Cars in Studio A! Everyone was in love with the 55 Chevy but forgot about the real model. #photography

Likes: 216        Shares: 36

Live models in #figuredrawing studio today. I think Anthony is having a private moment!
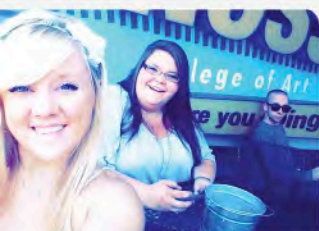
Likes: 128        Shares: 64

Carpet time in design class. Landon is showing us what he's got! #graphidesign #♥

Likes: 147        Shares: 41

Fashion shoot today in Studio A. This model was awesome to work with! #photography

Likes: 216        Shares: 36

Party on the patio! Video team collaborates before the shoot. Nice traverse belt. #nossivids
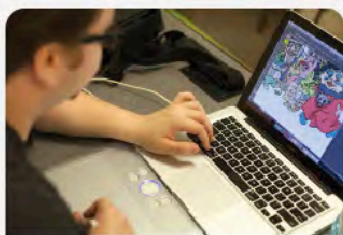
Likes: 118        Shares: 47

Ryan showing off his new app at the senior show. Nice tie clip! #nossigrads #portfolioday

Likes: 104        Shares: 24

Two hands needed for creating characters in Paul's sequential art class. #comics
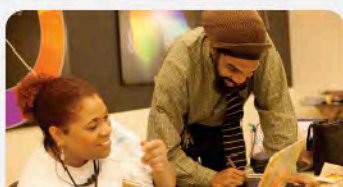
Likes: 76        Shares: 12

Brainstorming for names in copywriting with professor Hughe

Likes: 216        Shares: 36

Party on the patio! Video team collaborates before the shoot. Nice traverse belt. #nossivids

Likes: 118        Shares: 47

Party on the patio! Video team collaborates before the shoot. Nice traverse belt. #nossivids
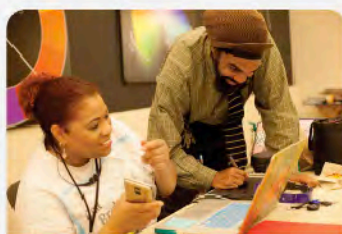
Likes: 118        Shares: 47

Our home at 590 Cheron Rd. Nashville is the best place to be a creative. #creativejobs #nossirocks
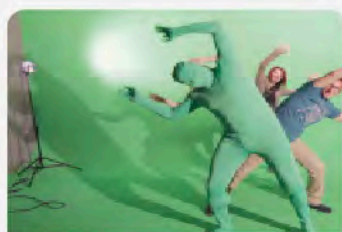
Likes: 435        Shares: 210

Move over! I'll show you how to do it. #randomprofessor #fourhands #3Drendering #whatjusthappened

Likes: 98        Shares: 39

The blue man group has nothin' on us! Capturing vids for motion design. #greenscreen #greensuit

Likes: 287        Shares: 66

Ryan showing off his new app at the senior show. Nice tie clip! #nossigrads #portfolioday

Likes: 104        Shares: 24

Party on the patio! Video team collaborates before the shoot. Nice traverse belt. #nossivids

Likes: 118        Shares: 47

Lab, lab, lab. Code, code, code. learning a new language that nobody speaks...outloud. ♥♥♥♥

Likes: 145        Shares: 32

Party on the patio! Video team collaborates before the shoot. Nice traverse belt. #nossivids

Likes: 118        Shares: 47
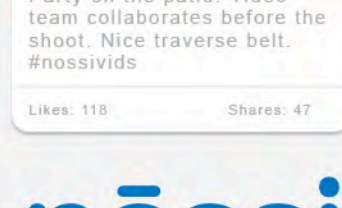
# nōssi
## COLLEGE OF ART
nossi.edu

### 2016-2018 DEGREE CATALOG

**GRAPHIC DESIGN
PHOTOGRAPHY
ILLUSTRATION
VIDEO & FILM**

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Likes: 118

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Likes: 118

Fashion shoo Studio A. Thi awesome to #photography

Likes: 216

# A Message From The President

Thank you for your interest in Nossi College of Art.

Nossi College of Art is a private college founded in 1973. It is the culmination of a dream of mine. I dreamed for the opportunity to teach creative students to be able to use their talents to earn a living with those gifts. That dream has come true with Nossi College of Art. And, at Nossi College of Art, we encourage all our students to dream their own dreams. Someday, I hope that their dreams will also come true.

Located in Nashville, Tennessee, Nossi College of Art is situated on its own campus was specifically designed to meet the needs of its Illustration, Design, Interactive and Photography and Video students. But even more important than buildings designed for artists is the curriculums we developed for our students. All of our degrees have extremely strong programs preparing our graduates for productive careers as commercial artists. In addition to the academic aspects of their degrees, we teach our students to imagine. We have an environment that supports creativity and encourages students to "think outside the box."

We are continually in a state of upgrade. We are always trying to improve and make our curriculums better. Because of this, we now have programs that can be successfully matched against any programs in the nation. But the strength of any college is its faculty. All of our faculty members have earned a living as creative professionals in the field they are teaching. In addition to having an academic college degree in their fields, they bring real world experiences to our classrooms. We are proud of them and the excellent teaching that goes on in our studios, classrooms and labs.

We are always looking to the future and planning for that future. For instance, we currently have a new Master level degree and various online programs in the planning stages. They are being designed to meet the needs of future students who want to study programs in the creative atmosphere that is Nossi College of Art.

Our graduates are always in demand. When they walk across that stage and I hand them their diploma, I am so proud of each one of them. I know they will be successful. If you are determined to develop your creative talents and are willing to work toward a career in visual communication, Nossi College of Art welcomes you. Let us help you make your dream of becoming a professional creative come true!

*Nossi Vatandoost*

Nossi Vatandoost
President and Founder
Nossi College of Art
Nashville, Tennessee

# Table of Contents

# over 40 years OF creativity

and still counting

**Graduates since 1973**

over **5,500**

## nōssi COLLEGE OF ART

**January, 2016**
We are always looking to the future and planning for that future. For instance, we will be adding our fifth bachelor degree this year which has been approved to start in the Fall of 2016. The college is proud to announce the **Bachelor of Graphic Arts (BGA) in Web & Interactive Design.**

Students who want to study programs designed to prepare them for the creative industry will find that Nossi College of Art is a leading educator that continuely adapts curriculum for the skills needed in their related fields.

If you are determined to develop your creative talents and are willing to work hard toward a career in visual communication, Nossi College of Art can help you make that dream a reality.

**2016**

**2015** — Nossi College of Art updated its brand and moved into its new campus in Nashville, TN.
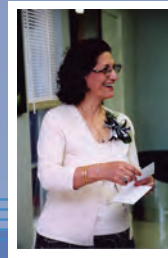
Nossi College of Art is approved to create two bachelor degrees, separating its Commercial Photography and Video & Film programs. Thus creating the College's fourth Bachelor degree.

**2010**

**2008** — Nossi College of Art is awarded its second Bachelor of Graphic Arts (BGA) degree in Commercial Illustration.

**2006** — The Bachelor of Graphic Arts (BGA) in Digital Photography and Video program held its first class.

**2004** — The Bachelor of Graphic Arts (BGA) in Graphic Art and Design degree was created and held its first class.

**2003**

**2000** — The Commercial Digital Photography program, having been approved by the THEC in prior months, receives its national accreditation by ACCSCT.

The state senate presents a proclamation of accomplishment to Mrs. Nossi for her years of service to the community.

**1998** — The Goodlettsville Chamber of Commerce selected Nossi College of Art as its 1998 Business of the Year.

Tennessee Higher Education Commission (THEC) authorized Nossi School of Art to operate as a postsecondary art school. A commercial art program was introduced for the first time. Instructors were employed to teach the commercial art courses.

**1982**

**June 5, 1973**
Nossi School of Art was founded by Nossi Vatandoost. The first class of Fine Art was organized in Madison, Tenn. The school accepted students of all ages and taught classes in drawing and painting on all levels. Nossi Vatandoost is an accomplished artist, listed in Who's Who of American Women as well as Who's Who in America. She holds a college degree in art education from Western Kentucky University.

**1973**

## We stick around

**Average tenure:**
STAFF — 9 years
FACULTY — 7 years

**100%** of our faculty are still currently working in ther profession

HELLO i'm Awesome

**Average class size:**
**10.6 students per instructor**

# Accreditation, Approvals and Memberships

**Accreditation**

Nossi College of Art is accredited by the Accrediting Commission of Career Schools and Colleges. The Accrediting Commission of Career Schools and Colleges is listed by the U.S. Department of Education as a nationally recognized accrediting agency. Nossi College of Art is listed in the Accredited Institutions of Postsecondary Education, published by the American Council on Education in consultation with Council for Higher Education Accreditation (CHEA).

**Approvals**

Nossi College of Art is authorized by the Tennessee Higher Education Commission. This authorization must be reviewed each year and is based on an evaluation by minimum standards concerning quality of education; ethical and business practices; health and safety; and fiscal responsibility.

- Courses at Nossi College of Art are approved for the training of veterans.
- Nossi College of Art is approved by the Tennessee Department of Vocational Rehabilitation.
- Nossi College of Art is authorized under federal law to enroll non-immigrant alien students.

**Memberships**

Nossi College of Art is a member of:

- American Advertising Federation – Nashville
- Tennessee Association of Collegiate Registrars and Admissions Officers
- Tennessee Association of Student Financial Aid Administrators
- National Association of Student Financial Aid Administrators
- Tennessee Association of Veterans Program Administrators
- Nashville Chamber of Commerce
- Frist Center for the Visual Arts
- Tennessee Association of Colleges and Employers

- National Museum of Women in the Arts, Washington, D.C. (Our Founder, Nossi Vatandoost, is a charter member.)
- University and College Design Association (UCDA)
- The International Council of Design Schools
- Nashville Fashion Alliance
- Kappa Pi International Honorary Art Society, Eta Tau Chapter
- CMA EDU

**Honors and Recognitions**

- The International Council of Design Schools (ICDS) is an association of prestigious independent design schools from around the world. Member institutions are selected for their excellence in design education. The ICDS was founded to sponsor the creative interchange of ideas among students, faculty and administration of leading design schools in America, Europe and the Far East. Our founder, Nossi Vatandoost, has served as president of ICDS. Nossi Executive Vice President Cyrus Vatandoost is the current president.
- In 2006, Nossi College of Art was awarded its own chapter of the Alpha Beta Kappa National Honor Society.
- Nossi students have won the following National Student ADDY Awards from the American Advertising Federation (AAF): Silver (2006), Gold (2007), Gold and Silver (2008), Gold (2009), one Gold and five Silver (2010), two Silver (2011), one Silver (2014), (2015) and two silver (2016).
- 2013 Award of Merit Winner for the CMA Fest, Caitlin Harris, Photographer
- In 2013, Nicole Drake helped to establish the Nossi College of Art's Kappa Pi Chapter - Eta Tau.
- 2014 Award of Merit Winner for the CMA Fest, Dusty Draper, Photographer
- Nossi Vatandoost was awarded the 2014 Dr. John McCurdy Leadership Award by the Board of Directors of TAICS (Tennessee Association of Independent Colleges and Schools)

Everyone has dreams. Some people aspire to fall in love, get married and have a family. Most people also dream of having a rewarding job, perhaps owning their own business or achieving something special. Nossi College of Art is well known as a place where dreams come true. For over 40 years, Nossi College of Art has made the dreams of creative people come true. Nossi College can help make your dreams come true, too. Creative people sometimes have different aspirations and dreams than non-creative people. At Nossi College of Art, we understand creative people, we support creative people and we encourage creative people. We do not ridicule the dreams of creatives because we want your dreams to become realities.

