promotion of fashion to the ultimate consumer, including awareness of consumer behavior.

FD198 Fashion Illustration I 3 credits

Prerequisites: B129

Introduction to the enhancement of figure drawing by subtly altering proportions of the human form and simplifying realistic details. The course emphasizes controlled and descriptive drawing techniques to suggest garment construction, design details and fabric behavior.

FD201 Fashion Design – Draping I 3 credits

Prerequisite: FD129 Tailoring

Fundamentals such as fabric preparation, grain line placements, draping procedures, and trueing the pattern are covered. Techniques for draping, determined by the fabric's structure, texture, weight, and hand, are applied to previously drafted styles.

FD202 Fashion Design – Draping II 3 credits

Prerequisite: FD201

Enhancing the skills learned in Draping I, students will learn time-honored techniques from the ateliers of Paris. Fabric will be applied directly to mannequin while draping a complicated interpretive copy.

FD204 Fashion Illustration II 3 credits

Prerequisite: FD198

An advanced exploration of drawing the fashion form while expanding rendering skills in different mediums to illustrate pattern and texture, with an emphasis on customer analysis and haute-couture design.

FD210 Textile Design 3 credits

Prerequisite: FD 102 Textiles

An overview of methods and processes for creating surface and structural designs on textiles. By studying ancient and modern techniques, students learn applications for creating unique effects by applying color and design to fabrics through various mediums.

**FD213 Computer Aided Fashion Design I** 3 credits

Prerequisite: X040 Introduction to Computers and FD129 Tailoring

An introduction to computer aided fashion design using Gerber software. Students will learn to establish rule tables for grading sizes, digital patterns, develop alteration tables, and make markers.

FD214 Computer Aided Fashion Design II 3 credits

Prerequisite: X040 Introduction to Computers and FD129 Tailoring

Utilizes the practical application of CAD I. Students are shown digital pattern making skills using functions such as points, piece, and line. A three piece collection will be designed and illustrated, then drafted on the computer.

FD215 Portfolio Preparation 3 credits

Prerequisite: FD129 and FD204

Involves the production and development of a portfolio for job interviews, including an expansive and inclusive development of illustration to showcase a graduate's technical and artistic skills.

FD 216 Illustrator 3 credits

Prerequisite: X040 Intro to Computers or proficiency test / X050 Art Fundamentals or portfolio review / B103 Color Theory

An introduction to the basic concepts and techniques of drawing and illustration specific to the fashion industry using Adobe™ Illustrator™. Students will learn to draw flat sketches using the pen tool, manage color settings and utilize palettes. Adobe® Photoshop® will also be used to create presentation boards & enhance existing images.

FD217 Collections 4 credits

Prerequisite: All Fashion Design and Pattern Making courses and or FD216

Students construct a five- piece grouping of garment designs (a collection). They will flat pattern or drape their designs and fit them to their models. The design process includes developing a customer profile, specification sheets and cost sheets. The collection will be selected from one of the groupings illustrated in FD218 Digital Portfolio Preparation.

FD218 Digital Portfolio Preparation 3 credits

Prerequisite: FD215 or FD216

Students learn to emphasize their skills, talent and experience by compiling their work in a cohesive digital portfolio to showcase their unique style and creativity. Effective use of a digital portfolio and its relevance to the interview process and professional development is explored.

FD280 Fashion Product Development 3 credits

Prerequisite: FD215 or FD218

Designed to outline and apply the knowledge and theory of product development and forecasting by developing an apparel line from concept to commercialization.

RECOMMENDED ENRICHMENT COURSES:**FD209 Fashion Illustration III** 2 credits

Prerequisite: FD204

Teaches refinement of skills learned in FD198 and FD204. The curriculum focuses on advanced illustration skills in drawing, marker rendering, storyboard composition, customer analysis, design element boards and swatch boards. It will also introduce new techniques of pastels and watercolors as fashion illustration tools.

FM214 Fashion Show Production 3 credits

Prerequisite: second-year standing

Covers all elements of fashion show preparation, including promotion, theme development, budget, choreography, schedules and rehearsals, all leading up to a fashion show as a final project.

FD365 Millinery I: Fall/Felts 2 credits

Techniques in preparation, sewing, blocking and decorating a variety of felts.

FD366 Millinery II: Winter/Fur and Leather 2 credits

Techniques in preparation, sewing, blocking, including materials of fur and wool felt, velour, beaver felt, and wool yarn goods.

FD367 Millinery III: Spring/Straw Silk and Soft Fabrics 2 credits

Techniques in sewing, blocking, and finishing straws; application of flowers and other in-season decorations and hat veiling.

FD368 Millinery IV: Summer/Bridal Headpieces and Turbans 2 credits

Techniques in construction, blocking, covering of buckram and cape net frames. Application of beads, lace, and miscellaneous bridal trims. Techniques of bridal veiling. Draping turbans and other hats out of fine fabrics.

FD369 Millinery V: Advanced Millinery Techniques 2 credits

Prerequisite: FD365 - FD368

Advanced seasonal techniques applicable across the four seasons: draping, blocking, beading, working with feather application, and use of special fabrics.

Fashion Merchandising

Associate of Applied Business in Fashion Merchandising

Program Outline:

FIRST QUARTER: Credit Hours

G143	Math	3
G101	English	3
B103	Basic Color Theory	3
FM141	Introduction to Fashion	3

TOTAL: 12

SECOND QUARTER: Credit Hours

FM171	Principles of Retailing	3
G102	English II	3
B144	Photography	3
FM161	Excel for Fashion Merch. I	3
FM152	Design Principles and Applications	3

TOTAL: 15

THIRD QUARTER: Credit Hours

G160	History of Art I -or-	3
G163	Old Testament	3
G221	Social Science I	3
FM163	Excel for Fashion Merch. II	3
FM102	Textiles	3
FM165	Fashion Product Analysis	3

TOTAL: 15

FOURTH QUARTER: Credit Hours

G161	History of Art II -or-	3
G164	New Testament	3
B210	Business Law	3
FM182	Accessories, Home & Beauty	3
B224	Entrepreneurship	3
FM198	Planning and Allocation	3

TOTAL: 15

FIFTH QUARTER: Credit Hours

FM127	History of Costume I	3
G260	Economics	3
FM200	Fashion Writing	3
FM235	Domestic and Global Sourcing	3
FM205	Fashion Buying and Merchandising	3

TOTAL: 15

SIXTH QUARTER: Credit Hours

FM128	History of Costume II	3
FM214	Fashion Show Production	3
G222	Social Science II	3
FM274	Visual Merchandising I	3

TOTAL: 12

SEVENTH QUARTER: Credit Hours

FM275	Visual Merchandising II	3
FM181	Advertising & Promotion	3
FM222	Management Strategy	3
FM201	Marketing	3

TOTAL: 12

EIGHTH QUARTER: Credit Hours

FM299	Internship	5
FM298	Professional Development	3
FM280	Fashion Product Development	3
FM261	Retail Store Planning & Design	3

TOTAL: 14

Required for all FM Students:

X040 Intro to Computers - 2 credits

Recommended Enrichments:

X050 Art Fundamentals - 2 credits

B128 Anatomy and Figure Drawing I - 3 credits

B129 Anatomy and Figure Drawing II - 3 credits

FD198 Fashion Illustration I - 3 credits

FD204 Fashion Illustration II - 3 credits

110

TOTAL CREDIT HOURS
For Fashion Merchandising
Program

The Associate of Applied Business Degree in **Fashion Merchandising** prepares students for the multi-billion dollar global industry of retail. We develop our students to be successful in the 21st century marketplace with a skill set that incorporates an entrepreneurial spirit, critical thought process and innovative ideas.

This is accomplished by exposure to experiential learning, industry leaders and a faculty of working professionals.

Our program offers a curriculum that develops students' awareness of the career opportunities beyond fashion apparel.

The program covers eight quarters and can be completed in 24 months, or two years, by attending year-round. Combined with classroom instruction, each student is expected to complete an internship and will graduate with the knowledge and skills necessary for entry-level positions in the retail field.

“Earning a diverse skill set is key to the success in the business of merchandising.”

-Mindy Paradise, Fashion Merchandising Department Chair



Fashion Merchandising

INSTRUCTORS BIOS

FASHION MERCHANDISING DEPT. CHAIR - Mindy Paradise

Mrs. Paradise is a graduate of Kent State with a Bachelor's Degree in Fashion Merchandising and in Business Management. She is also a graduate of Cleveland State University with a Master's in Education specifically adult learning and development with a focus on higher education and organizational behavior. Mrs. Paradise has retail experience at the store and corporate levels concentrating on product development at companies including Gap, Target, Dillards, and Coldwater Creek. She is currently the Fashion Merchandising Department chair at Virginia Marti College.

Melissa Bilsky

Melissa Bilsky is a graduate of Indiana University with a Bachelor's of Science in Apparel Merchandising. She has worked in the buying offices of Bloomingdale's, Abercrombie and Fitch and Jo-Ann Stores, Inc. She has also worked for several years as the Purchasing Coordinator for the Cleveland Indians, where she was responsible for purchasing supplies and services for their front office and team. Currently Ms. Bilsky works as a vendor representative for a book publisher working with the buying team at Jo-Ann Stores, Inc.

Leonard Molloy

Mr. Molloy has worked for more than thirty years as a corporate design executive with national retail chains. He has specialized in visual merchandising and store design for specialty store (Richman Brothers), big box (HomePlace), and department store (May Company) retailers. He is currently a principal with Retail Resort Design, a full service retail design firm.

Frenchye Bush

Frenchye M. Bush, M.A. developed a passion for fashion at an early age and since has worked in the industry as a model, fashion show producer, visual merchandiser, stylist, special event coordinator, public relations director, and in retail sales. She earned her bachelor's degree in Fashion Merchandising from the Ohio State University and master's degree in Communications Management from John Carroll University. Frenchye is co-owner of Style DNA, a fashion event production and promotion company and co-creator of FLASH (Fashion Leaders Achieving Social Harmony) Cleveland, an organization that supports and promotes the local fashion industry.

Krista Hill

Ms. Hill has a Masters of Business Administration degree in Marketing and E-commerce from Case Western Reserve University Weatherhead School of Management. She is also graduate of The University of Chicago with a Bachelor of Arts degree in Public Policy with 15+ years experience in retail merchandising, manufacturing and marketing. Ms. Hill has worked in the buying offices of May Department Stores, Kaufmann's, The Limited, Tween Brands, Jo-Ann Stores and American Greetings.

Fashion Merchandising

Jessica Wilhelm

Ms. Wilhelm is a graduate of Virginia Marti College with a Degree in Fashion Merchandising. Since 2005, she has been part of the Merchandising and Sourcing Team at Improvements Catalog, which is affiliated with the Home Shopping Network. Ms. Wilhelm is currently the Sourcing/Product Development Specialist and primarily deal with resources located within Asia and South America.



Fashion Merchandising COURSE DESCRIPTIONS

FM141 Introduction to Fashion 3 credits

Ideal for first-quarter merchandisers and designers since it is an introduction to the many facets of the fashion industry, from concept to consumer.

FM161 Excel I - for Fashion Merchandising 3 credits

Prerequisite: X040

Introduces the students to basic Retail Mathematics and Excel spreadsheet applications. Using Excel when completing Retail Mathematics problems will reinforce all concepts being introduced as well as illustrate the practical use of Excel in the retail world.

FM171 Principles of Retailing 3 credits

Prerequisites: FM141 or taken concurrently with FM141

Introduces students to retailing principles, best practices and career opportunities. Students will also explore multi-channel retailing, management and control functions, merchandising products and communication with the consumer.

FM152 Design Principles and Applications 3 credits

Prerequisite: X040

An introduction to the basic principles of the mechanics of drawing. It also includes a pervasive look into the computer applications used in the retail industry.

FM163 Excel II - for Fashion Merchandising 3 credits

Prerequisite: FM161

An introduction to the multi-faceted world of contemporary business and accounting practices. An in depth understanding of these principles will be gained as the student produces various accounting documents such as general journal, ledger, balance sheets and income statements utilizing Microsoft Excel.

FM102 Textiles 3 credits

Prerequisite: FM141

An in-depth examination of natural and man-made fibers, yarn characteristics, and fabric construction, from the fiber stage to the finished fabric. Fashion Merchandisers and Designers will be able to apply the textile facts to the appropriate selection, use and care of today's fabric and textile products.

FM165 Fashion Product Analysis 3 credits

Prerequisites: FM102 or taken concurrently with FM102

Analysis and evaluation of apparel with an emphasis on construction, value and selling points. The student's product knowledge will be enhanced by the acquisition of basic garment construction skills and analysis of archival garments.