At Nossi College of Art, we see art as a reflection of your imagination. If you are creative and imaginative, Nossi College of Art may just be the perfect place for you. Here you can develop the technical, artistic skills allowing your dreams to become a reality.

Creative students are Nossi College of Art's greatest assets. The college's ultimate achievement is its successful alumni.

# Our Mission Statement

It is the mission of Nossi College of Art to accept creatively-talented students and provide them with educational opportunities enabling them to successfully utilize their talents in the commercial business world. By way of our associate and bachelor degree programs, our students will obtain formal recognition of their development and educational achievements.

It is an additional aspect of our mission to provide our students with the necessary decision-making skills and appropriate judgment to become competent visual communicators. We will also give our students an understanding of the fundamentals of traditional art and photography while providing a hands-on, practical education in design, interactive, illustration, photography and videography.

**TO ACHIEVE THIS MISSION, NOSSI COLLEGE OF ART WILL:**

1) Employ extremely qualified faculty members who are professionals in their areas of expertise.

2) Provide students with a unique and creative learning environment.

3) Continual upgrade of equipment and software relevant to the industry.

4) Emphasize the value of each individual and their talents by acknowledging the creativity of every student and instilling in each student self-confidence and life-enhancing skills.

5) Provide small classrooms with a rigorous and well-designed curriculum.

6) Assist all graduates in their career searches.

# A Brief History of the College

**June 5, 1973**
Nossi School of Art was founded by Nossi Vatandoost. The first class of Fine Art was organized in Madison, Tenn. The school accepted students of all ages and taught classes in drawing and painting on all levels. The business operated as a sole proprietorship. Nossi Vatandoost was the owner, operator and instructor of the school.

Nossi Vatandoost is an accomplished artist, listed in *Who's Who of American Women* as well as *Who's Who in America*. In addition to her art training in the Middle East and Europe, she holds a college degree in art education from Western Kentucky University. She taught art in the Nashville Metropolitan School System before opening her own art school.

**1973-1982**
Nossi School of Art continued to operate as a "Fine Art" school. During this period, courses such as airbrush and photography were added to the school's curriculum.

**March 1, 1982**
Tennessee Higher Education Commission (THEC) authorized Nossi School of Art to operate as a postsecondary art school. A commercial art program was introduced for the first time. Instructors were employed to teach the commercial art courses. Nossi Vatandoost remained as the sole owner and director of the school.

**June 17, 1986**
Nossi School of Art received its first corporate charter in the state of Tennessee and began to operate as Crimson Corporation. Nossi Vatandoost is named the chairman, chief executive officer and the sole stockholder of the corporation.

**June 1, 1988**
Nossi School of Art was accredited by the National Association of Trade and Technical Schools. NATTS was listed by the U.S. Department of Education as a nationally-recognized accrediting agency.

**September 5, 1991**
The Associate of Occupational Studies Degree in Commercial Art was added with the approval of the Accrediting Commission of Career Schools and Colleges of Technology (ACCSCT) and authorization of the THEC. The name changed from Nossi School of Art to Nossi College of Art (NCA).

**1998**
Business of the Year selected by the Goodlettsville Chamber of Commerce.

**October 23, 2000**
During the 2000 re-accreditation review, NCA was recognized for its educational excellence in achieving accreditation without stipulation.

**November 18, 2000**
The Commercial Digital Photography program, having been authorized by the THEC in prior months, receives its national accreditation by ACCSCT.

**August 21, 2003**
Dignitaries, educators, businessmen and alumni came together to congratulate Nossi Vatandoost on the college's 30th anniversary.

The state senate also presented a proclamation of accomplishment to the founder for her years of service to the community.

During the same year, THEC authorized NCA to offer a bachelor degree in Graphic Art and Design.

**September 2004**
The Bachelor of Graphic Arts (BGA) in Graphic Art and Design degree, having been authorized by THEC, received its national accreditation from ACCSCT and held its first class.

**June 22, 2005**
NCA was recognized as a 2005 School of Distinction at the annual convention of the ACCSCT.

**August 2006**
NCA awarded its second BGA degree in Commercial Illustration. Having been authorized by THEC, and receiving its national accreditation from ACCSCT, the first BGA degree in Commercial Illustration began in January 2007.

**September 2008**
After being authorized by THEC and receiving its national accreditation from ACCSCT, the BGA in Digital Photography and Video program held its first class.

**May 2010**
The ACCSC granted NCA a renewal of its accreditation for the maximum term of five years.

**June 12, 2010**
Nossi graduated its first class of BGA students in Digital Photography and Video, the third bachelor degree program awarded by NCA.

**September 2010**
In a major milestone for NCA, the college began fall semester classes at a new location in Nashville, Tenn. This new campus is the only college campus in Middle Tennessee designed specifically as an art college. It is the culmination of Nossi Vatandoost's dream for a college that could educate visual artists.

**January 2011**
Online courses are offered for the first time.

**June 2013**
NCA celebrates 40 years of teaching professional, visual artists!

**2013-2014**
With the help of students, NCA created two student groups, an Honorary Art Fraternity, Kappa Pi, and the nation's first and only creative CMA EDU group linked to the Country Music Association.

**September 2014**
NCA separated the BGA of Digital Photography and Videography into two, distinct bachelor degrees. A BGA in Commercial Digital Photography and a BGA in Video and Film.

**September 2016**
NCA launches its fifth BGA program for Web and Interactive Design.

# Facilities, Equipment And Student Services

Nossi College of Art's new campus is the only college in Tennessee strictly built from the ground up for creative professionals. Nossi was also built with a number of green initiatives in mind during construction. This includes a sophisticated green heating and air conditioning system with $CO_2$ sensors that identify the number of students in each room, allowing for maximum comfort and reduced energy use while class is in session. Nossi is proud of its commitment to conservation.

The building design includes tornado-proof computer labs and a printing/scanning production room acting as a hub in the center of the campus. Each lab is uniquely designed to allow maximum interaction between the instructor and students. The computer labs include multimedia for instruction, and the ones equipped with Macintosh computers have various software packages applicable to the visual communications industry. Gallery space surrounds the hub leading to the wings of each department.

The Photography wing houses two large studios, a prop room, equipment cage, dressing room, green room and its own restrooms. Studio A is Nossi's premier studio with 2,300 square feet, a 32-foot cyc wall and a large overhead door so sizable items like cars and boats can easily be photographed in studio. We also built a mezzanine so photographers have several vantage points to capture their subject. This studio is the largest instructional studio in the state of Tennessee. Studio B, designed to shoot products and portraits, includes a large window to access natural light for portraiture and a mezzanine as well. The equipment cage houses the college's photography and video equipment available for student checkout.

The Art wing, which houses Graphic Design and Illustration students, focuses on maximizing natural lighting. This wing has two graphic design classrooms, three drawing rooms, an anatomy and figure drawing studio and two additional illustration studios — all with multimedia for instruction. The anatomy studio is equipped with two large monitors and a lighting grid for drawing professional models. The illustration studios include additional air systems that allow large quantities of fresh air to circulate while removing fumes from oil or other mediums that may be used. Illustration Studio 1 includes a large overhead door to allow egress and ingress of large sculptures and paintings.

The Videography wing includes seven individual editing bays and two video studios with sound rooms. These unique studios include a sophisticated heating and air conditioning system with several dampers, which eliminate white noise during audio/video production. The Videography wing is designed to allow instructors to move freely between students shooting in the studios, students using the sound room and students in the editing bays.

Nossi's student lounge is a vibrant area. Students gather inside or outside to enjoy the north side of the campus. There is seating designed for eating and seating designed for lounging or just hanging out. The lounge includes a television with XBox console, a ping pong table, vending machines and a charging station to charge electronic needs. A large, manicured field is nearby where students may toss a Frisbee around, kick a soccer ball or capture a few rays from the sun. We also have a basketball goal available for those who want to stay active during break. The south side of the campus has a small, natural oasis where students enjoy a little slice of Mother Nature.

The lecture wing uses large windows, allowing daylight in and reducing the need for artificial light. It houses eight classrooms, four of which hold a maximum of 30 students, three seat a maximum of 20 students and the final classroom was converted to The Ira Vatandoost World Art Exhibit. This gallery was dedicated to Ms. Nossi's late husband, Ira Vatandoost, who was instrumental in helping create Nossi College of Art. Current student and alumni work is shown in the gallery.

At the front of campus you will find the Learning Resource Center (LRC), which holds relevant art, photography, multimedia and visual communication materials and resources. The front area also includes the administration wing and executive offices, as well as two conference rooms and a yoga studio. A yoga room and occasional classes are available to students and staff.

**Student Housing**

We are fortunate to have a housing concierge service, Collegiate Housing, designed to help take the pressure off students and their families to find affordable housing in college. There are a variety of apartment communities working with Collegiate Housing, to ensure we find our students the best communities at the best price. NCA currently offers independent housing and shared housing needs. Please visit Nossi.edu/housing for more information about NCA's housing opportunities.
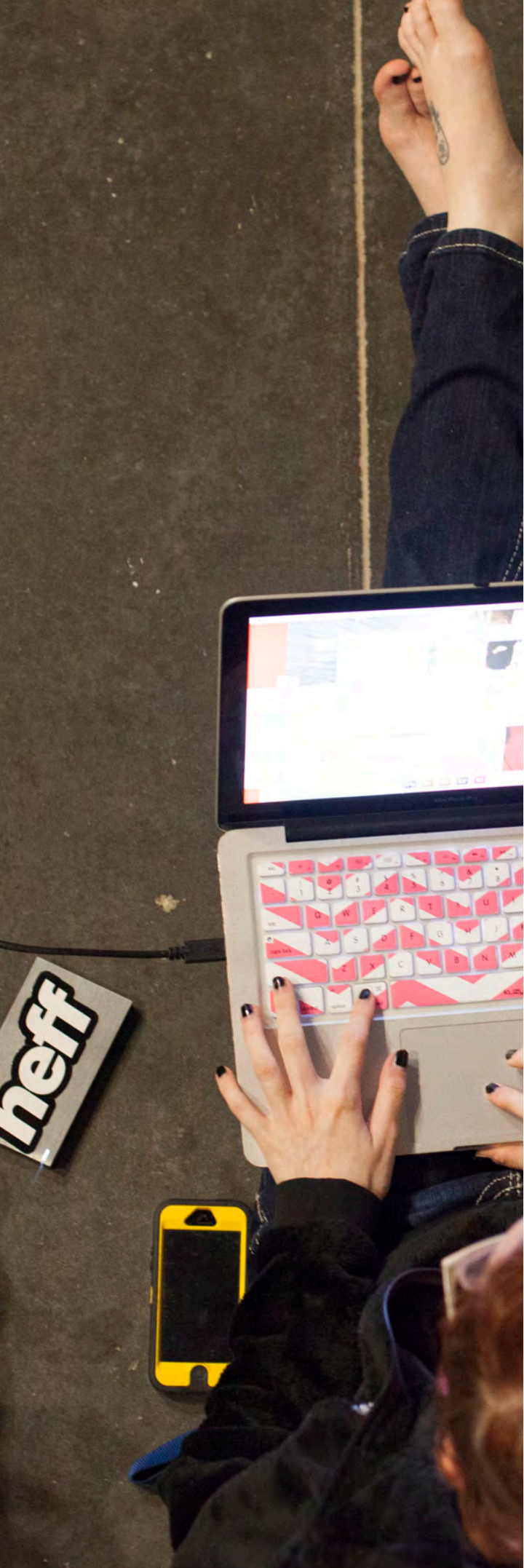
# Facilities, Equipment And Student Services

**Recreational Activities**

Nossi College of Art encourages student recreation and sponsors a number of social events on campus and in the community. Every semester, Nossi sponsors the Open House featuring the Senior Show and the Semester Awards Ceremony. Our close-knit community of students come together to celebrate the achievements of their classmates and graduating artists.

The greater Nashville metropolitan area offers a wealth of cultural, entertainment and fitness options for students to pursue their interests.

Extracurricular activities are conducted under the auspices of the Student Activities Office, referred to as All Access. All Access allows students to express their creativity, provides outlets for students' imaginations and encourages students to simply have fun! Throughout the year, students can get involved in numerous events, activities and projects. For an update on all the things Nossi students are up to, visit the NCA web site at Nossi.edu/events.

There is a international honorary art society for students who are focused on high academics and leadership, called Kappa Pi. Nossi College of Art has its own chapter of this fraternity — Eta Tau. There is a GPA requirement if a student is interested in joining.

In addition, NCA also has a student group tied to the Country Music Association, CMA EDU and to the Nashville Fashion Alliance. We want to ensure students have access to the careers they are interested in pursuing.

A yoga room and occasional classes are also available to students and staff. Classes vary every semester in dates and times.

There are also items available for free rental from NCA's bookstore including a basketball, a frisbee, beanbag toss boards, yoga mats, XBox games and controllers plus ping pong ball and paddles.

# Facilities, Equipment And Student Services
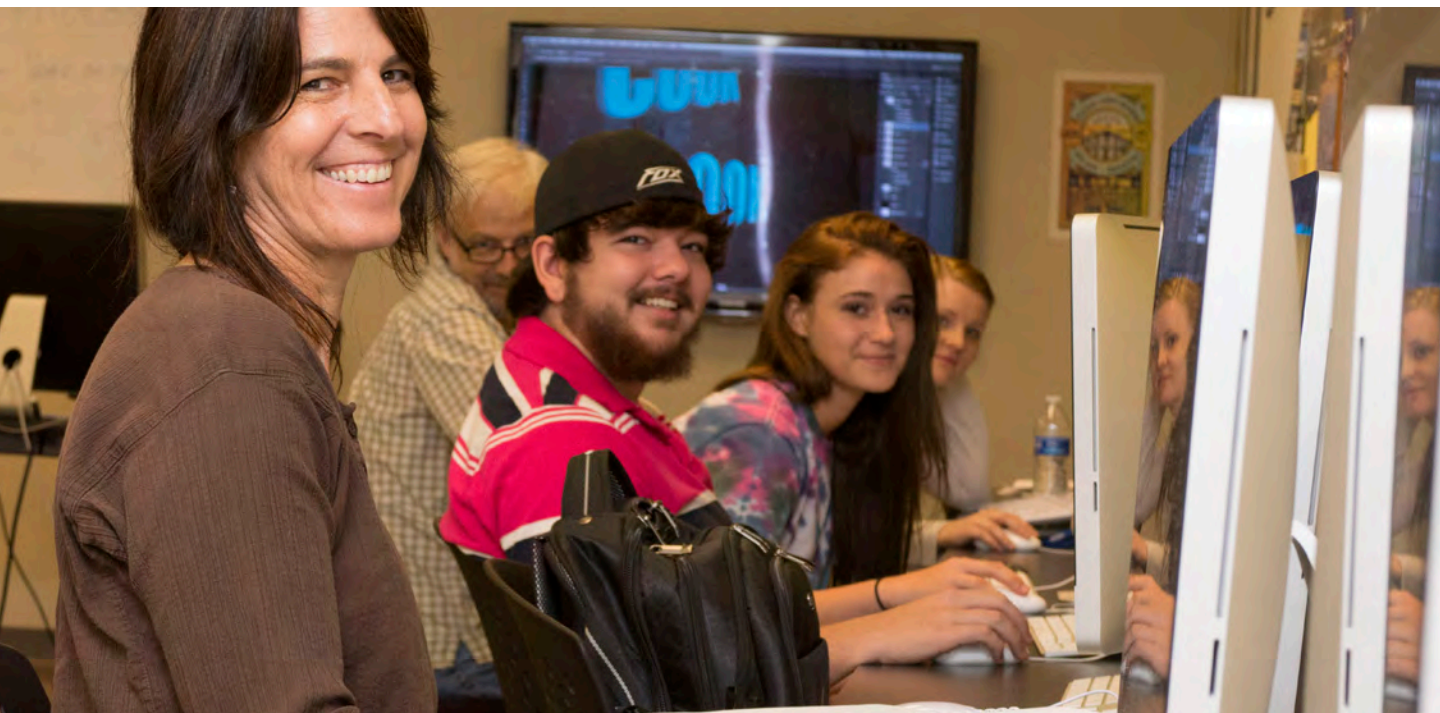


## Awards

Semesters conclude with the Semester Awards Show. Each semester, the NCA faculty nominates students for the following awards:

**Talent Discovery Award:** Presented to the "Best of the Best" for extremely talented students and includes a check for $400.

**Most Creative Award:** Presented to students selected as most creative.

**Most Improved Award:** Presented to students who showed a remarkable improvement in the quality of their work during each semester.

**Class Participation Awards:** Presented to students who have shown an extra amount of interest in class. These are students who ask questions and participate in class activities.

**Perseverance Award:** Presented to a student who has overcome extreme difficulties to persist and succeed in his or her college career (There may not be an award presented in this category every semester).

**Excellent Student Award:** Presented to the student who exemplifies outstanding academic achievement, fully participates in classroom activities and has a positive attitude about being a college student.

**Presidential Award:** The Presidential Award goes to all students maintaining a 4.0 Grade Point Average (GPA).

**Honor Student Award:** The Honor Student Award goes to all students with a GPA between 3.67 and 3.99.

**Ambassador:** Designed for students who most exemplify the Nossi "spirit." Winners will have high academics and participates in community projects, campus events and volunteer opportunities. This award goes to any student who is always positive as they represent themselves and NCA. Faculty does not vote for this award.

**Academic All Star:** Presented to graduating students with the highest GPA in his/her major. There are awards for each degree program and there may be ties. Faculty does not vote for this award.

During graduation ceremonies each June, students are recognized and awarded plaques and certificates for outstanding accomplishments including: a perfect 4.0 grade point average, perfect attendance and Student Ambassadors. Alpha Beta Kappa National Honor Society, Kappa Pi members, CMAEDU members and students who graduated Summa Cum Laude, Magna Cum Laude and Cum Laude are all recognized.

## The Learning Resource Center

The Learning Resource Center (LRC) is a gathering place for information, study and research. The LRC provides access to Tennessee Electronic Library databases and print materials that support the college's curriculum and cover a broad range of topics. LRC holdings include books, periodicals and multimedia resources. The LRC also holds a collection of audio/visual equipment to augment classroom instruction. Several computers provide access to the Internet and a variety of software programs.

The coordinator of the LRC holds a Master of Library Science degree and has expertise in the arts and other related disciplines. The LRC staff is very helpful and provides a wide variety of services for students to be productive in the visual communication field. The LRC is open both day and night when the college is in session.

## Class Size

Our class sizes vary with the subject and method in which the course material is presented. Classes are in keeping with our philosophy of thorough training in a family-like atmosphere. Our classes are always small. The largest lecture class has 30 students, while the maximum number of students in a laboratory setup is 20.

Students are always able to receive individual attention, whether the class is a hands-on exploratory lab or a lecture. Each student's development is important to us.

# Facilities, Equipment And Student Services

**International Students**

Nossi College of Art is authorized under federal law to enroll non-immigrant students. Tuition and fees, as well as participation in the scholarship program, are the same as for U.S. citizens. International applicants interested in attending Nossi College of Art may contact the Office of Admissions for admissions procedures and application forms via e-mail (admissions@nossi.edu).

**Student Organizations**

The All Access Office is taking creativity to the highest level by combining the talents of instructors from Nossi College of Art with working professionals and offering creative opportunities to all Nossi students. As a result, Nossi students have produced exciting and dynamic art.

All Access provides highly proactive extracurricular opportunities for students who want to make a difference. They can do this by applying their new skills to reach out to non-profits, local businesses and events. We highly encourage all students to get involved in the Nashville community.

Nossi engages in events and school promotions in dynamic ways that help students and the community.  Several projects are as follows:

- Downtown Goodlettsville Mural
- CMA Fest 2013, 2014, 2015, 2016
- Metro Arts Poetry in Motion
- Cumberland Compact's Dragon Boat Festival
- St. Luke's Children's Educational Mural
- Nashville Fashion Week
- Marketing and Promotional Events with Local Radio Stations
- Mentoring through programs like Pencil Foundations
- Tennessee Commission on Children and Youth
- Leadership Opportunities
- Nashville Scene Illustrated Magazine Cover
- Interviews with local bands
- 48 Hour Film Production
- Team-Building Projects
- Networking Events
- Lightning 100 Presents Events/Concerts

**Ambassador Program**

Students may volunteer to represent Nossi College of Art and serve as a Student Ambassador of the College. Ambassadors actively help and share college experiences with prospective students so they have an understanding of the Nossi College culture. They also work closely with the Admissions Department to relay information and coordinate activities.