FM182 Accessories, Beauty, and Home Fashion 3 credits

Prerequisites: FM141 and FM171

An overview of the accessory industry, past and present. Students will be introduced to the three major areas of accessory design: footwear, handbags, and jewelry. These merchandise categories will be analyzed in terms of materials, construction, and presentation. This course will also study the beauty industry, its origins and current business practices. Home accessories will also be covered.

FM198 Planning and Allocation 3 credits

Prerequisite: FM163

This course covers the principles and techniques that retailers use to set and maintain performance goals for sales, inventory and other metrics for their financial purposes and merchandise and trends analysis.

FM127 History of Costume 1 3 credits

Prerequisite: FM141

Examines the modes in costume from primitive man to 18th century. Emphasis will be placed on the prevailing design of costumes worn and information regarding origin, dates, colors, hairstyles, shoe styles and accessories.

FM128 History of Costume II 3 credits

Prerequisite: FM141

A continuation of History of Costume I, this course traces the historical development of costuming from the 18th century through the 21st century. Students will examine the artistic and cultural influences that shaped each period's fashion. Emphasis will be placed on western costume silhouette recognition and the vocabulary of historical clothing, hairstyles, footwear and accessories.

FM200 Fashion Writing 3 credits

Prerequisites: G102

The purpose of this course is to support critical and creative thinking while also providing students with the opportunity to improve their oral and written communication skills. Students will produce their own written material in regards to multiple genres of writing while concentrating on the fashion industry.

FM235 Domestic and Global Sourcing 3 credits

Prerequisite: Second-year standing

An introduction to operating a business involved in the purchase and sale of products on the international market.

**FM205 Fashion Buying and Merchandising** 3 credits

Prerequisite: FM198

An analysis of current buying practices and techniques. Learn the fundamentals of fashion buying with an emphasis on planning, sourcing, procuring and pricing of retail fashion inventories.

FM214 Fashion Show Production 3 credits

Prerequisite: 6th quarter standing

Covers all elements of fashion show preparation, including promotion, theme development, budget, choreography, schedules and rehearsals, all leading up to a fashion show as a final project.

FM274 Visual Merchandising I 3 credits

Prerequisite: FM152

An introduction to basic merchandising concepts and theory. Students learn to execute a retailer's brand through window presentation and translate those fundamental design principles into stores' interiors.

FM275 Visual Merchandising II 3 credits

Prerequisite: FM274

Visual Merchandising is the selling of merchandise through a visual medium. This course continues to build on the understanding of basic merchandising concepts and theory developed in Visual Merchandising I, coupled with effective presentation of store's merchandise in windows and interiors.

FM181 Advertising and Promotion 3 credits

Prerequisite: Second-year standing

Introduces the student to the concepts and techniques of advertising and promoting products and services. The course will give the student the opportunity to test methods and gain confidence and expertise. The course will actively take students through the process of creating an advertising campaign and promotion.

FM222 Management Strategy 3 credits

Prerequisites: Second-year standing

Leadership, delegation, motivation and coaching are all necessary skills needed to become an effective leader or manager. This course presents concepts, principles, theories, and issues in the field of management and supervision.

FM201 Marketing 3 credits

Prerequisites: FM152 and FM171

An examination of retailers' roles in marketing strategies. Also focuses on analysis of consumer behavior and motivation to develop sales and marketing strategies.

FM298 Professional Development 3 credits

Prerequisite: Seventh or Eighth quarter standing

Prepares fashion merchandising students for their careers, by offering students strategies and techniques for success in the fashion/retail industry. Includes strengthening the following skills: interviewing, networking, communication techniques, leadership development, conflict resolution, interpersonal skills, etc.

FM280 Fashion Product Development 3 credits

Prerequisites: FM205 and 7th or 8th quarter standing

Designed to outline and apply the knowledge and theory of product development and forecasting by developing an apparel line from concept to commercialization.

FM261 Retail Store Planning and Design 3 credits

Prerequisites: FM152

An introduction to Retail Store Planning that begins with a discussion about the basics of Store Design and continues with the important relationship between retail store planning and fashion merchandising, especially in the area of image.

FM299 Internship 5 credits

Prerequisite: Completion of all coursework prior to the eighth-quarter.

A cooperative venture between the Fashion Merchandising profession and the College to provide the student with on-the-job training. Skills learned in the classroom will be utilized in the placement as much as possible. Students must maintain a minimum work schedule and attend regular Internship Review sessions.

Graphic Design

Associate of Applied Business in Graphic Design

Program Outline:

FIRST QUARTER: Credit Hours

G143	Math	3
G101	English I	3
BGD100	Graphic Design: The Big Picture	3
B103	Basic Color Theory	3
GD100	Principles of Design	3
TOTAL: 15		

SECOND QUARTER: Credit Hours

G160	History of Art I -or-	3
G163	Old Testament	3
G102	English II	3
B128	Anatomy & Figure Drawing I	3
G260	Economics	3
GD101	Typography	3
TOTAL: 15		

THIRD QUARTER: Credit Hours

G221	Social Science I	3
B129	Anatomy & Figure Drawing II	3
B144	Photography	3
GD102	Concept Development	3
GD110	Photoshop I	3
TOTAL: 15		

FOURTH QUARTER: Credit Hours

G161	History of Art II -or-	3
G164	New Testament	3
G222	Social Science II	3
GD120	Illustrator	3
GD130	InDesign I/Print Production	3
GD140	Illustration I/Traditional	3
TOTAL: 15		

FIFTH QUARTER: Credit Hours

GD201	Web Design 1/Layout	3
GD210	Photoshop II	3
GD220	Illustrator II	3
GD230	InDesign II/CS Live	3
TOTAL: 12		

SIXTH QUARTER: Credit Hours

B211	Principles of Business	3
GD202	Web Design 2/HTML & CSS	3
GD260	Brand Identity Design	3
GD250	Flash I	3
TOTAL: 12		

SEVENTH QUARTER: Credit Hours

B210	Business Law	3
GD203	Web Design III	3
GD252	Flash II	3
GD240	Illustration II/Digital	3
TOTAL: 12		

EIGHTH QUARTER: Credit Hours

B224	Entrepreneurship	3
GD204	Web Design IV/Portfolio Dev.	3
GD270	Portfolio Development	3
GD262	Personal Brand Development	3
GD280	Internship	2
TOTAL: 14		

Required for all GD Students:

X040 Introduction to Computers - 2 credits

X050 Art Fundamentals or Portfolio Review - 2 credits

110

**TOTAL CREDIT HOURS
For Graphic Design
Program**

VMCAD's **Graphic Design** faculty consists of various industry professionals, from illustration and ad layout to creative marketing and web design. The instructors and hands-on curriculum heightens both creative instincts and software capabilities. This 110 credit hour Associate of Applied Business Degree can be completed in eight quarters or 24 months.

Today's graphic artists must have effective communication skills in addition to industry standard software knowledge and artistic ability. Companies are looking for individuals that bring a high level of professionalism to the workplace. VMCAD's Graphic Design program simulates the professional design industry through its projects and unique classroom environments.

Graphic Design is one of the most diverse fields of all the applied arts. The program prepares students for entry-level Graphic Design positions including illustrators, print designers, web designers, and production artists.

“Great designers do not decide whether or not projects are worthy of their talents. Instead, they take EVERY project beyond expectations.”

--Todd Saperstein, Graphic Design Department Chair



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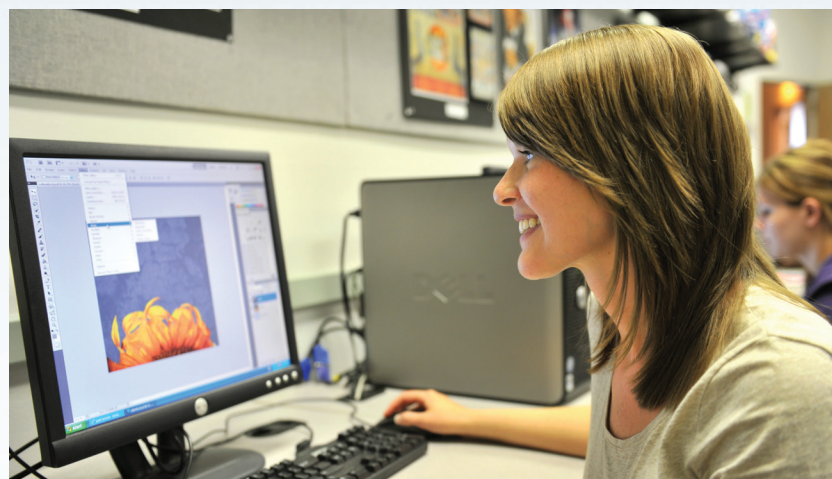



Illustration • Ad Layout • Creative Marketing • Package Design • Interactive Media • Web Design



Graphic Design

INSTRUCTORS BIOS

GRAPHIC DESIGN DEPT. CHAIR - Todd Saperstein



Mr. Saperstein is a graduate of the Cleveland Institute of Art with a Bachelor of Fine Arts Degree in Illustration. He holds the Master of Art degree from Full Sail University with a focus on new media and technology for use in education and business communication. Prior to his position at the College, Mr. Saperstein worked as the Senior Designer for Ernst & Young LLP in Cleveland, responsible for creating custom proposals, marketing collateral, and brand designs both internal and external for a global client base. He has also illustrated for American Greetings, designing a line of humorous greeting cards for their European Division. Mr. Saperstein is a member of the Executive Board of the American Advertising Federation and serves as the Vice President for their Education Foundation.


Aaron Cavano

Mr. Cavano holds a Bachelor's in Visual Communications with a focus on Multi-Media Marketing from The Cleveland State University, and has over 7 years experience in UX/UI Web and Mobile Design with 2 years creative direction.

Edward Chanter

Mr. Chanter has developed several high profile designs throughout his career. He spent more than 25 years with American Greetings in Vice President and Executive Director roles for various divisions. He conceptualized and developed the original Care Bears characters and created MadBalls for AG's toy division. Mr. Chanter now runs his own Concept and Design Firm.

Nina Messina



Ms. Messina has been teaching at VMCAD since 2006. She owns her own Graphic Design company, The Graphic Edge Professional Design, and has previously worked as an Art Director and Graphic Designer for Ad-Man Graphics, Inc. She has won three Apex Awards of Excellence for her creative concepts and designs. And she says her favorite part of teaching is being able to inspire her students to achieve. She holds the Bachelor of Fine Arts degree from Syracuse University.

Charles Miller

Mr. Miller holds a Bachelor's degree from New Mexico State University. He has 20+ years experience as a Multimedia Producer, and worked for Ernst & Young out of Cleveland, Ohio. He is Producer and Founder of CDM Productions. Mr. Miller has been an instructor at VMCAD since 2009.

Richard Sayles

Mr. Sayles holds the Bachelor of Arts degree from Notre Dame College and the Master of Arts degree from Boston University. An animator and cartoonist, Mr. Sayles has worked for various agencies as Art Director, Graphic Designer and Director of Cartooning.



Mike Gustovich

Mike Gustovich is a veteran of the comic book and fantasy illustration field. He has worked for MARVEL, DC, FIRST and many more publishing companies including his own NOBLE COMICS. He has also done work in the gaming industry.



Graphic Design COURSE DESCRIPTIONS

BGD100 Graphic Design: The Big Picture 3 credits

Recommended first quarter

Beyond type, image and layout, what does being a “Graphic Designer” mean? An overview of the foundation and history of the industry. Students will gain a thorough knowledge and a clear understanding of their chosen field. Students will learn how to become communications experts, problem solvers and result-oriented professionals. By developing a timeline and course plan; students will set goals for a successful college career in Graphic Design.

GD100 Principles of Design 3 credits

Recommended second quarter

Learn the design principles that govern all visual choices. Through hands-on workshops, students will explore the elements and principles needed to create strong and compelling work. Clear ideas for visual communication will be explored through a variety of two-dimensional topics. Students will learn the appropriate design vocabulary to discuss and evaluate their work in a professional way.

GD101 Typography 3 credits

Recommended second quarter

An introduction to designing with type and the development of type throughout history. Students will learn how to distinguish typesets based on their characteristics, render different typesets by hand, and use type as an illustration and design tool. Students will apply this knowledge and skill in a variety of original and creative type projects.

GD102 Concept Development 3 credits

Prerequisite: X050 Art Fundamentals or portfolio review, B103 Color Theory, GD100 Principles of Design, GD101 Typography

Concept Development is about creating options, recognizing the possibilities, solving the issues and making the right choices. Learn and apply the creative process to conceptualize and design unique, practical solutions to an assignment. Interpret, visualize and design assignments for maximum potential.

GD110 Photoshop 3 credits

Prerequisite: X040 Intro to Computers or proficiency test / X050 Art Fundamentals or portfolio review, B103 Color Theory, GD100 Principles of Design, GD101 Typography

Introduction to the basic concepts and methods of advanced photograph retouching and photo-illustration: using Adobe® Photoshop® software.

GD120 Illustrator 3 credits

Prerequisite: X040 Intro to Computers or proficiency test / X050 Art Fundamentals or portfolio review, B103 Color Theory, GD100 Principles of Design, GD101 Typography

Introduction to the basic concepts and methods of advanced drawing and illustration using Adobe® Illustrator® software.

GD130 InDesign / Print Production 3 credits

Recommended Prerequisites: GD110 Photoshop or proficiency test

An introduction to basic computerized page layout including layout design, image setting, page composition, and text flow using Adobe® InDesign®. Students create a series of creative single-page advertising and editorial projects. In addition, students will learn the basic techniques, procedures, and processes of graphic art preparation and reproduction and how to properly prepare mechanicals for one, two, and four color process material.

GD140 Illustration I / Traditional 3 credits

Prerequisite: X050 Art Fundamentals or portfolio review, B103 Basic Color Theory, GD100 Principles of Design, GD101 Typography

An overview of illustration, focusing on famous illustrators of our time. Students will also learn a variety of traditional illustration techniques and mediums used in the professional illustration field. Students will apply these techniques and mediums in a variety of original illustration projects.

GD201 Web Design 1 / Design & Layout 3 credits

Prerequisites: GD110 Photoshop or proficiency test, GD120 Illustrator or proficiency test

A foundation in creating clear, intuitive and well-thought-out web interfaces. This course combines the knowledge of Adobe® Photoshop® with the theories of web usability and logical interface creation. This course explores interface design principles for the web relating to usability, visualization and functionality constructs. Students will design their sites with attention to movement, balance, emphasis and unity. An overview of HTML and CSS will be given in preparation for their next course.

GD202 Web Design 2 / HTML & CSS 3 credits

Prerequisites: GD201 Web Design 1

A continuation of web design knowledge and apply functionality using HTML and CSS. Websites will be built according to web standards with attention to interface functionality and accessibility. Students will learn to use Adobe® Dreamweaver® to develop dynamic web content. Students will conceptualize, design, develop and maintain their own interactive multimedia web sites.

**GD203 Web Design 3** 3 credits

Prerequisite: GD202 Web Design 2

A further exploration of web design technologies used for creating dynamic content for the Web and Mobile devices. Students in this course expand the knowledge they received in Web II by working with dynamic publishing systems, jquery, mobile and social media integrations.

GD204 Web Design 4 / Digital Portfolio Development 3 credits

Prerequisite: GD203 Web Design 3

A comprehensive approach in creating a portfolio site. Students will then optimize it for search engines and focus on professional development, client relations, branding and promotions.

GD210 Photoshop 2 3 credits

Prerequisite: GD110 Photoshop 1 or proficiency test

An exploration of advanced image editing, color correction and adjustments, layer effects, and drawing tools using Adobe® Photoshop®. Students will apply these advanced tools in a variety of original industry standard projects.

GD220 Illustrator 2 3 credits

Prerequisite: GD120 Illustrator 1 or proficiency test

An exploration of advanced vector image creation, manipulation color correction and adjustment, special effects, and drawing tools using Adobe® Illustrator®. Students will apply these advanced tools in a variety of original industry-standard projects.

GD230 InDesign 2 / CS Live 3 credits

Prerequisite: GD130 InDesign 1 or proficiency test

A continuation of advanced layout design and page layout procedures with a focus on multi-page layout using Adobe® InDesign®. Students will have an industry-standard knowledge of the prepress and print production process. Students will apply their layout design, page, layout, and prepress knowledge in complex industry-standard projects, including an introduction to interactivity using the CS Live tools.

GD240 Illustration 2 / Digital 3 credits

Prerequisites: GD140 Illustration 1, GD110 Photoshop 1 or proficiency test, GD120 Illustrator 1 or proficiency test

The instructor will demonstrate a variety of digital illustration techniques using Adobe® Photoshop® and Adobe® Illustrator®. Students will apply these techniques in a variety of original digital illustration projects.

GD250 Flash 1 3 credits

Prerequisite: GD110 Photoshop or proficiency test, GD120 Illustrator or proficiency test

Introduction to Adobe® Flash®, the industry-standard tool for creating rich, dynamic content, and applications for the web and interactive media.

GD252 Flash 2 3 credits

Prerequisite: GD250 Flash 1 or proficiency test

Advanced projects in Adobe® Flash® involving more action scripting, character animation and the implementation of User Interface (UI) components.

GD260 Brand Identity Design 3 credits

Prerequisites: GD210 Photoshop 2 or proficiency test, GD220 Illustrator 2 or proficiency test, GD130 InDesign / Print Production

An overview of the brand identity design process. Design and execution of brand identity projects including logos, business cards, and stationary using industry standard page layout and design software.

GD262 Personal Brand Development 3 credits

Prerequisites: GD260 Brand Identity Design

A continuation of GD260 Brand Identity Design with a focus on each student's personal and professional brand in regards to their professional career development and marketing.

GD270 Portfolio Development 3 credits

Prerequisite: Completion of all coursework prior to 8th Quarter, unless recommended by Director of Education and Department Chair

An exploration, analysis, and preparation of a professional portfolio to meet the employment and promotional needs of the graphic designer. Students learn methods, techniques, and tools for effective portfolio preparation strategy and structure; element selection and preparation; self promotion; and interviewing techniques.

GD280 Internship 2 credits

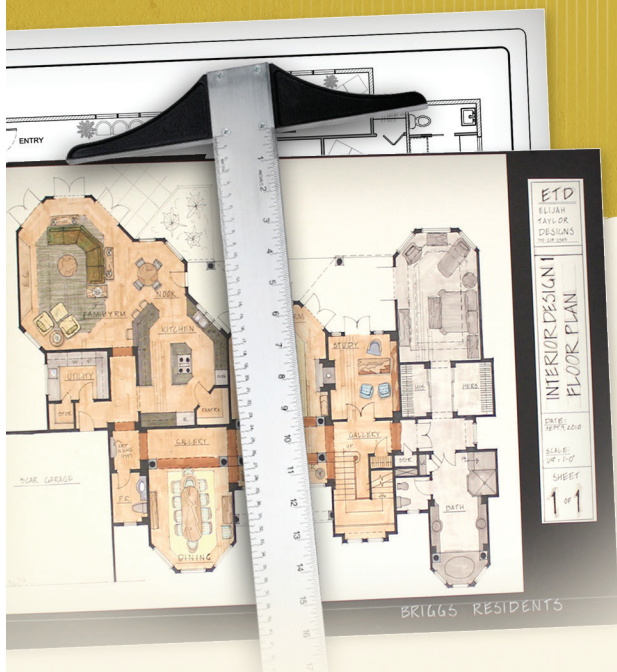
Prerequisite: Completion of all coursework prior to 8th Quarter, unless recommended by Director of Education and Department Chair

A cooperative venture between the Graphic Design profession and the college to provide the student with on-the-job training. Skills learned in the classroom will be utilized in the placement as much as possible. Students must maintain a minimum work schedule of 6 hours per week and attend regular Internship Review sessions.

Interior Design

Associate of Applied Business in Interior Design

Program Outline:



VMCAD's **Interior Design** program prepares students for a career in interior design. Students learn how to manipulate three-dimensional space, creating functional, safe and aesthetically pleasing residential and commercial environments. The curriculum, taught by industry professionals, emphasizes both research techniques and critical thinking skills. This 108 credit hour Associate of Applied Business Degree can be completed in eight quarters or 24 months.

Interior Designers must be sensitive to their clients' needs. VMCAD's Interior Design faculty teaches students how to communicate ideas visually and orally to the client. A series of studio classes provide students with the tools needed to overcome a variety of design problems.

VMCAD's Interior Design department emphasizes professionalism through projects and classroom atmosphere. A strategic sequence of courses enable VMCAD graduates to thrive in a variety of entry-level Interior Design positions. In order to enhance their knowledge and skill levels, students are encouraged to take advantage of various field experiences with local interior design businesses. By doing so, students are able to make valuable contacts and explore career opportunities.

The department has an active student chapter of the American Society of Interior Designers (ASID). Students are exposed to a variety of experiences such as networking opportunities in the industry, community services projects, and field trips to a variety of design related events and sites.

FIRST QUARTER: Credit Hours

G143	Math	3
G101	English I	3
B103	Basic Color Theory	3
BID152	Introduction to Interior Design	3

TOTAL: 12

SECOND QUARTER: Credit Hours

ID104	Architectural Drafting	3
ID112	Design Fundamentals	3
BID115	History of Architectural Interiors I	3
G102	English II	3
G160	History of Art I -or-	3
G163	Old Testament	

TOTAL: 15

THIRD QUARTER: Credit Hours

G161	History of Art II -or-	3
G164	New Testament	
B144	Photography	3
G221	Social Science I	3
ID210	History of Furniture and Decorative Arts	3
ID128	Rendering I	3

TOTAL: 15

FOURTH QUARTER: Credit Hours

ID269	Lighting	3
BID116	History of Architectural Interiors II	3
ID222	Space Planning I (Residential)	3
ID129	Rendering II	3

TOTAL: 12

Required for all ID Students:

- X040 Intro to Computers - 2 credits
- X050 Art Fundamentals -or- Portfolio Review - 2 credits
- X090 Intro to Drafting - 2 credits

Recommended Enrichments:

- B128 Anatomy and Figure Drawing I - 3 credits
- B129 Anatomy and Figure Drawing II - 3 credits
- GD120 Illustrator I - 3 credits
- GD130 InDesign I/Print Production - 3 credits
- ID295 Internship -3 credits

FIFTH QUARTER: Credit Hours

G222	Social Science II	3
ID391	CAD I	3
ID261	Interior Design Studio I	3
ID223	Space Planning II (Commercial)	3
ID130	Textiles	3

TOTAL: 15

SIXTH QUARTER: Credit Hours

G260	Economics	3
ID392	CAD II	3
ID262	Interior Design Studio II	3
ID250	Materials and Methods	3

TOTAL: 12

SEVENTH QUARTER: Credit Hours

ID393	CAD III	3
ID263	Interior Design Studio III	3
ID217	Building Systems	3
B211	Principles of Business	3
B210	Business Law	3

TOTAL: 15

EIGHTH QUARTER: Credit Hours

ID394	CAD IV	3
ID264	Interior Design Studio IV	3
ID283	Portfolio Preparation for ID	3
B224	Entrepreneurship	3

TOTAL: 12

108

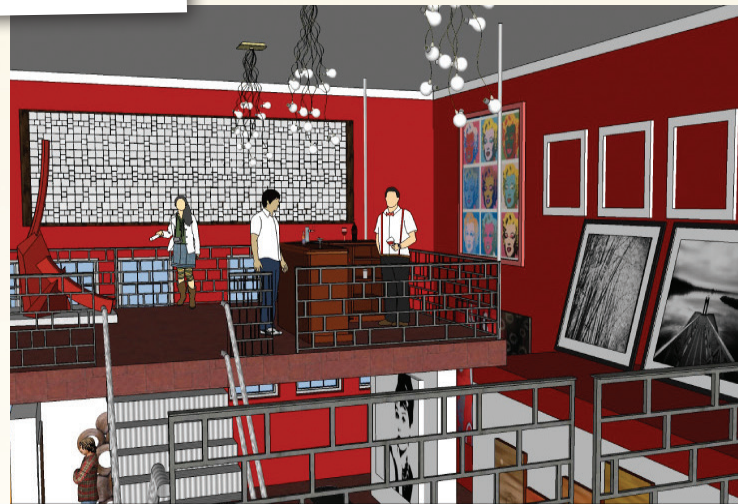
TOTAL CREDIT HOURS
For Interior Design
Program

“Develop confidence in your skills and talent as your knowledge of interior design elements and principles expands. Use your creativity to manipulate space and provide safe, functional and aesthetically pleasing environments.”

-Cristina McCarthy, Interior Design Department Chair



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Interior Design Studies:

Space Planning • Drafting • Computer Aided Design • Perspective Drawing and Rendering Techniques • Building Systems and Interior Materials
Furniture and Textiles • Comprehensive Interior Design • Business Practices



Interior Design

INSTRUCTORS BIOS

INTERIOR DESIGN DEPT. CHAIR - Cristina McCarthy

Cristina McCarthy holds a Master degree in Urban Planning and Design from Cleveland State University and a Bachelor Architecture degree from the Federal University of Bahia, Brazil. While pursuing her studies Ms. McCarthy focused on architectural details and interior design. She has worked for architecture firms in the USA and in Brazil and has been teaching at VMCAD since 1990. Currently also working as an independent designer/space planner. Ms McCarthy has been actively involved with the American Society of Interior Designers Ohio North Chapter, and currently serves as its President.