Student Ambassadors must maintain a high level of excellence and integrity that sets an example for fellow students.

Student Ambassadors are honored and recognized by Nossi College of Art after they have successfully completed their education. NCA works with organizations like PENCIL Foundation, Casa Azafran and Griffin Academy of Design and Tech at Hunter's Lane.

nōssi
COLLEGE OF ART

Associate Degrees

# Associate of Occupational Studies (AOS) Interactive Graphic Design

## Educational Objectives

This program is a highly specialized field of study designed to train students for advertising agencies, design firms, web and mobile design agencies, print vendors, sign shops, record companies, TV/cable networks and post production companies as well as book, magazine and newspaper publishers in print, mobile and online applications.

Today's employers are looking for designers who possess the skills and education needed to meet advances with digital media and electronic devices while understanding the role print still plays in this field. Tablet and online publishing, mobile application development, social media graphic user interface design, web design, knowledge in interactive and motion graphics and traditional graphic design strategies are key principles in courses offered by Nossi College of Art. These skills will continue to be highly desired in the creative community.

Students will gain expertise to meet the requirements of intricate digital and print platforms — making them highly successful digital designers in this ever-evolving field.

Our interactive graphic design instructors are some of the best in the industry, and they are currently working full-time in their creative field. This ensures relevant content and teaching methodologies to arm our students with what they need for a successful future.

All 76-semester hours must be successfully completed with a minimum 2.0 grade point average to qualify for graduation.

The normal duration of the AOS Interactive Graphic Design program is six semesters (24 months). Graduates of this program complete 76 credit hours and earn an Associate Degree of Occupational Studies in Interactive Graphic Design.

| Course Number | Course Title | Credit Hours |
|---|---|---|
| DC 102 | DESIGN COMPOSITION | 3 |
| CT 105 | COLOR THEORY | 3 |
| BD 101 | BASIC DRAWING | 3 |
| SS 104 | SUCCESS STRATEGIES | 4 |
| TY 110 | TYPOGRAPHY | 3 |
| AI 140 | ADOBE ILLUSTRATOR | 3 |
| APS 142 | ADOBE PHOTOSHOP | 3 |
| PL 160 | PRINT PAGE LAYOUT | 3 |
| GD 115 | GRAPHIC DESIGN FUNDAMENTALS | 3 |
| PA 240 | PRODUCTION ART | 3 |
| WD 285 | WEB LANGUAGE I | 3 |
| EN 270 | ENGLISH | 4 |
| GD 220 | GRAPHIC DESIGN PROCESSES | 3 |
| ID 280 | INTERACTIVE DESIGN I | 3 |
| SM 280 | SOCIAL MEDIA DESIGN | 3 |
| AH 212 | ART HISTORY | 4 |
| GD 230 | GRAPHIC DESIGN ADVERTISING | 3 |
| MA 260 | MOBILE APPLICATIONS | 3 |
| ID 290 | INTERACTIVE DESIGN II | 3 |
| SBM 275 | SMALL BUSINESS MANAGEMENT | 3 |
| WD 290 | WEB LANGUAGE II | 3 |
| MG 250 | MOTION GRAPHICS | 3 |
| PL 250 | INTERACTIVE PAGE LAYOUT | 3 |
| BUS 295 | PORTFOLIO AND PROMOTION | 4 |
| **TOTAL CREDIT HOURS** | | **76** |

## DC 102 DESIGN COMPOSITION

Students are introduced to the principles of design using a variety of media as they complete projects that emphasize various aspects of composition. They will learn about balance, repetition of shape, positive and negative space, focal point, the illusion of depth and motion.

## CT 105 COLOR THEORY

Students are introduced to the principles of color theory utilizing various affects, techniques and mediums to create a comprehensive understanding of color principals. Light, hue, value and saturation are all explored in the course and students will learn many aspects of color relationship, application and how to affectively utilize the many facets of color and color theory in the commercial art field.

## BD 101 BASIC DRAWING

This fundamental course introduces the beginning art student to the principles of drawing. Accurate observations of shapes, forms, contours, and tones will be stressed while learning to use a variety of mediums, i.e. pen and ink, graphite pencils, charcoal, marker and colored pencil techniques. Fundamental understanding of perspective drawing concepts, including one, two and three point perspective will also be taught in this course. Students will produce works of art using a variety of drawing techniques i.e: cross-hatching, hatching, scumbling, back-fourth strokes, overlaying colors, stippling and washes.

## SS 104 SUCCESS STRATEGIES

Success Strategies is a course in goal setting, techniques of note and test taking, problem solving skills, time management and critical thinking skill development. The course is designed to help each student improve his learning skills. In addition, students will acquire skills necessary to succeed as commercial artists. Life-enhancing principles are also a major aspect of this course.

## TY 110 TYPOGRAPHY

Students will study the history of lettering from ancient symbols to today's digital technology. Students will also study various type families, become familiar with the terminology and practice the art of hand lettering. Students will learn the art of designing with type and become familiar with different 'moods' or the feel type can have for different occasions. Students will also learn different styles of type used throughout history. Emphasis on rules for proper letter spacing, word spacing and the arrangement of type for maximum readability will be stressed.

## AI 140 ADOBE ILLUSTRATOR

This course teaches the Adobe Illustrator program, industry standard for vector-based design in the graphic arts field. Students will learn to create their own designs, illustrations and reach an understanding of the types of real-world problems students will face on the job. Printing, color and design techniques (the latter learned in the various graphic design courses) will be integrated for completion of the various projects.

## APS 142 ADOBE PHOTOSHOP

This course teaches students how to work with Adobe Photoshop, the industry-standard photo-manipulation program, from a graphic designer's standpoint. This course will introduce students to the steps necessary for preparing digital files for reproduction at a commercial printer, web design and digital publishing. Students will learn techniques for color management, image and color adjustments, image repair, montage techniques, and preparing images for various output.

## PL 160 PRINT PAGE LAYOUT

InDesign is the program for page layout artists. It is used to create high-end advertisements, lay out magazines and books, as well as other print projects that need exacting typographic and layout specifications. InDesign also has the ability to produce interactive PDFs and Apps for the iPad. In this course, you will learn how to implement InDesign into the daily workflow of your design career. You will also break down actual ad and layout designs from magazines and newspapers to discuss how these work and can be built within InDesign.

## GD 115 GRAPHIC DESIGN FUNDAMENTALS

Students will explore the theory of aesthetics and design concepts as it applies to graphics. It will also encompass a detailed investigation into the principles and concepts of effective visual communications through the use of two- and three-dimensional design with a goal of creative problem solving. There is also an emphasis in Information Gathering, Step 1 of the Nossi 9 Step Creative Process and commercial application of designing corporate graphics such as logos and symbol designs.

## PA 240 PRODUCTION ART

In this course the student will learn a series of steps for creating a printed product. From the conception and execution of a design through editing and production of the finished product, students will learn about various printing processes focusing mainly on offset lithography. Upon completion of this course, the student will have a clear understanding of the four-color printing process and their role as graphic designer in the process.

## WD 285 WEB LANGUAGE I

Knowledge of basic Web Design is rapidly becoming a prerequisite skill in many technology-oriented occupations. Even for those who do not intend to enter a career exclusively in web design, the current demand for basic abilities to create and manage a web presence is becoming widely expected. In WD 285, students will be introduced to prototyping web designs, a variety of web programming languages such as HTML5 and CSS3,

a variety of industry standard web editing tools, creation and optimization of web graphics and animations, web page layout and authoring web pages to the Internet. By the end of the course, students should feel comfortable designing web content from scratch or editing existing web content regardless of their chosen career path.

### EN 270 ENGLISH

This English class will include intensive grammar review as well as writing assignments to complete a portfolio. Illustrations are encouraged to enhance the writing and the portfolio (these will add points to the grade). A resume and a cover letter are a separate part of the writing. A R] research paper is required and must have the correct documentation and analysis format. Professional presentation of final portfolio is required for completion of this course.

### GD 220 GRAPHIC DESIGN PROCESSES

This course is a continuation of Graphic Design Fundamentals concerning the creative process. Emphasis is on conceptual execution with diverse projects including simple packaging, ads, posters, print design and brand identity. The course focuses on how people see and arrange visual information into a meaningful whole. Students will also get a deep-dive into specialized printing materials and techniques, design terminology, digital design and the 'business of design.'

### ID 280 INTERACTIVE DESIGN I

Interactive Design represents a critical and rapidly evolving construct of the overall Internet user experience. Whether an artist, programmer, web designer or otherwise, the need to manipulate and customize Internet content dynamically for each user is no longer an amenity, it is a necessity. While the concept of Interactive Design embodies a broad spectrum of techniques and methodologies, the purpose of this class is to focus on those most prevalent: Flash and HTML. Currently, Interactive Design is in a state of rapid maturation, and learning both design technologies serves as the best way to pace with the industry's evolving current, without being left behind. By the end of the semester, students will build animations, games, web applications, advertisements and other interactive content for multiple platforms and devices through use of both HTML and FLASH.

### SM 280 SOCIAL MEDIA DESIGN

Designing for online isn't just limited to a brand's website anymore. Social communities like Facebook and Twitter have allowed brands to communicate with their audiences in a new way. Students taking this course will learn the challenges and limitations of designing for these commonly used online sites as well as the history and theory of online social interaction. This unique course will help students gain valuable knowledge of evolving

digital media development and user interface design to help them not only know how to design for currently popular online services but also to adapt to the constantly changing social media landscape.

### AH 212 ART HISTORY APPRECIATION

This course provides a broad coverage of the history of art from prehistoric cave painting through modern times. Students learn from lectures, slide presentations, outside reading as well as reading the assigned class textbook. The students in this course are taught art appreciation, art history, terminology, artists and art styles and the characteristics that distinguish individual artists and styles. At the conclusion of this course students are expected to be able to identify different art works and then name the period, the style, its characteristics, influences and the artist.

### GD 230 GRAPHIC DESIGN ADVERTISING

This course will explore the history of advertising and examine its role and importance in society. The student will learn the basics of marketing and product positioning with a focus on Conceptualization, Reflection and Refinement, Steps 3, 4 and 5 of the Nossi 9 Step Creative Process. How an advertising campaign develops, from the concept to final executions including newspapers, magazines, direct mail, television, radio and billboards will be explored, including the use of new medias, i.e. online advertising and social media.

### MA 260 MOBILE APPLICATIONS

This class has the intended objectives of learning mobile native and web application development processes and methodologies. The tools utilized to implement these objectives include Adobe Illustrator and Photoshop for prototyping. Reputable text editors such as SublimeText, Brackets, or Adobe Dreamweaver will be among the tools used to code, and libraries and frameworks such as jQuery Mobile, Bootstrap, and PhoneGap will be among the technologies used for development. Integrated development environments such as Xcode and Android Studio will be explored as well.