Stephen Kapp

Mr. Stephen Kapp has a degree in Interior Design and Architecture. He has worked on a variety of projects in educational, commercial, health care, retail, and residential. Along with his teaching commitment to VMCAD, Mr. Kapp works with construction management in the architecture and design industry.

Ann Lahiff

Mrs. Lahiff holds the Associate of Applied Business in Interior Design from VMCAD. She has been a practicing interior designer for the past 16 years and the principle owner/designer of Ann Lahiff Interiors since 1999. She is an active member of the American Society of Interior Designers Ohio North Chapter where she recently completed a two year term as the Professional Development Director.

Kathy Presciano

Ms. Presciano is an experienced educator with over 20 years teaching experience at the College and University level. She is also a designer with over 18 years of professional interior design including; design, estimating, project management, construction management and lighting design. She received her Bachelor of Arts degree from Kent State University and the Master of Arts degree from Ursuline College.

Jessica Sarnese

Ms. Sarnese received a Bachelor of Science in Architecture degree and the Master of Architecture degree from Kent State University. She works in the architecture and design industry.

Benita Cullinan

Ms. Cullinan received the Bachelor of Fine Arts and Master of Fine Arts degrees from the School of the Art Institute of Chicago. She has worked with major design firms and owns Benita Design. She has taught textile design at various colleges, including the Art Institute of Chicago and the Louisville School of Art/Elkin Davis College.



Interior Design COURSE DESCRIPTIONS

BID115 History of Architectural Interiors I 3 credits

Prerequisite: BID 152 - Introduction to Interior Design

A survey of early examples of design from ancient Egypt through European developments, including 19th century revival styles. Students will become familiar with key facilitators of various design movements, as well as with the evolution of construction techniques and materials. Students will develop the ability to analyze features of design within the context of commonly defined attributes of each architectural style.

BID116 History of Architectural Interiors II 3 credits

Prerequisite: BID 152 - Introduction to Interior Design

Covers a survey of architectural interiors from Neoclassicism to present, with emphasis on modern design. It examines the social, economic, political, technological and regional influences to interior design and of these periods, including discussions of the design of celebrated buildings and designers.

BID152 Introduction to Interior Design 3 credits

Must be taken first quarter

Discussion of the interior design profession includes an industry overview, its customer base, operations, history and trends. Course covers discussion of principles of interior design, as well as phases of the design process and design theory. Students are provided with an overview of planning, materials, furnishings, human factors, and problem solving.

ID104 Architectural Drafting 3 credits

Prerequisite: X090 - Introduction to Drafting

Expands on the knowledge of X090 Introduction to Drafting by continuing to investigate scaled drawings as vital skills in developing conceptual ideas and communicating them to clients and contractors. Introduction to working drawings including plans, sections, elevations, details, and finish schedules.

ID112 Design Fundamentals 3 credits

Prerequisite: B103 - Basic Color Theory

This course covers the basic concepts of design principles with emphasis on creativity within the evolution process of design. Class projects cover the understanding of composition, balance, form, interest, negative and positive spaces, color definition, and the ability to recognize quality design.

ID128 Rendering I 3 credits

Prerequisite: ID 104 - Architectural Drafting

The course covers effective and dramatic interior design presentation graphics including the introduction of perspective drawing representation and construction, rendering of floor plans, elevations and interior finish materials; emphasis is placed upon various media techniques and visual presentation style.

ID129 Rendering II 3 credits

Prerequisites: ID 128 - Rendering I

Further exploration of three-dimensional drawings, as well as methods of preparing project visuals. Refine knowledge of perspective drawings; continue enhancing rendering skills and presentation graphic composition techniques. Sketching and graphic presentation practices are refined including line quality, color rendering and representation of various interior finish materials.

ID130 Textiles 3 credits

Prerequisite: BID 152 - Introduction to Interior Design

Study of overall textile technology issues in a systematic manner to identify fibers, yarns and textiles types used in both residential and commercial interiors. Basic categories of: types of weaves, weights, descriptive information and suitable applications. Uses of trim and fittings, coloring methods, finishing options available and identifying major fabric houses will be studied.

ID210 History of Furniture and Decorative Arts 3 credits

Prerequisite: BID 152 - Introduction to Interior Design

Examines the history of furnishings and accessories from historic to present times by identifying important design periods and the cultural, technological and societal influences.

ID217 Building Systems 3 credits

Prerequisite: ID 104 - Architectural Drafting

This course introduces the study of basic construction methods, materials and details, including mechanical, electrical, lighting, plumbing and finishing components. Students prepare a set of construction drawings for a given project including dimensioned floor plans, reflected ceiling plan, sections, elevations and details.

ID222 Space Planning I (Residential) 3 credits

Prerequisite: ID 104 - Architectural Drafting

Explores the concepts and methods used for programming and planning design solutions to problems in residential spaces, including kitchens and baths. By using a sequencing of tasks to analyze, organize, and interpret problems, students are able to create practical, efficient, and aesthetically comfortable spaces with a concept basis. Students will incorporate knowledge of design theory and principles, human behavior and ergonomics, universal design, and related codes and constraints.

ID223 Space Planning II (Commercial) 3 credits

Prerequisite: ID 222 - Space Planning I

This studio will emphasize the development of space planning and problem solving skills related to commercial spaces. Provides further programming and planning for commercial spaces by stressing accessibility and barrier free design (American with Disabilities Act -ADA). Students work on creative and practical use of space with concept basis.

ID250 Materials and Methods 3 credits

Prerequisite: ID 261 Interior Design Studio I

A study of the business components of interior design, including discussions on codes, material and products, and interior designers' legal responsibilities/ethics, project management, material take-offs, budgets, estimates, proposals, project pricing methods, finish schedules, and specifications.



Interior Design

ID261 Interior Design Studio I 3 credits

Prerequisite: ID 222- Space Planning I or taken concurrently with ID 222

This studio course includes a residential program to be studied by the student while exploring conceptual design, schematics and design development phases. The goals, preference, and demographics of the client are outlined with the student completing the space plan with furniture layout, selection of furniture, fixtures, fabrics and interior finishes, including kitchen and bath planning details.

ID262 Interior Design Studio II 3 credits

Prerequisite: ID 261- Interior Design Studio I

Continuation of studio problems in interior design. This course presents a more complex program for a residential space. Emphasis on research and analysis of existing building structure, function, lighting design and furniture and materials specifications. Visual presentation also includes rendered plans, perspective and/or elevations, in addition to finishes/color specifications, including kitchen and bath planning details.

ID263 Interior Design Studio III 3 credits

Prerequisite: ID262 Interior Design Studio II and ID223 Space Planning II

This studio consists of the execution of an interior design project with a defined program for a commercial space. Students work with the architectural shell and develop complete space planning for the project; considerable design research is also required. The culmination of this project involves a formal oral and graphic presentation. Critique includes evaluation of project research and completeness, drawing and design skills, graphic presentation thoroughness, and aesthetic judgment. The goal is for students to gain a solid skill set with a more sophisticated design sense.

ID264 Interior Design Studio IV 3 credits

Prerequisite: ID263 Interior Design Studio III

This course is the thesis project for every interior design student. The student chooses the project and develops a program to complete a refined, commercial project. Growth in taste development, technical skills, understanding space and scale, as well as presentation techniques are demonstrated. A complete program description and project budget is submitted in this studio class. Students are required to present their thesis project to a professional review board.

ID269 Lighting 3 credits

Prerequisites: ID 104 - Architectural Drafting

This course covers the basics of lighting application for interior design: lighting layout, types and sources, specifications, terminology, light measurement, and the effects of lighting in interior spaces. Studies include the applications in both residential and commercial settings. Students work with the floor plans for residential and commercial spaces and develop a lighting design concept complete with reflected ceiling plans, and lighting specification.

ID283 Portfolio Preparation for ID 3 credits

Prerequisite: ID 264 - Interior Design Studio IV or taken concurrently with ID 264

An exploration, analysis and preparation of a professional portfolio to meet the employment and professional needs of the interior designer. Pointers about resumes, cover letters and interviewing for interior design positions and the nature of the workplace are explored.

ID391 CAD I 3 credits

Prerequisite: X 040 - Introduction to Computers and ID 104 - Architectural Drafting

An introduction to the basic use of two-dimensional Computer Aided Drafting software for interior design applications. The subject is handled on an introductory level, specific to interior design, including dimensioned plans, elevations and details

ID392 CAD II 3 credits

Prerequisite: ID 391 - CAD I

Continues the study and practice of two-dimensional computer aided drafting and design with extensive drawing exercises and complex shapes and commands.

ID393 CAD III 3 credits

Prerequisite: ID 392 - CAD II

An introduction to three-dimensional computer-aided design applications, including rendering and presentation techniques.

ID394 CAD IV 3 credits

Prerequisite: ID 393 - CAD III

A continuation of computer-aided drafting techniques highlighting rendering execution and delivery, using multi-platform software integration.

RECOMMENDED ENRICHMENT COURSES:

ID295 ID Internship (Field Experience)3credits

A cooperative venture between the interior design profession and the student to provide with on-the-job training. Field experiences will help students build on skills learned in the classroom, utilized them in the work place, and acquire new ones. Students are encouraged to seek out internship opportunities with interior design companies. Students are able to make valuable contacts and explore career opportunities and employment after graduation.

B128 Anatomy and Figure Drawing I 3 credits

B129 Anatomy and Figure Drawing II 3 credits

GD120 Illustrator I 3 credits

GD130 InDesign I/Print Production 3 credits

General College Information

ACCREDITATION, APPROVAL
AND AFFILIATIONS

**Accredited by the Accrediting Commission
of Career Schools and Colleges (ACCSC)**

Approved by:

- State Board of Career Colleges and Schools
- Ohio Bureau of Vocational Rehabilitation
- Ohio State Approving Agency for Veterans' Training
- U.S. Citizenship and Immigration Services
- U.S. Social Security
-Widows and Orphans Training

Member of:

- COSE-Council of Smaller Enterprises
- Lakewood Chamber of Commerce
- Ohio Association of
Student Financial Aid Administration
- The Fashion Group International
- The Greater Cleveland Growth Association
- The American Historical Society
- The American Institute of Graphic Arts
- The National Retail Merchants Association
- Association of Private Sector Colleges
and Universities
- ASID - American Society of Interior Designers

ADMISSION INFORMATION

Admissions Requirements and Procedures

The specific requirements and procedures for VMCAD's prospective students are as follows:

1. Applicants must be high school graduates or possess a G.E.D to start as a full time student at VMCAD. Applicants may apply for acceptance while still in high school. They are required to submit an official transcript or G.E.D. certificate to the college. Students with an E-Diploma must submit high school transcripts.
2. Applicants must submit a completed application form and applications should be neatly printed and not typed. Essay questions should be handwritten and may be answered on a separate sheet of paper.
3. A letter of recommendation is required. It must include the name, address, and daytime telephone number of the person writing the recommendation.
4. Applicants are required to write a second letter to the college President stating (a) the reason for wanting to attend VMCAD and (b) the reason for acceptance.
5. Applicants must complete an informative interview. Parents, spouses, and friends are encouraged to be present for this session.
6. Applicants are encouraged to tour the campus prior to enrollment.
7. Applicants are required to take an entrance evaluation. Results of this evaluation may determine the need for developmental classes as well as eligibility for transfer of credits from another college. Applicants may be offered a re-test based on high school transcripts or professional experience.
8. Applicants wanting to transfer credits from other colleges must submit an official transcript from those institutions. The VMCAD Registrar will review transcripts to determine eligibility of credits for transfer. Transcripts must be submitted to the Registrar before the beginning of the student's second quarter for the transfer to be considered.

Out-of-State Admissions Procedures

Out-of-state applicants wishing to apply online may download and print the application from the VMCAD website, www.vmcad.edu/admissions, noting the following exceptions:

1. Arrangements must be made between the applicant and the admissions representative, by telephone, to conduct the required interview.
2. Arrangements must be made between the applicant and the admissions representative for a qualified person to proctor the entrance evaluation. The tuition amount for non-residents of Ohio is the same as the tuition amount for residents.

International Admissions Procedures

Before an international student may be considered for acceptance into the Virginia Marti College of Art and Design, he/she must submit the following:

1. Transcripts of grades from high school and college (if applicable) translated to English.
2. Copy of Birth Certificate.
3. Proof of income/financial status (Affidavit of Financial Responsibility Form).
4. Proof of proficiency in the English language.
5. Application for Admission into VMCAD.
6. Application fee of \$200.00, American currency (non-refundable).
7. Registration fee of \$300.00, American currency (refunded if student is not accepted).
8. Student must attend Full Time, if accepted (be sure to specify "full-time" on the application).
9. Doctor's letter of good health.

After the college has received all of the above, the Office of Admissions will then issue the legal form to be completed by both the applicant and the proper authorities in the applicant's country (This is the I-20 form).

If the Office of Admissions can be of further assistance, please contact it immediately to avoid any delay in beginning your education.



Acceptance to the College

Upon completion of all admission requirements, the Acceptance Committee will review the information in order to determine acceptance. Applicants will be notified in writing as to their acceptance status. If an applicant is denied, all monies will be refunded promptly. Fashion Design, Graphic Design, Digital Media, and Interior Design students may bring in a portfolio to be reviewed prior to scheduling classes. This review will determine any advanced placement.

1. The first step in the admissions process is the interview. Students will be assigned a point value of 1 to 4 on each of five different criteria, for a total possible score of 20 points.
2. The second evaluation criterion is the application itself. There are two different issues concerning the application, each of which may receive a score of 1 to 5, for a total possible score of 10 points.
3. The third criterion is the entrance exam. While there is no minimum score on the entrance exam required for admission to the College, the student will receive from 0 to 25 points towards his or her composite score depending on in which of four ranges the student's score on the entrance exam falls.
4. The fourth criterion is the grade point average the student achieved in high school or college. Again, four different ranges of GPAs have been established, and the student may receive from 5 points to a maximum of 25 points depending on what his or her GPA was. It should also be noted that prospective students who already possess a college degree will be exempt from taking the entrance examination and instead will be evaluated on both their high school and college GPAs. Students who have a GED instead of a high school transcript will receive 5 points for this aspect of the admissions process.
5. The fifth criterion is the student's letter of recommendation. Two factors are evaluated, each of which is worth 5 points for a maximum of 10 points.
6. The final criterion is the student's letter to the school Director, which again is evaluated based upon two factors, each worth a maximum of 5 points for a possible total of 10 points.

In addition, prospective students who also present a portfolio of their previous work or who have previous work experience in the field may receive a bonus of up to 10 additional points.

Fashion Design applicants are required to take the Sewing Fundamentals class (X019) prior to their first quarter. Acceptance to VMCAD is contingent upon the successful completion of the Sewing Fundamentals class. All admissions requirements are to be completed prior to attending X019.

Class Test-Out Policy

A test-out may be permitted, at the discretion of the college, if a student's request meets one of the following criteria:

1. The student must have life experience in the course for which the test-out is being requested.
2. The student must have completed a course, at a previous college or university, with similar course content. The test-out may be approved if the course did not transfer into VMCAD due to a lower grade or lower credit value.
3. The student scored a 7, 8, or 9 in the Math or English section on the entrance evaluation, in which case the test-out fee is waived if the test is taken before the student's first quarter begins.

Students who possess AP credit from high school, and score a 4, 5, or 6 in the Math or English section on the entrance evaluation, are eligible to take appropriate test-outs for the regular fee.

A test-out will not be approved, under any circumstances, if the class was attempted by the student at VMCAD: i.e. dropped, failed, or withdrawn due to absence. Test-out Request Forms can be obtained at the registration office of the college or the Director of Education's Office. It is the student's responsibility to contact the Director of Education to set up a time and date for the test-out. A \$50 test-out fee will be applied to all test-outs and must be submitted to the Director of Education's Office along with the official request form.

All test-outs must be completed within 30 days of student's first term. No Exceptions! A minimum letter grade of "C" (73%) must be achieved to pass the test-out. If the student does not complete the test-out within the allotted time, or if the student does not pass the test-out, the class must be taken at the next available course offering. Test-outs cannot be re-taken.

Virginia Marti College of Art and Design reserves the right to approve or deny any and all test-out requests.



WRITTEN ARTICULATION AGREEMENTS WITH OTHER COLLEGES

The Art Institute of Charlotte, NC

Contact: Mike Watson
704-357-5891
Email: mwatson@aia.edu

AI Chicago, IL (Fashion Marketing & Management, GD)

312-280-3500
www.aia.edu

AI Philadelphia, PA (FM, FD, GD and Media Arts and Communication)

215-567-7080
www.aia.edu

AI Pittsburgh, PA (DM, Fashion & Retail Management, GD, ID)

Contact: Melinda Trempus
412-291-6366
www.aia.edu

AI Schaumburg, Chicago, IL (GD, DM, ID, Fashion Marketing & Management)

Contact: Judy Dunne
800-351-3450
www.aia.edu

Collins College, Phoenix, AZ (2 + 2/B.A., GD, B.A. Film & Video, B.A. Interior Design)

Contact: George Fitzpatrick
480-377-9524
www.collinscollege.edu

Harrington College of Design, Chicago, IL

Contact: Sue Kirkman
312-939-4975
The agreement with Harrington is not in writing, they prefer that the student interview and show their portfolio. Acceptance will be on an individual basis.

DeVry University, Cleveland, OH

ON-LINE
Contact: Scarlet Howery
216-328-8754
www.devry.edu

University of Phoenix

ON-LINE
Catrina Roitman
602-557-6342
Email: catrina.roitman@phoenix.edu
www.phoenix.edu

Westwood College

ON-LINE and Campus (Division of Alta College, DM, GD, ID-agreement extended to VMCAD Staff with enrollment fees waived and 10% off tuition / Online classes available)
31 campuses
Headquarters:
Alta Colleges
Contact: Constance Tillotson
310-600-3336
www.westwood.edu

Pending:

The University of Youngstown (Fashion Merchandising and Interior Design)

Digital Media Arts College, Boca Raton, Fla
The Art Institute of Indianapolis
The Art Institutes in CA (all 8 locations)
IADT International Academy of Design and Technology (Detroit, Chicago, both campuses)

This is a list of written agreements. Graduates should pursue the college to which they are interested. Individual colleges can choose to take or not take our credits based on choice.

STUDENT ACTIVITIES

Throughout the school year, the college sponsors a variety of guest speakers to give students an opportunity to gain more insight and appreciation for their chosen field. During the Spring Quarter, the college sponsors an annual Student Design Exhibit which is open to students in every program. It allows the students to have their work critiqued by professionals from their respective majors and provides an opportunity to display their work for friends, family members and fellow classmates.

STUDENT AWARD PROGRAMS

Presidential Academic Achievement Award

At the end of each term, students who are full or part-time, have not dropped any classes during the quarter, and have earned a GPA of 3.75 or better, will receive the Presidential Academic Achievement Award.

Who's Who in American Universities and Colleges

Each year, students who demonstrate outstanding academics, participate in college activities, and conduct themselves as exemplary citizens, will be nominated for this nationwide honor.

Graduate of the Year

This is an academic achievement award given to one graduate per year. The student chosen must be full time, attend all quarters consecutively (no interruptions), and achieve the highest cumulative GPA of his or her graduating class. The winner receives a pre-paid voucher for the major trip sponsored by the college during the Summer/Fall Quarter break or a \$3000 cash prize.

Perfect Attendance

Perfect Attendance Awards will be granted to students at the end of each term. They will be awarded to students who are recorded as present for every scheduled class meeting.



Annual Field Trips

European Field Trip (optional)

What could be more exciting than visiting the couture fashion capitals of the world - Paris, Rome, Milan or London? In mid-September, alternating years, the college plans and offers guided tours to France, Italy, or England, to enhance the student's knowledge and appreciation of the design, art, and fashion world which originated in Europe. Announcements about the trips are made well in advance so students can plan and save early in the year to take advantage of this opportunity. The trips are open to all VMCAD students, alumni and faculty.

All expenses for the European trips are in addition to regular tuition and fees.

New York City Fashion Field Trip (optional)

Periodically, the College offers educational trips for the Fashion Design and Fashion Merchandising students. The New York trip offers a glimpse at the varied aspects of retailing and design. The students have the opportunity to visit manufacturers' showrooms and observe buyers at work. They can tour several fabric centers and the Jacob Javits Merchandise Mart, and become acquainted with specialty design areas from bridal to the world of millinery. Students receive exposure to retailing giants such as Macy's, Bloomingdale's, Bergdorf Goodman and Barneys.

In addition, students visit cultural centers such as the Metropolitan Museum of Art, the United Nations, and business centers, including the New York Stock Exchange and the home of *Women's Wear Daily*.

All expenses for the New York trips are in addition to regular tuition and fees.

Visual Merchandising II Trip (optional)

At the end of the quarter, the Visual Merchandising II class takes a one-day field trip. The students experience the artistic visual sights of fashion and home furnishings. All expenses for the trips are in addition to regular tuition and fees.

STUDENT SERVICES

Career Services

Virginia Marti College of Art and Design maintains a placement office and offers career services to all interested graduates. Graduates are required to complete a Graduate Placement Profile and submit a personal resume. The placement office is also concerned with a student's record, as it reflects attendance, punctuality, academic record, adaptability, and the assumption of responsibilities by the student in the work environment. Many students desire to obtain employment on their own, and the College supports and encourages this effort. Career services offered by the College are not a guarantee of employment as a result of the education received at the school. Wages and salaries are determined by the program of study, employer needs, current economic conditions and other factors. New students are eligible for part-time placement after 1 term of successful academic performance. After initial job placement, career services and placement will still be available to students who set up an appointment and have an updated resume for review. Placement services stay in contact with business and industries to initiate and promote placement of students.

Resource Center

The Resource Center, located on the lower level, provides books and periodicals, along with Internet access, to assist and enrich the education of all currently enrolled VMCAD students. All new Fashion Design and Fashion Merchandising students need to pick up their *Women's Wear Daily* (WWD) issues in the Resource Center until they receive their own issues at home. The Resource Center is staffed for student assistance. Students are required to complete an application before they may borrow materials from the Resource Center. There is a two-week loan period for most books. Students are responsible for all materials borrowed from the Resource Center. If materials are not returned by the end of the quarter, a charge for the replacement of such materials will be added to the student's account. Graduation will be postponed until all fines are paid in full. All materials must be returned to the Resource Center.

Academic Assistance

Students at Virginia Marti College of Art and Design have several Academic Assistance options available. Each faculty department chair has the responsibility to advise students in the area of their academic needs. In addition, the Director of Education is available for academic advising. Each student is given an attendance advisor who will continue to support and encourage the student until graduation.

Students must have perfect attendance (no unexcused absences) to obtain tutoring at no charge. Students with less than perfect attendance may obtain tutoring at a cost of \$10.00 per hour, at their own expense.

The College is also a resource for information and/or referral to many city, county, and state agencies for services outside the scope or responsibility of the College. In addition, all new students are required to attend a mandatory college orientation before classes begin. The date and time of the orientation will be announced in advance of each quarter. Attendance is mandatory in order for a new student to begin classes at VMCAD. Any new student missing the orientation may be asked start as continuing education status and be admitted for the next start date.

Advisory Services

Advisory services are offered by Virginia Marti College of Art and Design and are available to all students. A primary responsibility of the College is to offer every possible aid to students so they can utilize their own capabilities. The staff and faculty welcome the opportunity to assist students in working out solutions to problems they may experience during the course of their education. Students will receive academic advising as necessary to assist them in meeting their educational goals. Confidential assistance is provided in the following areas: academic, career preparation and guidance and personal concerns. Students requiring additional professional assistance will be given information about counselors and agencies they may contact.

Required Study Time

Outside study, apart from regular classroom work, is required to successfully complete the required course assignments. The amount of time will vary according to the individual student's abilities. All assignments must be turned in at the designated time. Students are responsible for reading any study materials issued by their instructors.

Make-Up Standards

Students are encouraged to be in class and on time every day. It is the student's responsibility to learn the material covered while absent and to see that all missed work is made up in compliance with the College's attendance policy. Hours of make-up work cannot be accepted as hours of class attendance.

Notice of Non-Discriminatory Policy

Virginia Marti College of Art and Design admits students of any race, sex, age, national or ethnic origin to all the rights, privileges, programs, and activities generally accorded or made available to students at the college. There is no discrimination on the basis of race, sex, age, national or ethnic origin in administration of its educational policies, admissions policies, and loan programs.

Handicap Facilities

The College has provided ease of access to its classrooms, restrooms and floor levels for those students who are physically disabled. Elevators are also readily accessible for reaching the upper and lower levels of the institution. Handicap designated parking is also available at the front and rear of the building.



FINANCIAL INFORMATION

To carry on its educational programs, Virginia Marti College of Art and Design relies solely on tuition and fees. Every effort is made to hold the cost to a minimum level, consistent with the facilities and the high academic standards necessary to prepare the students for a career in their respective industries.

The college reserves the right to make tuition and fee changes according to economic conditions. Notice of any future changes will be given as early as possible.

All programs are charged tuition by the credit hour. As stated in the Enrollment Agreement, payment for classes is due for an individual quarter only and no obligation for future quarters exists. Tuition does not include books, materials, or equipment/model fees. These items are charged quarterly and depend on the courses taken.