### ID 290 INTERACTIVE DESIGN II

Interactive Design represents a critical and rapidly evolving construct of the overall Internet user experience. Whether an artist, programmer, web designer, or otherwise, the need to manipulate and customize Internet content dynamically for each user is no longer an amenity, it is necessary. While the concept of Interactive Design embodies a broad spectrum of techniques and methodologies, the purpose of this class is to focus on those most prevalent: Flash and HTML5. Currently, Interactive Design is in state of rapid maturation, and learning both design technologies serves as the best way to pace with the industries evolving current, without being left behind. By the end of the semester, students will build their own animations, games, web applications,

advertisements and other interactive content for multiple platforms and devices through use of both HTML and FLASH.

## SBM 275 SMALL BUSINESS MANAGEMENT

In this course, students will learn the skills and procedures necessary to start a successful freelance operation. Students learn the advantages and disadvantages of freelancing and also what steps are necessary to protect their creative property and ensure that they are paid according to their skills and demand. Ethical standards as well as moral standards will be explored so students may understand fair competition in the freelance world.

## WD 290 WEB LANGUAGE II

This course provides students with advanced web development techniques that will be required for anyone seriously thinking of creating web sites for companies and/or clients. The scope of the course is to reinforce previously learned front-end development technologies including advanced CSS and HTML5, and Javascript. In addition, students will be introduced to back-end development and learn to integrate Content Management Systems into their development workflow as a means to create dynamic, interactive, data-driven web applications. By the end of the semester, students will be able to build and manage web sites that go beyond the basics to fully-realized, extremely functional web sites.

## MG 250 MOTION GRAPHICS

This class is designed to expose the student to software and techniques used in the creation of professional motion graphics. With the demand for motion graphics in all aspects of marketing, communication and content production on the rise, having an understanding of key concepts and methods will provide greater flexibility and capability for graphic designers and videographers. Beginning with keyframes, this class examines the basics of motion graphic creation and animation. Utilizing Adobe After Effects, the students will create pro-level graphics presentations.

## PL 250 INTERACTIVE PAGE LAYOUT

After completing this course the student will have a firm grasp of the fundamentals of digital layout techniques for tablet devices and online publishing. With the understanding of print production gained in Production Art I, students will have knowledge of pre-production and digital publishing solutions using software tools designed to develop interactive interfaces. Understanding the production process and communication between the art director and production artist will be the focus of this study.

## BUS 295 PORTFOLIO AND PROMOTION

This course provides students who are about to graduate an opportunity to explore the presentation and interviewing techniques used to find employment. Positive self-image and goal-setting concepts are reintroduced. Students are also expected to produce ready-for-publishing artwork for their portfolios. They are given instructions in portfolio presentation and preparation of their own resumes and cover letters. A mandatory portfolio review is scheduled each semester for students to interact with business people in related fields. Prior to this event, each student's professional portfolio and required job search materials must be reviewed and approved by appointed college representatives.

# Associate of Occupational Studies (AOS)
# Commercial Digital Photography

## Educational Objectives

Employers value photographers with a wide range of skills and the ability to stay current with changing technology. Nossi's photography program will prepare students for a career in commercial digital photography that will give them the competitive advantage in the job market.

This program provides experience in basic and advanced camera techniques, strong emphasis on lighting, composition, digital retouching, Adobe Photoshop and understanding the changing world of photography. We cover several industries (i.e. sports, advertising, fashion, portraiture, wedding, etc.) to provide our students with a wide range of experiences.

At Nossi College of Art, students regularly enter and win local, regional and national competitions, such as the Annual Student ADDY Awards. Photography students have received every top photography award in every category. From local competitions, students advance to district and national Student ADDY Awards. These competitions are sponsored by the American Advertising Federation.

All 75-semester hours must be successfully completed with a minimum 2.0 grade point average to qualify for graduation.

The normal duration of the AOS Commercial Digital Photography program is six semesters (24 months). Graduates of this program complete 75 credit hours and earn an Associate Degree of Occupational Studies in Commercial Digital Photography.

The normal duration of the AOS in Commercial Digital Photography program is six semesters (24 months). Graduates complete 75 credit hours and earn an Associate of Occupational Studies in Commercial Digital Photography.

| Course Number | Course Title | Credit Hours |
|---|---|---|
| PH 101 | INTRODUCTION TO PHOTOGRAPHY | 3 |
| DC 102 | DESIGN COMPOSITION | 3 |
| PH 103 | ADOBE LIGHTROOM | 3 |
| SS 104 | SUCCESS STRATEGIES | 4 |
| SLT 130 | STUDIO LIGHTING TECHNIQUES | 3 |
| APSP 140 | ADOBE PHOTOSHOP | 3 |
| PH 215 | PHOTOGRAPHY IN POPULAR CULTURE | 3 |
| DP 104 | DIGITAL PHOTOGRAPHY | 3 |
| LLT 110 | LOCATION LIGHTING TECHNIQUES | 3 |
| PH 201 | PORTRAIT PHOTOGRAPHY | 3 |
| VPP 120 | VISUAL PRINCIPLES OF PHOTOGRAPHY | 3 |
| ADP 240 | ADVANCED DIGITAL PHOTOGRAPHY | 3 |
| MFP 220 | MODEL FASHION PHOTOGRAPHY | 3 |
| WE 205 | WEDDING EVENTS | 3 |
| SP 208 | SPORTS PHOTOGRAPHY | 3 |
| PH 230 | ADVANCED LIGHTING | 3 |
| PJ 209 | PHOTOJOURNALISM | 3 |
| EN 270 | ENGLISH | 4 |
| PH 210 | COMMERCIAL ADVERTISING | 3 |
| PH 270 | THE BUSINESS OF PHOTOGRAPHY I | 3 |
| BUS 285 | ONLINE MARKETING | 3 |
| PH 290 | ADVANCED COMMERCIAL ADVERTISING | 3 |
| PH 280 | THE BUSINESS OF PHOTOGRAPHY II | 3 |
| BUS 295 | PORTFOLIO AND PROMOTION | 4 |
| | **TOTAL CREDIT HOURS** | **75** |

## PH 101 INTRODUCTION TO PHOTOGRAPHY

Introduction to photography will focus on learning and building the photographic skills necessary to complete a variety of technical assignments revolving around nature and wildlife. Students will learn how to utilize the main functions of a digital camera in order to make accurate exposures. They will also learn the correct terminology and equipment associated with basic photography. This course is designed to build each student's confidence when using their camera to complete challenging assignments. Introduction to photography will give students a solid foundation that will be used throughout their photography degree program. Shooting assignments for this course will primarily consist of nature photography concepts using available light. Use of tripods, meters and lenses will be taught on field trips with an emphasis on basic color control, composition and exposure.

## DC 102 DESIGN COMPOSITION

Students are introduced to the principles of design using a variety of media as they complete projects emphasizing various aspects of composition. They will learn about balance, repetition of shape, positive and negative space, focal point, the illusion of depth and motion.

## PH 103 ADOBE LIGHTROOM

In this course, students will be introduced to the Macintosh computer. Comparisons between the Macintosh and PC environments will be discussed in order to help those who are used to working with the PC become comfortable in the Mac environment. Students will learn how to work with the system, with an emphasis on organization and workflow. Through the use of the various programs included with the operating system and Adobe Lightroom, this learning process will take the students through various projects geared to introduce them to the software applications they will use the most. Students will be introduced to and begin to use Adobe Lightroom to organize their workflow and develop their photographs using camera raw files. Emphasis will be placed on acquiring a proficiency with camera raw processing for correct white balance, tonal range, noise reduction and sharpening.

## SS 104 SUCCESS STRATEGIES

Success Strategies is a course in goal setting, techniques of note and test taking, problem solving skills, time management and critical thinking skill development. The course is designed to help each student improve his learning skills. In addition, students will acquire skills necessary to succeed as commercial artists or professional photographers. Life enhancing principles are also a major aspect of this course.

## SLT 130 STUDIO LIGHTING TECHNIQUES

This course is a studio and lighting class covering the basic fundamentals of various types of lighting. It includes different lighting systems that will demonstrate studio techniques for portrait, tabletop and still life photography. This class will give the students an understanding of how to work in the studio to achieve hard light and soft light using different types of light modifiers including the use of reflectors, soft boxes, umbrellas, grids, snoots and various other lighting accessories.

## APSP 140 ADOBE PHOTOSHOP

This course teaches students how to work with Adobe Photoshop, the industry-standard photo-manipulation program, from a photographer's standpoint. Building upon what was learned in the initial Adobe Lightroom, Adobe Photoshop for Photographers will delve deeper into the technical aspects of the program, showing photography students techniques for color management, image and color adjustments, montage techniques and preparing images for print.

## PH 215 PHOTOGRAPHY IN POPULAR CULTURE

This course includes a comprehensive introduction to mass communication along with a critical look at culture and a thorough discussion of how media technologies develop, operate and affect our society. The course focuses on key media issues that confront each sector of the media industry, encouraging students to think critically and analyze issues related to specific media.

## DP 104 DIGITAL PHOTOGRAPHY

This course is primarily a shooting course. Students are expected to shoot hundreds of images improving their techniques and skill as they progress through the course. Some of the images students produce may be of portfolio quality. Additional topics include digital imaging, analyzing digital images, image capture with digital cameras and scanners, output devices, resolutions and digital file formats.

## LLT 110 LOCATION LIGHTING TECHNIQUES

A course in understanding the use of natural and artificial light, reflectors, strobes, tungsten and florescent lighting systems to light and photograph portraits, interiors, exteriors, large and small spaces, still life, streets and architecture for corporate and editorial assignments. Students will learn about color temperatures and ways to color- balance with the use of color correcting gels and filters. Techniques of controlling, shaping, moving and enhancing natural light will be learned.

## PH 201 PORTRAIT PHOTOGRAPHY

Students will learn posing and lighting techniques for commercial headshots and portrait photography. The student will become familiar with studio equipment, set design and classic lighting set-ups. Students will study the elements of portraiture: pose, gesture and composition and will learn how they work together to make the difference between a good photograph and great photograph.

## VPP 120 VISUAL PRINCIPLES OF PHOTOGRAPHY

This course provides insight into photography through a study of the history of photography. Topics include the invention of photography, early processes, various movements in photography, historical processes, photographers and their influences on the way we see and use photography today, copyrights and ethics.

## ADP 240 ADVANCED DIGITAL PHOTOGRAPHY

This course is designed for students with advanced knowledge of computers and image editing software. It is designed to teach students how to fully develop digital images in Camera Raw; to post-process images in Photoshop using advanced techniques; to apply color management techniques to their workflow, including soft-proofing; and, to professionally manage their workflow from concept to final output. Topics include soft- proofing and color management; using speed lights and diffusers; noise reduction; controlling DOF; correcting lens distortion in post work; using Photoshop's panoramic; Zoomify, displacement and vanishing point features; HDR imaging using Photoshop and Adobe Camera Raw; and, focus stacking using Zerene Stacker.

## MFP 220 MODEL FASHION PHOTOGRAPHY
Color and B&W photographs will be used to showcase professional models. The use of studio lights and natural light with modifications such as reflectors and on-camera flash will be combined to produce images for commercial applications. Head shots, ¾ length and full-length images will be produced.

## WE 205 WEDDING EVENTS
Students will learn posing and lighting techniques for wedding photography. The student will become familiar with equipment, design and classic lighting set-ups. In addition, students will design and use business cards, contracts and formal business arrangements for wedding related photographic products such as albums, framed photographs and videos. Students will photograph simulated weddings at churches, outdoor facilities and other wedding locations.

## SP 208 SPORTS PHOTOGRAPHY
This course introduces students to the fast-paced world of sports photography. Camera techniques, lighting, subject material, query letters and publication rights will be covered.

## PH 230 ADVANCED LIGHTING
In this course, students will explore and learn how to approach different lighting conditions and situations including studio, outdoor and event locations. Students will learn how to use on-camera flash and how to use professional lighting equipment (including the use of location lighting requiring generator usage) at indoor and outdoor events. In addition, students will learn non-standard lighting schemes enabling them to shoot in difficult or unusual situations.

## PJ 209 PHOTOJOURNALISM
The aim of this course is to advance the student's skills in visual communications through the use of photography in single images or stories. Communication is the ultimate aim of photography and better communication skills make better photographers. Students will be expected to produce single images and stories on their own time for critique in the classroom and through that critique to improve their communication skills. The class will place emphasis on the skills and techniques of shooting images that engage and communicate with the reader. Students will be expected to have basic skills necessary to operate in the real world where available darkness is the rule and studio lighting gear is the exception. Students will be encouraged to step outside their comfort zone for stories and individual images and discouraged from photography involving friends and family. Rarely will a student be discouraged from a story because it is too difficult although instructors will point out potential problems. In light of this, students will probably experience frustrations and failures while attempting difficult projects and, in some instances, more credit may accrue from a failed attempt at a difficult essay than from a successfully completed story completed in the comfort and safety of friends and family. Since communication implies an audience, students will be encouraged to submit images and stories to various publications in both digital and print formats. Whenever possible students will be given assignments to shoot for various school outlets and will be credited for completed assignments.

## EN 270 ENGLISH
This English class will include intensive grammar review as well as writing assignments to complete a portfolio. Illustrations are encouraged to enhance the writing and the portfolio (these will add points to the grade). A resume and a cover letter are a separate part of the writing. A research paper is required and must have the correct documentation and

analysis format. Professional presentation of final portfolio is required for completion of this course.

## PH 210 COMMERCIAL ADVERTISING PHOTOGRAPHY
Students will learn techniques for collaborating with advertising professionals as well as producing shots suitable for editorial and advertising photography. Subject matter will include a variety of contemporary advertiser needs, ranging from product shots to architectural work.

## BUS 270 THE BUSINESS OF PHOTOGRAPHY I
The Business of Photography is a course designed to introduce the student to the concepts of running a professional photography business. Students will be introduced to the connection between theoretical knowledge and actual application of these concepts as it relates to their own business. Marketing, advertising and sales techniques that have been successful for professional photographers will be explored.

## BUS 285 ONLINE MARKETING
It's no secret the Internet has changed how people and businesses interact with one another. Photographers have a great deal to gain from social networking. Social networking is the communication and marketing tool of today. Photographers can gain more exposure for their work and build a positive reputation online. They can find new clients and develop a community around their work. Photographers may be familiar with social networking tools like Facebook, Twitter, and blogging but may not know how to put these tools to use for business success. This course acts as a practical guide for photographers to get online and embrace social networking efficiently and effectively.

## PH 290 ADVANCED COMMERCIAL ADVERTISING
Students will learn techniques for collaborating with advertising professionals as well as producing shots suitable for editorial and advertising photography. Subject matter will include a variety of contemporary advertiser needs, ranging from product shots to architectural work. This is an advanced course and students are expected to produce professional quality work.

## BUS 280 THE BUSINESS OF PHOTOGRAPHY II
This course will explore all the aspects of creating and managing a photography studio, as well as providing guidelines for being a successful independent contractor. A viable business plan will also be produced.

## BUS 295 PORTFOLIO AND PROMOTION
This intensive capstone course provides students with the technical, conceptual and aesthetic skills to organize and develop an outstanding professional, quality portfolio by building on their comprehensive body of work while at Nossi College of Art. Self-promotional identity themes are developed along with a thorough review of student resumes, cover letters and business cards. Interviewing techniques and job search preparation are also stressed. Portfolios, resumes, business cards and self-promotional materials are showcased at the mandatory Portfolio Review. Industry professionals and potential employers attend the event.

Bachelor Degrees

nōssi
COLLEGE OF ART
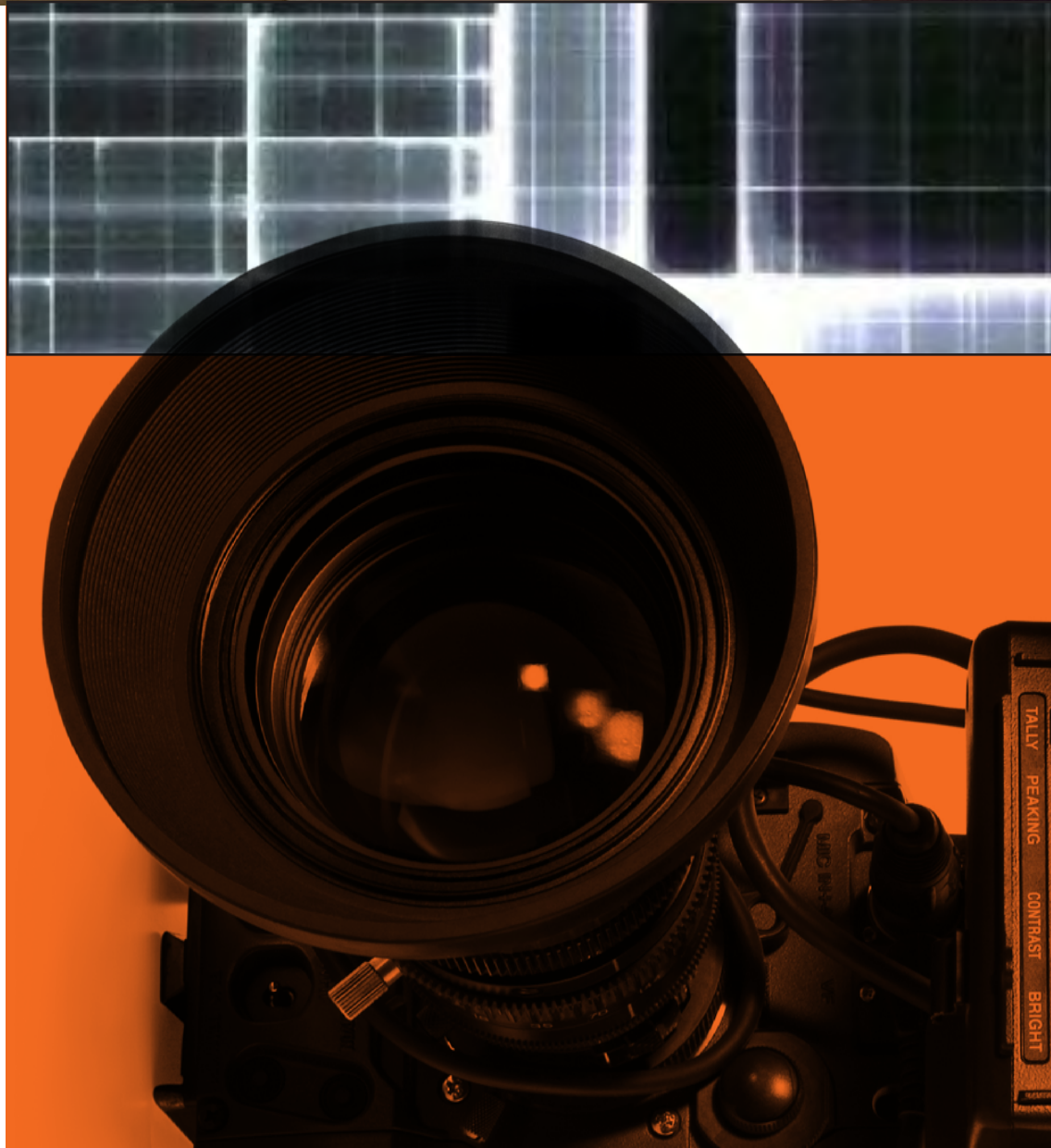
# Bachelor of Graphic Arts (BGA)
# Graphic Design Media

## Graphic Design Program

To excel as a graphic artist, you need to learn from those who have paved the road ahead of you. Nossi College of Art's innovative Bachelor of Graphic Arts (BGA) degree in Graphic Design Media is taught by current leading professionals, instructing relevant projects in graphic design, web design, interactive design, motion graphics, app development, digital publishing and advertising strategies. The program is designed to help students perform at a high level – increasing their opportunity for success in a demanding industry.

The "lower level" courses are developed for mastering the basic principles of design, the creative process, interactive graphic design and web development. They will grow your skills in design technologies such as mobile app development, digital publishing and motion graphics.  The "upper level" courses are designed to strengthen your skills with challenging projects in advanced graphic design, web design, packaging, art direction and advertising strategies.

## Graphic Design Program Structure

Our BGA in Graphic Design Media may be completed in five semesters for students who have already earned an Associate Degree in Graphic Art and Design. As a freshman, the program can be completed in four years. Day or evening classes allow you to work as you complete the program. General education courses include a creative writing English course, art history, math and liberal arts courses such as philosophy and psychology.

All 133-semester hours must be successfully completed with a minimum 2.0 grade point average to qualify for graduation.