Please visit the VMCAD website @ www.vmcad.edu and click on the financial aid tab to view the following:

- Financial aid hours of operation and contact information
- Procedures in applying for financial aid
- Current forms needed for packaging
- Website links to government sites (FAFSA, NSLDS, Loan Calculators, etc)

Virginia Marti College Refund Policy

1. An applicant will receive a full refund of the application and registration fee in the event that the applicant cancels a signed Enrollment Agreement.
2. A student who starts class and withdraws during the first calendar week of the quarter or semester shall be obligated for twenty-five percent of the tuition and refundable fees for that academic term plus the registration fee.
3. A student who withdraws during the second full calendar week of the academic term shall be obligated for fifty percent of the tuition and refundable fees for that period plus the registration fee.
4. A student who withdraws during the third full calendar week of the academic term shall be obligated for seventy-five percent of the tuition and refundable fees for that period plus the registration fee.
5. A student who withdraws beginning with the fourth full calendar week of the academic term will not be entitled to a refund of any portion of the tuition and fees.
6. Official withdrawal date for refund purposes is the last date of recorded attendance. A determination date is used for refund purposes only.
7. Books and supplies are not included in the refund calculations. Students have the option to return books to Ambassador Bookstore for a partial refund through Ambassador's Book Buy Back program.

The withdrawal determination date is when the college determines a student is no longer in attendance (usually, non-attendance for two consecutive weeks). The college reserves the right to postpone or change the date or time when any class is offered if the minimum percentage of enrolled students agree to the change. Students who do not want the change may be offered a full refund for the class affected.

Any monies due to an applicant shall be refunded within 30 days of the cancellation or failure to appear on or before the first day of class. Refunds due to students who made cash payments for tuition and fees shall be remitted within 30 days from the withdrawal determination date. Any Title IV Grant monies due to the Department of Education shall be refunded within 30 days of the withdrawal determination date. Any Title IV Loan monies due shall be refunded to the lender within 60 days of the withdrawal determination date. Any title IV refund monies due the student will be refunded within 14 days of the determination withdrawal date. The above policy is specific to the total withdrawal or termination from the College.

Withdrawals from individual classes will merit no refund once the quarter has started. First-time, first-quarter students may withdraw from school during the first 2 weeks of the quarter with no financial obligation to the college.

Virginia Marti College of Art & Design Return to Title IV Policy

Students receiving financial aid who withdraw or stop attending may be required to return a portion of financial aid received. Federal regulations [HEA Section 484B, 485(a)(1)(F), 34 CFR 668.22] require Virginia Marti College of Art & Design (VMCAD) to calculate a refund and repayment of federal aid received by students who withdraw prior to the 60% point of a term for which he/she has received federal financial aid.

Withdrawal Date

According to these regulations, VMCAD and the student are allowed to retain only the amount of federal Title IV financial aid that is earned. If a student withdraws or stops attending classes, a portion of the aid received is considered to be unearned and must be returned to the Department of Education (DOE). For Title IV purposes, the last date of attendance is the last documented date of attendance in a class.

Process for Calculation of Amount of Title IV aid earned by the student

For any financial aid recipient who stops attending prior to the 60% point of the quarter, the office of Student Accounts will calculate Return of Title IV refunds within 14 days (typically this is done within 2 days of notification of the student's withdrawal). The percentage of aid the student has earned is equal to the percentage of the quarter the student has completed (last date of attendance). This percentage is computed by dividing the total number of calendar days completed as of the last date of attendance by the total number of calendar days in the term (69 days). The percentage of Title IV aid to which the student is entitled is equal to this completed percentage, up to 60%. If the withdrawal occurs after the 60% point, the percentage of earned aid is equal to 100%. The amount of Title IV aid which must be returned is based on the percentage of unearned aid. That percentage is computed by subtracting earned aid from 100%.

Post-Withdrawal Disbursement

If the student received less federal financial aid than the amount earned, VMCAD will disburse the amount of earned grant funds that are not credited to the student's account. If the student is eligible for a post-withdrawal disbursement of Title IV grant funds, VMCAD will disburse the grant money as soon as possible, but no later than 45 days from the date of determination. If the student is eligible for a post-withdrawal disbursement of loans, the college will provide notification to the student within 30 days of the date of determination. VMCAD will not disburse any loan money to the student's account without permission from the student (or parent in cases of the Parent PLUS loan). Post-withdrawal disbursements will not be made after 180 days of the date of determining the student as a withdrawal.

Title IV aid to be returned by Virginia Marti College of Art & Design

VMCAD is required to return the lesser of the unearned aid percentage applied to institutional charges, or the unearned aid percentage applied to the total Title IV aid received. This return must be made as soon as possible, but no later than 45 days of the date of determination of the withdrawal.

Title IV aid to be returned by the student

The student is required to pay the difference between the amount of unearned aid and the amount returned by the college. Federal regulations allow colleges and universities to charge a student for any amount paid on the student's behalf. VMCAD considers a student responsible for any account balance created when the college is required to return the financial aid. The student must repay the unearned aid that the school is not responsible for returning. If the student's portion of the unearned aid includes federal grants, they are only required to return the grant amount that exceeds 50% of the original federal grant aid received for that semester. If the amount the student owes is less than \$50, then no payment is required.

Financial Aid Overpayments and Loss of Eligibility for aid

If a Return of Title IV calculation determines that a student owes money to the Department of Education, that student is considered to have received an overpayment. Within 30 days of this determination, the student will be sent a letter notifying them of the balance that they owe. They will be given 45 days to repay the debt to Virginia Marti College from the date the notification is sent. Any unpaid accounts will be reported to the National Student Loan Data System (NSLDS) and turned over to the Debt Resolution Services for collection. Any student considered to have received an overpayment is not eligible for federal financial aid at any institution until the overpayment is resolved. The overpayment may be resolved by being paid in full to Virginia Marti College. It can also be resolved by contacting the Debt Resolution Services if the account has been referred for collection. The student must pay the overpayment amount in full or make payment arrangements with Debt Resolution Services.

Student Financial Aid Services

Prior to enrolling at the college, all applicants are encouraged to explore the availability of financial aid funding through state and federal agencies. Financial aid information and application assistance is provided by the college Financial Aid Office to help each student and his or her family understand the financial situation. The college is approved for the following grants and loans:

Grants:

Federal Pell Grant
Federal Supplemental Educational Opportunity Grant (SEOG)

Loans:

William D. Ford Direct Subsidized Loan
William D. Ford Direct Unsubsidized Loan
William D. Ford Direct Parent Loan (PLUS)

County and State Sponsorship:

Bureau of Vocational Rehabilitation (BVR)
Workforce Investment Act (WIA)
War Orphan's Scholarship

Federal Sponsorship:

Veterans Administration (VA)
Yellow Ribbon
GI Bill

Institutional Grants and Loans:

Virginia Marti Private Loan

Additional information on eligibility requirements, alternate financing, amounts available, interest rates and scholarships can be obtained from the Financial Aid Office. Financial aid is determined based on a full-time, three-quarter-time, or part-time status and will not be re-evaluated based on individual class drops once the quarter begins. Students who do not post attendance in individual classes may jeopardize their financial aid disbursement amounts.

Students who receive loans to pay for their course of instruction must realize it is their responsibility to repay the full amount of the loan, plus interest, less the amount of any refund. Defaulting on loans which are guaranteed or re-insured by the State or Federal government could result in damage to credit ratings, loss of eligibility for future student loans and other forms of financial aid, loss of deferment and monthly payment options, withholding of State and Federal income tax refunds, initiation of court action, or garnishment of wages.

Any student receiving financial assistance must comply with the Standards of Progress as stated in the Policies and Procedures section of the catalog in order to receive Title IV assistance.

Financial Aid Enrollment Status

Virginia Marti College of Art and Design is required on different occasions to report the number of students in full-time or part-time status. The amount of financial aid often depends on that status.

- **Full-time: 12 credit hours per quarter**
- **Three-quarter-time: 9 credit hours per quarter**
- **Half-time: 6 credit hours per quarter**

Students with less than 6 credit hours per quarter are classified as less than half-time and may qualify for limited amounts of financial aid.

The Veterans Administration may have different definitions for full-time and part-time status. Students receiving veterans' benefits should talk to the veterans' certifying official on the campus.

*Financial Aid is available to those who qualify.



FEES

Quarterly Technology Fees per Program:

	Full-time	Part-time
Digital Media	\$550.00	\$275.00
Graphic Design	\$300.00	\$150.00
Interior Design	\$100.00	\$50.00
Fashion Design	\$90.00	\$45.00
Fashion Merchandising	\$100.00	\$50.00

Other expenses such as transportation, meals, books, supplies, and entertainment will vary according to an individual's personal situation.

Tuition and fees are due and payable by the tenth of the month prior to the month each quarter begins. Payment plans may be arranged; please consult with the Student Accounts Office. Payments received after the tenth of the month will be assessed a 10% late fee on that month's tuition payment. Students may not attend classes if tuition is not paid. Virginia Marti College of Art and Design accepts MasterCard, Discover, and Visa credit cards for payment of tuition and fees.

Personal checks must clear before transcripts can be released (10 day maximum hold).

All students' financial obligations must be met within 30 days of separation from the College. Any student with outstanding financial obligations will not be permitted to take final exams.

Continuing Education students are charged a quarterly technology fee based on the number of credits taken and the program their course(s) are associated with.

Class Fees:

History of Art I and II	\$10/course
Photography	\$75/course

Digital Media (DM):

Anatomy & Figure Drawing I and II	\$50/course
Portfolio	\$60 (one time)

Fashion Design (FD):

Anatomy & Figure Drawing I and II	\$50/course
Collection	\$70
Developmental Sewing	\$25
Draping I and II	\$70/course
Fashion Design I, II, III, IV, and V	\$70/course
Fashion Illustration I and II	\$50
Fashion Illustration III (enrichment)	\$50
History of Costume I and II	\$10/course
Mini-mannequin for Fashion Design students.	\$230
Portfolio	\$60 (one time)
Portfolio Preparation	\$50

Fashion Merchandising (FM):

Day Planner	\$40 (one time)
Fashion Product Analysis	\$25
History of Costume I and II	\$10/course
Visual Merchandising I and II	\$50/course
Fashion Show Production	\$100

Graphic Design (GD):

American Institute of Graphic Arts (AIGA) membership fee	\$75/year
Portfolio	\$60 (one time)
Portfolio Development	\$25

Interior Design (ID):

American Society of Interior Designers (ASID) membership fee (subject to change)	\$60/year
ASID Student Chapter membership fee	\$15/2yr membership

Introduction to Drafting	\$30/course
Furniture & Dec. Arts	\$15/course
Interior Design Studio I, II, III, and IV	\$50/course
Lighting	\$50/course
Portfolio	\$60 (one time)
Space Planning I and II	\$40/course
Rendering I and II	\$40/course

Miscellaneous Fees:

Application:	
International Students.	\$200
Registration:	
Domestic.	\$100
International Students.	\$300
General Fees (per credit hour)	\$10
General Fees (maximum per quarter).	\$120
Student I.D. Card.	\$10
Student I.D. Card (replacement)	\$10
Returned Check Fee	\$39
Transcripts (All transcripts are sent certified or may be picked up in person)	\$10
Graduation Fee.	\$225
Women's Wear Daily (WWD) annual subscription for FD & FM students (subject to change)	\$119
Degree Reprint	\$25
Payment Plan Fee.	\$75
Lynda.com annual subscription (subject to change)	\$100

Tuition:

Full Time:	
Domestic.	\$380/credit hour
International Students.	\$480/credit hour
Part-time	\$390/credit hour
Continuing Education	\$400/credit hour

Policies and Procedures

Evacuation Plans and Procedures

In the event of an emergency there are two ways that the college will notify students of the need to evacuate the facility. The fire /security system has an automatic siren to alarm the students and staff of the need to exit the building. The colleges' phone system has the ability for open communication throughout the entire business.

In the event of fire or smoke within the facility, the automated fire system will sound the sirens throughout the college buildings. This siren is an official notification of the need to evacuate.

Students should calmly gather personal belongings, and follow the emergency exit directions posted at the exit of that classroom. Instructors should follow the same procedures, but be the last to exit the classroom. It is the responsibility of the instructor to ensure the safe exit of the students. If any student requires assistance, due to disabilities, the instructor will contact the administration for assistance.

Administrative employees are required to shut down all computers, and exit through the nearest posted exit.

In the event of a natural or man made disaster the students and employees should seek shelter in an interior room away from windows. Most desks and tables can be used as a personal shelter. All occupants should seek shelter until the administration communicates that the danger has passed.

In the event of an armed attack within the building, the student /instructor should lock the door and stay out of sight until the college notifies that the danger has passed

The Classroom

The College offers small technology classes, thus giving the students more attention than can be given in a larger classroom setting. The general courses, those required of all students in all Associate Degree programs, enroll a somewhat greater number. By doing so, students are given the opportunity not only to meet those in other disciplines, but also to be aware of the College's aim to serve students as individuals.

There will be a maximum of 15 students for studio classes and a maximum of 30 students for lecture classes. The College reserves its right to change or modify the curricula, course titles, class sequencing, class schedules, equipment, and textbooks as it deems necessary to maintain the utmost quality for students. When size and curricula permit, classes may be combined to enhance the level of interaction among students.

Credit Hours and Clock Hours

Credit hours for coursework is related to the number of class hours scheduled for lecture classes, studio or lab type classes, and internship/work related experiences and are determined as follows:

- Lecture - one-quarter credit hour for each 10 clock hours of classroom contact, plus appropriate outside preparation or the equivalent.
- Lab/Studio - one-quarter credit hour for each 20 clock hours of supervised laboratory/shop instruction, plus appropriate outside preparation.
- Internship/Work - one-quarter credit hour for not fewer than thirty 30 clock hours of internship or work related experience. (Clock hour is defined as 50 minutes of instruction.)

Credit Transfer Policy

Virginia Marti College of Art and Design will accept credits earned at other accredited colleges and universities when the following criteria exist:

1. Courses apply to the associate degree program chosen at this college when the applicant passes the VMCAD entrance examination. (Academic courses will not be accepted for transfer credit if the student scores below average on the entrance exam in subjects such as Mathematics, English, etc.)
2. Courses follow the same course description and have an equal number of, or more, credits.
3. Students have earned a grade of no lower than a "C" or 2.00.

The College is authorized to accept up to 45 transfer credits. All applicants anticipating credit transfers for subjects taken at other institutions must arrange to have their transcripts sent to the VMCAD Office of the Registrar. Applicants may also be asked to provide course descriptions or the catalog(s) from the prior institution(s) so that a transfer credit evaluation may be completed. Students desiring transfer credits must provide the above by the end of their first quarter. Transcripts received after the student's first quarter will not be considered nor reviewed for transfer credit. Please see the Registrar if there are any questions.

Transfer of Credit to Other Schools

Students who wish to continue their education at other schools must not assume that credits earned at Virginia Marti College of Art and Design will be accepted by the receiving institution. It is the responsibility of students who plan to transfer to other schools to acquaint themselves with the requirements of the selected school. Institutions of higher learning vary in the nature and number of credits which are acceptable, and it is at the discretion of that institution to accept credits earned at this college. This is a standard transfer-of-credit procedure.

* Please note: The College has noticed that contacting a department head may assist in transferring credits to other institutions rather than the Admissions Department.

Transcripts

Current or former students may request a copy of their official transcript by submitting a written request to the school with the name and address to whom the transcript will be mailed. A \$10.00 fee will be charged and must be paid at the time the request is made. All transcripts are sent via certified mail or may be picked up. Transcripts sent directly to the student will be marked to indicate they are not official copies if opened by the student. Transcripts will not be released to students if they have a past-due account with the College. Graduates will receive one set of sealed, official transcripts, free of charge, upon graduation.

Graduate Refresher Courses

Graduates of the College are welcome to return for refresher courses at no tuition cost, provided the classes are in the program from which they graduated and space is available in the class. This training is offered at the discretion of the Director of Education. The graduate must pay for any class fees and must have all supplies needed for the refresher training. No credits will be awarded for refresher courses.

Grading System

Grading Scale

The quality of coursework is indicated by means of letter grades. Each letter grade carries “credit points” which are used in computing the student's cumulative grade point average.

Letter Grade	Quality	Percentage	Quality Points per Credit Hour
A	Outstanding	93-100	4.00
A-		90-92	3.70
B+		88-89	3.30
B	Superior	83-87	3.00
B-		80-82	2.70
C+		78-79	2.30
C	Average	73-77	2.00
C-		70-72	1.70
D+		68-69	1.30
D	Below Average	63-67	1.00
D-		60-62	0.70
F	Failure	Below 60	0.00

FA - Failure, due to Excessive Absences **W** - Withdrawal with Permission
I - Incomplete **PD** - Passed **AU** - Audit

Grade “F” is included in the cumulative grade point average. However, no credit is entered on the student's record.

Attendance Policy

This attendance policy applies to all students.

- Any student exceeding three (3) absences in any one class meeting once a week during a ten (10) week quarter, will be administratively withdrawn from that class immediately upon the fourth (4th) absence.
- Any student exceeding six (6) absences in any one class meeting two or three times per week, during a ten (10) week quarter, will be administratively withdrawn from that class immediately upon the seventh (7th) absence.
- Any student enrolled in courses that meet only five (5) times per quarter cannot miss more than one class or they will be administratively withdrawn from that class immediately upon the second (2nd) absence.
- Being withdrawn due to absences will result in the student receiving a grade of FA, Failure Due To Absences. The grade will be calculated into the student's quarterly and cumulative grade point average.
- A student will not be withdrawn from any course during the tenth (10th) week of a quarter.

Tardies

- Arriving to class up to 19 minutes late is considered tardy.
- Arriving 20 minutes late or more will be counted as an absence.
- Leaving 19 minutes or less early from a class is considered tardy.
- Leaving 20 minutes early or more from a class will be counted as an absence.
- Leaving class for 20 minutes or more during class will be counted as an absence.

Academic standing at the end of any quarter is determined by the ratio of the total number of quality points earned to the total number of credit hours attempted in that quarter. For example, a student who has earned 30 quality points while attempting 15 hours has a standing of 2.0 (30/15).

Minimum passing grade for all subjects coded with X, FD, FM, ID, BID, BDM, DM, GD (all technical classes) is a “C” (2.0). G143 Math, G101 English I, and G102 English II also require a “C” to pass. A “C-” or below will require that the subjects be repeated.

The grade of Incomplete (I) is entered on the grade report if a student is unable to complete all requirements within the normal course of the quarter for emergency or extraordinary reasons. An Incomplete Grade can only be determined by either the Director, Assistant Director, or the Director of Education. The “I” grade is not included in the cumulative grade point average but must be removed within 21 days of the last day of that class, otherwise the grade will be calculated without the missing assignment(s).

The notation “AU” appears on the student's record when he or she enrolls in a course for audit. “AU” is not a grade and no credit is granted. An AU student is not required to complete assignments or tests, nor is the instructor required to grade any of the student's work in the course. The student must submit to the Office of the Registrar a petition to declare this option during registration.

Deadline Policy

Projects and other class assignments must be presented and turned in by students on the dates specified on the project rubric in order to receive full credit. Late work will be subject to point deductions as follows:

DAY DUE	-15%	-25%	-35%	-45%	No Credit
Monday	Mon. or Tues.	Tues. or Wed.	Wed. or Thurs.	Thurs. or Fri.	Fri. or Sat.
Tuesday	Tues. or Wed.	Wed. or Thurs.	Thurs. or Fri.	Fri. or Sat.	Sat. or Mon.
Wednesday	Wed. or Thurs.	Thurs. or Fri.	Fri. or Sat.	Sat. or Mon.	Mon. or Tues.
Thursday	Thurs. or Fri.	Fri. or Sat.	Sat. or Mon.	Mon. or Tues.	Tues. or Wed.
Friday	Fri. or Sat.	Sat. or Mon.	Mon. or Tues.	Tues. or Wed.	Wed. or Thurs.
Saturday	Sat. or Mon.	Mon. or Tues.	Tues. or Wed.	Wed. or Thurs.	Thurs. or Fri.

Standards of Progress

Progress is monitored quarterly. Only students, who are making satisfactory academic progress, as defined below, are eligible for financial aid. Virginia Marti College of Art and Design defines satisfactory progress as:

1. Maintaining at least a 2.0 cumulative grade point average.
2. Successful completion of minimum earned credits within the time frames as outlined below.

Failure to maintain any one of the above criteria may result in the student being placed on probation, academic dismissal, and/or loss of financial aid eligibility.

Schedule of Acceptable Progress

A student's progression through all programs will be considered timely provided the total hours attempted do not exceed 1.5 times the credit hours required to complete a program. All classes required of a student's program will apply toward the maximum time frame. This includes courses with grades of "I" or "W." Transfer credit accepted toward completion of a student's program must also be counted as both hours attempted and hours completed. For example, students in a 110 credit hour program must graduate by the time they will have attempted 165 credits. All students will be evaluated for satisfactory progress at specific periods of time and must meet minimum requirements to remain enrolled. Student progress may be monitored quarterly, but at least at the completion of every four quarters to determine that students have adequate time in order to achieve compliance with their maximum time frame. Students not meeting these minimums will be dismissed. A student who is terminated from the college based on unsatisfactory progress will receive official notification from the College. Students may reapply on a Continuing Education basis only. A degree may not be earned under a Continuing Education status. Satisfactory progress standards are not affected by leaves of absence. The effects of withdrawals and incompletes are defined in the Grading System section. All repeated courses are counted toward the hours attempted.

Appeal Process

The student may appeal the determination of unsatisfactory progress and/or a final grade to the Director or Assistant Director based on mitigating circumstances (extenuating or special reasons). The appeal must include the following:

1. The appeal is to be submitted in writing within 5 days of the college's notification of the progress or grade documenting, in detail, the circumstances.
2. A decision on the appeal will be made and the student notified within 7 working days. Re-evaluation of a student's grade may increase or decrease the final grade, according to findings in the appeal process.

Mitigating Circumstances

Mitigating circumstances include but are not limited to:

1. Illness of the student or a death in the student's immediate family.
2. Unavoidable conditions that arise in connection with the student's employment.
3. Immediate family or financial obligations beyond the control of the student.
4. Unanticipated legal or military obligations of the student beyond control of the student.

All mitigating circumstances must be well documented to the satisfaction of the college but may not necessarily change the outcome of the situation.

Course Incompletes, Withdrawals, Repeats, and Non-Credit Remedial Courses

Students with course incompletes or non-credit remedial courses will be considered to be making satisfactory progress if the student is maintaining the criteria listed in The Standards of Progress.

Academic Probation/Dismissal

Students' academic standings are affected by the following considerations:

1. A student whose GPA (grade point average) in any quarter is below 2.0, but whose cumulative average is above 2.0 is placed on Academic Alert.
2. A student whose GPA in any quarter is below 2.0, and whose cumulative average is also below 2.0 is placed on Academic Probation.
3. If, during the quarter immediately following being placed on Academic Probation, the student earns a GPA above 2.0 for the quarter, but is still below a CGPA of 2.0 he or she (though still on Probation) will not be dismissed because the student is now considered to be making satisfactory progress. This is considered Continued Probation.
4. If on probation 2 consecutive quarters, the student will be suspended 1 quarter and may return the following term without financial aid.
5. On returning to college after dismissal for one quarter, the student will enroll on a part-time basis. During the quarter of return, the student's term GPA must be at least 2.0. If not, he or she will be permanently dismissed and may not return as a degree-seeking student.
6. If a student makes a term GPA of 2.0, but is below a CGPA of 2.0 after returning from SAP suspension, the student will be considered on Continued Probation. If their term GPA is below a 2.0 for any future term, they will be permanently dismissed.

Re-Establishing Satisfactory Progress

1. Students who have been academically dismissed from the college may apply to be re-admitted after waiting a period of 1 quarter.
2. The Assistant Director of the college must determine if re-admission is beneficial to both the student and the college by conferring with the Director of Education and considering any mitigating circumstances.
3. If approved, the student will be admitted to the college with a probationary status.
4. With respect to financial aid, the student must complete the probationary period with the minimum grade average as outlined under the Standards of Progress before financial awards can be granted.
5. The student must fulfill all financial obligations to the college prior to applying for re-admission.
6. Unless otherwise determined by the Director, students will be charged tuition and fees for any course that is repeated.

Program Transfers

Efforts are made to direct each student to the program of study best suited to their individual goals and abilities. However, a student may request a transfer. Students are required to apply in writing to the Assistant Director for a program change. Program transfers must be approved by both the Financial Aid Director and Department Head. Program transfers may have a substantial impact on financial aid eligibility. In all cases, the student may be assessed additional charges for a program transfer. First quarter students wishing to transfer to a new program will be charged the prevailing tuition rate for the remaining terms in the newly selected program. Students transferring after the start of their term may incur financial charges in addition to those indicated above. In all cases, the student may be assessed an additional fee for a program transfer.



Changes in Programs or Policies

The College has the right, at its discretion, to make reasonable changes in program content, materials, schedules, locations, or sequence of course in programs in the interest of improving the students' education, or, where deemed necessary due to industry changes, academic scheduling, or professional requirements. The College is required to make changes in programs or policies when ongoing Federal, State, or Accrediting changes take place that affect students currently in attendance.

Personal Property

The College assumes no responsibility for loss or damage to a student's personal property or vehicle.