The usual duration of the Bachelor of Graphic Arts (BGA) program in Graphic Design Media is 11 semesters (44 months). Graduates of the program complete 133 credit hours and earn a Bachelor of Graphic Arts (BGA) degree in Graphic Design Media. This curriculum will prepare graduates for a variety of employment opportunities in the graphic design field.

| Course Number | Course Title | Credit Hours |
|---|---|---|
| **GENERAL EDUCATION COURSES** | | |
| SS  104 | SUCCESS STRATEGIES | 4 |
| PL 103 | PHILOSOPHY | 4 |
| PS  108 | PSYCHOLOGY | 4 |
| MTH  300 | CONTEMPORARY MATH | 3 |
| AH 212 | ART HISTORY/APPRECIATION | 4 |
| HWC 301 | HISTORY OF WESTERN CIVILIZATION | 4 |
| ES 300 | EARTH SCIENCES: THE HUMAN ENVIRONMENT | 3 |
| LIT  211 | LITERATURE | 4 |
| EN 270 | ENGLISH | 4 |
| EN 280 | ENGLISH: WRITTEN AND ORAL COMMUNICATION | 3 |
| **COURSES OF MAJOR** | | |
| DC 102 | DESIGN COMPOSITION | 3 |
| BD 101 | BASIC DRAWING | 3 |
| CT 105 | COLOR THEORY | 3 |
| AI 140 | ADOBE ILLUSTRATOR | 3 |
| APS 142 | ADOBE PHOTOSHOP | 3 |
| PL 160 | PRINT PAGE LAYOUT | 3 |
| GD 115 | GRAPHIC DESIGN FUNDAMENTALS | 3 |
| TY 110 | TYPOGRAPHY | 3 |
| WD 285 | WEB LANGUAGE I | 3 |
| GD 220 | GRAPHIC DESIGN PROCESSES | 3 |
| PA 240 | PRODUCTION ART | 3 |
| PL 250 | INTERACTIVE PAGE LAYOUT | 3 |
| ID 280 | INTERACTIVE DESIGN I | 3 |
| ID 290 | INTERACTIVE DESIGN II | 3 |
| MA 260 | MOBILE APPLICATIONS | 3 |
| WD 290 | WEB LANGUAGE II | 3 |
| MG 250 | MOTION GRAPHICS | 3 |
| GD 230 | GRAPHIC DESIGN ADVERTISING | 3 |
| SM 280 | SOCIAL MEDIA DESIGN | 3 |
| GD 240 | GRAPHIC DESIGN MEDIA | 3 |
| TY 216 | ADVANCED TYPOGRAPHY | 3 |
| 3DM 380 | 3D MODELING | 3 |
| SBM 275 | SMALL BUSINESS MANAGEMENT | 3 |
| TN 425 | 3D TECHNOLOGIES | 3 |
| GDS 350 | BUSINESS TO BUSINESS ADVERTISING | 3 |
| PG 360 | PACKAGING | 3 |
| MG 360 | ADVANCED MOTION GRAPHICS | 3 |
| AD 460 | ADVERTISING ART DIRECTION | 3 |
| AD 490 | ENVIRONMENTAL ART DIRECTION | 3 |
| WD 420 | WEB CAPSTONE | 3 |
| PCW 310 | PRINCIPLES OF COPYWRITING AND EDITING | 3 |
| IS 440 | INDEPENDENT STUDY (optional) | 1-4 |
| BUS 450 | PORTFOLIO AND PROMOTION | 3 |
| | **TOTAL CREDIT HOURS** | **133** |

# Course Descriptions for Graphic Design Media (BGA)

## General Education Courses

### EN 280 ENGLISH: WRITTEN AND ORAL COMMUNICATION
This course is designed to provide the student with instruction in two major areas of the English language – writing and oral communication skills. Writing techniques using correct English grammar will be emphasized and will be applicable for different environments including corporate, business and professional settings. A variety of public speaking techniques will also be taught. The student will learn what is appropriate for each situation in which, as a professional artist, he might find himself.

### PL 103 PHILOSOPHY
This course examines creative issues and thinkers in the philosophical tradition. The course will be a combination of lecture and discussion and will focus on questions from four main areas of philosophy: metaphysics, epistemology, ethics and aesthetics.

### PS 108 PSYCHOLOGY
This is a survey course of the science of psychology. It covers the key terms of most of the psychological concepts from brain biology to abnormal, motivational and developmental psychology. This course surveys a broad field of study. A study of the thinking and research behind various fields of psychology will lead to a discussion of how each field applies to human events in the everyday lives of people. An examination of how psychology applies to advertising, graphic arts, illustration and photography will be made.

### MTH 300 CONTEMPORARY MATH
Students will examine common uses of mathematics in everyday life. This course will also focus upon mathematical applications involving choice, voting systems, routing and networks, project scheduling, descriptive and inferential statistics and probability.

### AH 212 ART HISTORY/APPRECIATION
This course provides a broad coverage of the history of art from prehistoric cave painting through modern times. Students learn from lectures, slide presentations, outside reading as well as reading the assigned class textbook. The students in this course are taught art appreciation, art history, terminology, artists and art styles and the characteristics that distinguish individual artists and styles. At the conclusion of this course, students are expected to be able to identify different art works and then name the period, the style, its characteristics, influences and the artist.

### HWC 301 HISTORY OF WESTERN CIVILIZATION
This course presents students with a survey of Western Civilization from the ancient world to contemporary culture. Through discussion and appreciation of historical works, students will draw connections between the origins and influences of Western Civilization, as well as an understanding of its role in shaping cultures.

### ES 300 EARTH SCIENCES: THE HUMAN ENVIRONMENT
This GE requirement was established, in part, because of the potent influence of science on society. Therefore, a major objective of this course is to help develop an understanding of the nature of science, including its philosophical basis, power and limitations. The content of the course is centered on life and its relationship to the environment.

### LIT 211 LITERATURE
This class is designed to enhance the student's understanding and exposure to literature. Readings will come from PDF files on Moodle as well as from handouts from the instructor. A novel reading is required and each student will read and analyze a different novel from a list provided by the instructor. Readings from different genres and cultures will include short stories, poetry and drama. Essays to analyze the readings are the method of assessment as well as tests over the readings and background materials.

### EN 270 ENGLISH
This English class will include intensive grammar review as well as writing assignments to complete a portfolio. Illustrations are encouraged to enhance the writing and the portfolio (these can add points to the grade). A resume and a cover letter are a separate part of the writing. A research paper is required and must have the correct documentation and analysis format. Professional presentation of final portfolio is required for completion of this course.

### SS 104 SUCCESS STRATEGIES
Success Strategies is a course in goal setting, techniques of note and test taking, problem solving skills, time management and critical thinking skill development. The course is designed to help each student improve his learning skills. In addition, students will acquire skills necessary to succeed as commercial artists. Life enhancing principles are also a major aspect of this course.

## Courses of Major

### DC 102 DESIGN COMPOSITION
Students are introduced to the principles of design using a variety of media as they complete projects that emphasize various aspects of composition. They will learn about balance, repetition of shape, positive and negative space, focal point, the illusion of depth and motion.

### BD 101 BASIC DRAWING
This fundamental course introduces the beginning art student to the principles of drawing. Accurate observations of shapes, forms, contours and tones will be stressed while learning to use a variety of mediums, i.e. pen and ink, graphite pencils, charcoal, marker and colored pencil techniques. Fundamental understanding of perspective drawing concepts, including one-, two- and three-point perspective will also be taught in this course. Students will produce works of art using a variety of drawing techniques i.e: cross-hatching, hatching, scumbling, back-fourth strokes, overlaying colors, stippling and washes.

### CT 105 COLOR THEORY
Students are introduced to the principles of color theory utilizing various affects, techniques and mediums to create a comprehensive understanding of color principles. Light, hue, value and saturation are all explored in the course and students will learn many aspects of color relationship, application and how to affectively utilize the many facets of color and color theory in the commercial art field.

### AI 140 ADOBE ILLUSTRATOR
This course will teach students the Adobe Illustrator program, which is the industry standard for vector-based design in the graphic arts field. Students will learn to create their own designs, illustrations and reach an understanding of the types of real-world problems students face on the job. Printing, color and design techniques (the latter learned in the various graphic design courses) will be integrated for completion of the various projects.

### APS 142 ADOBE PHOTOSHOP
Adobe Photoshop is the premier program for photographic manipulation for Graphic Designers and Illustrators. It is used for everything from print to web to video and now 3D. In this course, you will learn how to work within Adobe Photoshop, creating strong visuals for many different mediums. You will learn how to scan images and then modify them for use in your projects. And you will learn all of the tools of Photoshop. During learning

these tools you will learn to manipulate images, create posters, paintings, videos and 3D advertisements.

## PL 160 PRINT PAGE LAYOUT

InDesign is the program for page layout artists. It is used to create high-end advertisements, lay out magazines and books, as well as other print projects that need exacting typographic and layout specifications. InDesign also has the ability to produce interactive PDFs and Apps for the iPad. In this course, you will learn how to implement InDesign into the daily workflow of your design career. You will also break down actual ad and layout designs from magazines and newspapers to discuss how these can be built within InDesign.

## GD 115 GRAPHIC DESIGN FUNDAMENTALS

Students will explore the theory of aesthetics and design concepts as it applies to graphics. It will also encompass a detailed investigation into the principles and concepts of effective visual communications through the use of two- and three-dimensional design with a goal of creative problem solving. There is also an emphasis in Information Gathering, Step 1 of the Nossi 9 Step Creative Process and commercial application of designing corporate graphics such as logos and symbol designs.

## TY 110 TYPOGRAPHY

Students will study the history of lettering from ancient symbols to today's digital technology. Students will also study various type families, become familiar with the terminology and practice the art of hand lettering. Students will learn the art of designing with type and become familiar with different 'moods' or the feel type can have for different occasions. Students will also learn different styles of type used throughout history. Emphasis on rules for proper letter spacing, word spacing and the arrangement of type for maximum readability will be stressed.

## WD 285 WEB LANGUAGE I

Knowledge of basic Web Design is rapidly becoming a prerequisite skill in many technology-oriented occupations. Even for those who do not intend to enter a career exclusively in web design, the current demand for basic abilities to create and manage a web presence is becoming widely expected. In WD 285, students will be introduced to prototyping web designs, a variety of web programming languages such as HTML5 and CSS3, a variety of industry standard web editing tools, creation and optimization of web graphics and animations, web page layout and authoring web pages to the Internet. By the end of the course, students should feel comfortable designing web content from scratch or editing existing web content regardless of their chosen career path.

## GD 220 GRAPHIC DESIGN PROCESSES

This course is a continuation of Graphic Design Fundamentals concerning the creative process. Emphasis is on conceptual execution with diverse projects including simple packaging, ads, posters, print design and brand identity. The course focuses on how people see and arrange visual information into a meaningful whole. Students will also get a deep-dive into specialized printing materials and techniques, design terminology, digital design and the 'business of design.'

## PA 240 PRODUCTION ART

In this course the student will learn a series of steps for creating a printed product. From the conception and execution of a design through editing and production of the finished product, students will learn about various printing processes focusing mainly on offset lithography. Upon completion of this course, the student will have a clear understanding of the four-color printing process and their role as graphic designer in the process.

## PL 250 INTERACTIVE PAGE LAYOUT

In this course the student will learn a series of steps for creating a digital publication from the conception and execution of a design through production and distribution of the finished product. The student will have a firm grasp of the fundamentals of digital layout techniques for tablet devices and online publishing after taking this course. Students will have knowledge of pre-production and digital publishing solutions using software tools designed to develop interactive interfaces. Understanding the production process and communication between art director and production artist will be the focus of this study.