Personal Appearance

Students are required to dress in an appropriate manner while on campus and at the assigned internship location. The student should show concern for the appropriateness of dress while attending the College and be guided by the principle that what is proper for the workplace is proper for College. Professional appearance is as important as the development of professional skills. All students are expected to appear for class in attire that is prescribed by the College, practice good personal hygiene habits, and maintain a clean, neat, and professional appearance at all times. Students failing to meet the dress requirements will not be admitted to class. Administration and faculty are responsible for enforcing the dress code. Inappropriately dressed students will be sent home and time missed will be recorded as an absence.

Student Conduct and Dismissal

Virginia Marti College of Art and Design prepares career-oriented students for professional business careers and expects the highest level of personal decorum. Student behavior in the classroom is expected to be nothing less than respectful to all, including administrative and instructional personnel. Language, behavior, and dress code are all regarded with high moral tone, and the College reserves the right to determine inappropriate behavior on its premises.

Students will be held accountable for the following violations while on College or internship property:

1. All forms of dishonesty including cheating, plagiarism, forgery, and intent to defraud through falsification, alteration, or misuse of college documents are grounds for immediate dismissal.
2. Theft or deliberate destruction, damage, misuse, or abuse of college property or the property of private individuals associated with the college.
3. Inappropriate or profane behavior that causes a disruption of teaching, research, administration, or disciplinary proceedings, or other college activities.
4. Documented physical or psychological abuse against a college staff/ faculty member or another student on campus or during college activities.
5. The use of alcoholic beverages or misuse of controlled substances on College or internship property, including the purchase, possession, consumption, or sale of such items.
6. Smoking in the College buildings, and eating or drinking in the hallways, classrooms, or any other location other than designated areas. Please note: bottled water, with a cap, is allowed in regular classrooms but not in the computer labs.
7. Failure to comply with College officials acting within the scope of their employment responsibilities.

8. Bringing children into the college teaching areas. The college does not provide childcare services and cannot assume responsibility for their health and safety.
9. Failure to comply with all emergency evacuation procedures, disregarding safety practices, tampering with fire protection equipment or violation of any other health and safety rules or regulations.
10. Failure to comply with any regulation not contained in official college publications but announced as administrative policy by a college official or other person authorized by the Director.
11. Bringing dangerous items such as explosives, firearms, or other weapons, either concealed or exposed, onto the College property.
12. Improper use of E-mail and Internet access.
13. Failure to comply with federal software piracy statutes forbidding the copying of licensed computer programs.

Alcohol & Drug Policy

The College reserves the right to suspend or permanently dismiss any student committing any of the aforementioned violations, or anything else determined inappropriate. Students dismissed for conduct violations will not be re-admitted. The Virginia Marti College of Art and Design maintains a drug and alcohol free environment for employees and students.

As such, College policy prohibits the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance on College premises. College premises are defined as the College's:

1. Administrative offices and Main Classroom Building: 11724 Detroit Avenue, Lakewood, OH;
2. Fashion Design Studio: 11716 Detroit Avenue, Lakewood, OH; and
3. Any off-site location while in use for a College-related function.

Penalties for non-compliance with College policy re alcohol and substance abuse are described for students in the "Student Conduct and Dismissal" section of the VMCAD College Catalogue, which is distributed to new students at time of enrollment. This referenced section is distributed to all students, via electronic means, at the start of the academic year.

Penalties for non-compliance with College policy re alcohol and substance abuse are described for employees on the "Drug-Free Workplace Statement Notice to Employees," which is distributed to employees at time of hire and annually, thereafter.

Additional information re substance abuse is provided to students and employees. This additional information, which is provided electronically, includes:

1. A description of applicable legal sanctions under state, local and federal law;
2. A description of health risks; and
3. A description of available counseling, treatment and rehabilitation programs.

Print copies of the above-referenced information are also available to employees and students. Said copies are maintained in the following offices: Assistant Director and Director of Education.

Suspension and Dismissal

All students are expected to conduct themselves as responsible adults, to attend classes regularly, and to maintain a satisfactory level of academic achievement. The College reserves the right to suspend or dismiss any student who:

1. Exhibits conduct which is found by the administration to be detrimental to fellow classmates, other individuals, the community, or the College, as addressed in the Student Conduct and Dismissal section of this catalog.
2. Fails to maintain satisfactory academic progress.
3. Fails to meet attendance standards.
4. Fails to meet financial obligations to the College.

Leave of Absence Policy

The institution permits students to request a leave of absence (LOA) as long as the leaves do not exceed a total of 180 calendar days during any 12-month period and as long as there are documented, legitimate extenuating circumstances that require the student to interrupt their education. Extenuating circumstances include but are not limited to: Medical (including pregnancy), Family Care (including unexpected loss of childcare and medical care of family), Military Obligations and Jury Duty. In order for the student to be granted an approved LOA, the student must submit a completed, signed and dated Leave of Absence Request Form along with supporting documentation to the Director of Education or Assistant Director.

Re-admission Following a Leave of Absence

Upon return from a leave, the student will be required to repeat the term and receive final grades for the courses from which the student took leave when the courses are next offered in normal sequence for students in the class into which the student has reentered. The student will not be charged any fee for the repeat of courses from which the student took leave or for reentry from the leave of absence. The date a student returns to class is normally scheduled for the beginning of the term. If the student chooses he or she may re enter the program prior to the expected return date, but the dates attended prior to the point in the course where the student started the LOA must be counted in the 180 day maximum.

Failure to Return from a Leave of Absence

A student who fails to return from a LOA on or before the date indicated in the written request will be terminated from the program, and the institution will invoke the cancellation/refund policy.

As required by federal statute and regulations, the student's last date of attendance prior to the return from approved LOA will be used in order to determine the amount of funds the institution earned and make any refunds that may be required under federal, state or institutional policy.

Students who have received federal student loans must be made aware that failure to return from an approved LOA, depending on the length of the LOA, may have an adverse effect on the student's loan repayment schedules. Federal loan programs provide students with a "grace period" that delays the students' obligation to begin repaying their loan debt for six months (180 days) from the last date of attendance. If a student takes a lengthy LOA and fails to return to the institution after the conclusion, some or all of the grace period may be exhausted – forcing the borrower to begin making repayments immediately.

Effects of Leave of Absence on Satisfactory Academic Progress

Students who are contemplating a leave of absence should be cautioned that one or more factors may affect their eligibility to graduate within the maximum program completion time:

1. Students returning from a leave of absence are not guaranteed that the course required maintaining the normal progress in their training program will be available at the time of reentry.
2. Students may have to wait for the appropriate phase/course to be offered;
3. Students may be required to repeat the entire course for which they elected to withdraw prior to receiving a final grade;
4. Financial aid may be affected.

Withdrawal

A student is considered in attendance until he or she has completed all prescribed withdrawal procedures. Tuition and other special fees paid by a student authorized to withdraw are returnable only as indicated under the College's Refund Policy.

Most students who begin classes at the College successfully complete their education. However, conditions or circumstances beyond the control of the student and the college may require that the student withdraw from the College. Students who determine the need to withdraw from College prior to completion must follow the steps below:

1. Meet with the Assistant Director or designated administrator to discuss the student's decision to withdraw. The college will make every effort to assist the student in continuing his or her education.
2. Meet with the Financial Aid and Bursar's Offices regarding financial obligations to the College or student loan repayment obligations. The amount of any refunds and final grade determinations are based upon the student's last date of class attendance.

Students may withdraw from a class through the ninth week of a 10-week quarter. No withdrawals are permitted during the week of final exams. Withdrawals from individual courses will merit no refund once the quarter has begun. A student must re-apply to the College and follow all admissions requirements including resubmission of fees, if the withdrawal or leave of absence is 1 year or longer (4 quarters or more).

Requirements for Graduation

Virginia Marti College of Art and Design awards an Associate Degree upon completion of all coursework for Fashion Design, Fashion Merchandising, Interior Design, Digital Media and Graphic Design. Graduation requirements in all programs include the accumulation of the minimum number of credits for the major course of study with the final quarterly and cumulative grade-point average of 2.0 and above. The candidate must also have maintained satisfactory attendance in their scheduled classes and have fulfilled all financial obligations. A Certificate of Completion is awarded to the students who complete the five Millinery courses and who have met all attendance and financial obligations. In order to qualify for graduation with honors, the student in the associated degree or diploma programs must have earned the following cumulative point averages.

- Summa Cum Laude (with highest honors) 3.80-4.00
- Magna Cum Laude (with high honors) 3.60-3.79
- Cum Laude (with honors) 3.30-3.59



Candidates for an Associate Degree must contact Financial Aid and Career Services within the first three weeks of the quarter in which graduation requirements will be completed. This is to ensure that all financial and other administrative obligations to the College are in order. The discharge of all financial obligations to the college is a pre-requisite for graduation and obtaining a degree. Grades will be released and letters of honorable dismissal will be issued only for students who have met their financial obligations to the College.

Policy on Use of Student Work

The College maintains the right to keep student work, for purposes of exhibition and documentation, for as long as one year. Occasionally, a student's work may be selected for marketing pieces.

Student Concerns

The Enrollment Agreement and College Catalog generally provide the student with Policies and Procedures that may affect the attending student. Should a student need further information, he/she may consult with an instructor, admissions representative, or any staff member to obtain assistance in the matter at hand. Situations, which may adversely affect a student, can almost always be resolved to the satisfaction of both the institution and the student when addressed in a timely manner. The Director of the College, the Director of Education, and the Assistant Director are also available to assist the student in proper procedures for the filing of complaints or concerns. The student may voice a complaint or problem to:

The Executive Director, State Board of Career Colleges and Schools
35 East Gay Street, Suite 403, Columbus, Ohio 43266-0591

or Telephone: (614) 466-2752

Students may also direct their concerns to the Accrediting Commission of Career Schools/Colleges of Technology in accordance with the Student Complaint/Grievance Procedures that follows.

Problem Resolution, Student Complaints, and Grievance Procedures

Many questions or concerns that students may have can be resolved simply through discussion. Students with concerns should observe the following steps in seeking a resolution:

1. Speak with the appropriate instructor or staff member.
2. Consult the Director of Education.
3. Speak with the Assistant Director
4. Unresolved concerns may be appealed to the Review Committee either in writing or personal appearance. To appear at the Review Committee, make an appointment through the Director of Education. The Review Committee has the responsibility for reaching a decision that is in balance with the best interests of both the student and the College.

A copy of the Commissions Complaint Form is available at the school and may be obtained by contacting Mr. Joseph Gustin - the Director of Education or Mr. Dennis Marti - the Assistant Director.

Accrediting Commission of Career Schools and Colleges

2101 Wilson Blvd., Suite #302 / Arlington, VA 22201 / (703) 247-4212

Schools accredited by the Accrediting Commission for Career Schools/Colleges or the Career College Association must have a procedure and operational plan for handling student complaints. If a student does not feel the school has adequately addressed a complaint or concern, the student may consider contacting the Accrediting Commission. All complaints considered by the Commission must be in written form, with permission from the complainant(s) for the Commission to forward a copy of the complaint to the school for a response. The complainant(s) will be kept informed as to their status of the complaint as well as the final resolution by the Commission. Information about tuition charges for comparable programs may be obtained from the Accrediting Commission. See above for the address and telephone number.

ACADEMIC CALENDAR 2013

WINTER QUARTER 2013

Session Begins Monday, Jan. 7, 2013
New Student App. Deadline Sat., Dec. 29, 2012
New FD Student App. Deadline Sat., Nov. 24, 2012
Finals Week March 11 – March 16, 2013

SPRING QUARTER 2013

Session Begins Monday, April 8, 2013
New Student App. Deadline Sat. March 30, 2013
New FD Student App. Deadline Sat., March 2, 2013
Finals Week June 10 – June 15, 2013
Holiday (Memorial Day) Monday, May 27, 2013

SUMMER QUARTER 2013

Session Begins Monday, July 8, 2013
New Student App. Deadline Sat June 29, 2013
New FD App. Deadline Fri. June 1, 2013
Holiday (Labor Day) Monday, Sept. 2, 2013

FALL QUARTER 2013

Session Begins Monday, Oct. 7, 2013
New Student App. Deadline Sat. Sept. 28, 2013
New FD Student App. Deadline Aug. 31, 2013
Finals Week Dec. 9 - Dec. 14, 2013
Holiday (Thanksgiving) Thurs.Sat., Nov. 21 – 23, 2013

WINTER QUARTER 2014

Session Begins Monday, Jan. 6, 2014
New Student App. Deadline Saturday, Dec. 28, 2013
New FD Student App. Deadline Wed., Nov. 20, 2013
Finals Week March 10 – March 15, 2014

SPRING QUARTER 2014

Session Begins Monday, April 7, 2014
New Student App. Deadline Sat. March 30, 2014
New FD Student App. Deadline Sat., March 1, 2014
Finals Week June 9 – June 14, 2014
Holiday (Memorial Day) Monday, May 26, 2014



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