## ID 280 INTERACTIVE DESIGN I

Interactive Design I represents a critical and rapidly evolving construct of the overall Internet user experience. Pacing with current industry standards means evolving beyond static web content to web pages and applications offering more dynamic user experiences with interactivity and animation. While the concept of Interactive Design embodies a broad spectrum of techniques and methodologies, the scope of this class will be limited to those most prevalent for basic web design. Students will expand on their Web Language I knowledge to gain proficiency in basic javascript, related libraries such as jQuery and additional CSS3 and HTML5 technologies. Currently, Interactive Design is in state of rapid maturation. In keeping with this, students will learn a number of different relevant toolsets for developing interactive content, from code editors, to graphical integrated development environments. By the end of this course, students will have built their own web applications, animations, widgets, advertisements and other interactive content for multiple platforms and devices through use of HTML5, CSS3 and Javascript.

## ID 290 INTERACTIVE DESIGN II

The primary scope of the Interactive Design II course is to facilitate an intermediate understanding of design principles, creativity and innovation as translated through an intermediate understanding of various web-programming languages. Students transitioning from earlier courses should anticipate expanding on their knowledge of HTML5, CSS3 and Javascript to more comprehensive applications. With a primary emphasis on intermediate scripting language for the web, students will go beyond their elementary understanding of Javascript to learn advanced web animation techniques, basic terminal usage, implementation of Javascript build tools, task runners, dependency management, various relevant Javascript frameworks and libraries beyond jQuery, as well as repository
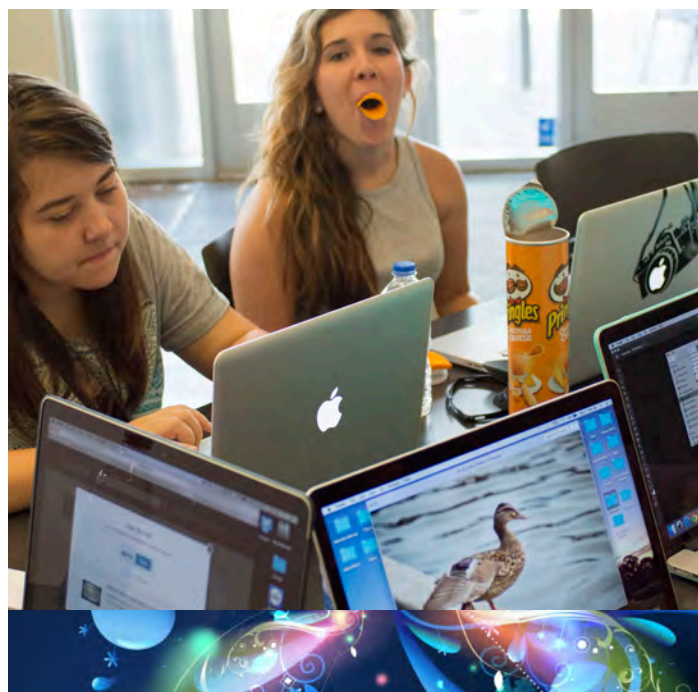
hosting and version control. By the end of the course, students will have the confidence and experience to build custom web applications and add dynamic user experiences to their existing knowledge of web design.

### MA 260 MOBILE APPLICATIONS

This class has the intended objectives of learning mobile native and web application development processes and methodologies. The tools utilized to implement objectives includes Adobe Illustrator and Photoshop for prototyping, reputable text editors such as SublimeText, Brackets or Adobe Dreamweaver. Libraries and frameworks such as jQuery Mobile, Bootstrap and PhoneGap will be among the technologies used for in integrated development environments like as Xcode and Android Studio.

### WD 290 WEB LANGUAGE II

Expanding on web languages and technologies learned in Web Language I, in this follow-up course, students will go beyond basic HTML5 and CSS3. In addition to learning more advanced constructs of each of the languages, students will learn a number of additional tools for advanced web development including relevant HTML5 and CSS3 frameworks, CSS preprocessors, Content Management Systems (CMS), a brief overview of server-side scripting languages such as PHP as well as advanced techniques for responsive design. By the end of the course, students will be able to fully develop a responsive website from a prototype, integrate it into a content management system using php frameworks and author it to the web.

### MG 250 MOTION GRAPHICS

This class is designed to expose the student to software and techniques used in the creation of professional motion graphics. With the demand for motion graphics in all aspects of marketing, communication and content production on the rise, having an understanding of key concepts and methods will provide greater flexibility and capability for graphic designers and videographers. Beginning with keyframes, this class examines the basics of motion graphic creation and animation. Utilizing Adobe After Effects, the students will create pro-level graphics presentations.

### GD 230 GRAPHIC DESIGN ADVERTISING

This course will explore the history of advertising and examine its role and importance in society. The student will learn the basics of marketing and product positioning with a focus on Conceptualization, Reflection and Refinement, Steps 3, 4 and 5 of the Nossi 9 Step Creative Process. How

an advertising campaign develops, from the concept to final executions including newspapers, magazines, direct mail, television, radio and billboards will be explored, including the use of new medias, i.e. online advertising and social media.

### SM 280 SOCIAL MEDIA DESIGN

Designing for online isn't just limited to a brand's website anymore. Social communities like Facebook and Twitter have allowed brands to communicate with their audiences in a new way. Students taking this course will learn the challenges and limitations of designing for these commonly used online sites as well as the history and theory of online social interaction. This unique course will help students gain valuable knowledge of evolving digital media development and user interface design to help them not only know how to design for currently popular online services, but also how to adapt to the constantly changing social media landscape.

### GD 240 GRAPHIC DESIGN MEDIA

This course will examine advanced concepts of developing brand campaign elements with an emphasis on Execution and Presentation, Steps 6 and 7 of the Nossi 9 Step Creative Process. Students will concept and produce various collateral materials including identity, packaging and web vehicles to promote and sell a brand through intelligent graphic design.

### TY 216 ADVANCED TYPOGRAPHY

Students will delve deeper into the usage of fonts as a major design element. Real life projects will allow students to "practice" choosing appropriate fonts for the subject/client as well as choosing the correct size and color. Students will learn to properly use space, the typographic grid and hierarchy in their designs. Students will begin to use type as a graphic art.

### 3DM 380 3D MODELING

This course will allow students to be introduced to the world of 3D visualization using Modo. Modo is recognized as a user-friendly standard in various fields like print, game design and animation. This will be the first major step for students in 3D principles. Students will start by learning the interface and how to maneuver around the application. As students progress, modeling, texturing and different layout concepts (including UV) will be explored. By the conclusion of this class, students will be able to create simple objects or environments and will texture, light and then render them for print purposes.

### TN 425 3D TECHNOLOGIES

This course will allow both graphic design students and illustration students to take the basic information learned in their 3D Modeling class and expand on the modeling and rendering side of 3D. Students will have the opportunity to learn advanced techniques for modeling hard surfaced objects like vehicles, a variety of containers and then progress to organic objects like animals or humans. How to model efficiently is also a major part of this technologies course. This course will provide a basic foundation on how to tackle any modeling challenges with which students might be faced on a professional basis.

## GDS 350 BUSINESS TO BUSINESS ADVERTISING

Understanding the world of trade advertising will be the focus of this course. Students will move through the entire process of brand identity creation, executing both trade and consumer advertising campaigns. Executions include direct marketing, social marketing and utilizing media such as print, tradeshow booth graphics, online and unique out-of-home possibilities.

## PG 360 PACKAGING

This introduction to packaging design will allow students to see the importance of packaging in the marketplace. A gained knowledge of packaging's role in cultural society as well as brand importance will be addressed. Final pieces will be executed and either photographed or digitally rendered so that each piece is portfolio ready.

## MG 360 ADVANCED MOTION GRAPHICS

This class is designed to extend the understanding of the software and techniques used in the creation of professional motion graphics projects including motion logos, motion text and infographic presentations. With the demand for specialized information presentations in all aspects of marketing, communication and content production on the rise, having an understanding of key concepts and methods in motion graphic production as well as experience with relevant software will provide an extension of the capability and flexibility of graphic designers. With such a wide range of concepts and techniques available, continued study and practice of motion graphics introduces new capabilities including 3D layers, lights, cameras and advanced effects use and animation techniques. Building on previous semesters, students will create pro-level graphics presentations within Adobe After Effects and other software tools available.

## AD 460 ADVERTISING ART DIRECTION

After completing this course, the student will have a firm grasp of the fundamentals of art direction. Students will have basic knowledge of the varieties and usage of fonts, page layout and the responsibilities an art director faces within an advertising agency and design studio. Each student will focus on typographic design and layout techniques in order to communicate advertising concepts clearly and powerfully.

## AD 490 ENVIRONMENTAL ART DIRECTION

The term "environmental" in this case isn't associated with the global eco movement referred to as "green". The course focuses on the students solving professional art direction challenges as it pertains to advertising elements within special environments, i.e. in-store signage, graphic displays, product point-of purchase elements (including kiosks) outdoor building signage and more. Special attention is given to research, idea generation, audience consideration, execution and production as it relates to marketing strategies for today's brands and their products or services. Students may be required to collaborate with photographers and or illustrators as needed from the college's associated degree programs.

## WD 420 WEB CAPSTONE

Today's creative industries demand that Web Designers focus their skills in three areas: 1. Front End development – User Interface Design or UI;

2. Back-End Development – The production of data driven development/ management; and 3. Integration – The ability to understand and execute both UI and Back end development. Nossi offers a curriculum encouraging Web Designers to see opportunities in all three areas. Additionally, the interactive aspects of web design must be anticipated with each mobile device accessing the web. This course is designed to use all of the combined skills into a single project displaying their knowledge in web design.

## SBM 275 SMALL BUSINESS MANAGEMENT

In this course, students will learn the skills and procedures necessary to start a successful freelance operation. Students will learn the advantages and disadvantages of freelancing and also what steps are necessary to protect their creative property and ensure that they are paid according to their skills and demand. Ethical standards as well as moral standards will be explored so students understand fair competition in the freelance world.

## PCW 310 PRINCIPLES OF COPYWRITING AND EDITING

The focus of this course is to provide students with the essential skills for professional copywriting and editing. Students will learn how to recognize the purpose behind any piece of copy, use creative skills to make their copy reach target audiences, apply technical specifications to any piece of copy through the use of style sheets and format spoken English into acceptable professional copy.

## IS 440 INDEPENDENT STUDY (OPTIONAL)

Independent study courses are individually designed to meet specific needs of students. They may vary from one to four semester hours of credit. They may be in any subject area a student needs in order to complete degree requirements. Independent study courses must be approved by a member of the faculty, the student's department coordinator and by the Vice President of Academic Affairs.

## BUS 450 PORTFOLIO AND PROMOTION

This course provides students who are about to graduate an opportunity to explore the presentation and interviewing techniques used to find employment. Positive self-image and goal setting concepts are reintroduced. Students are expected to create communication materials for self-promotion and develop strategies for networking and community involvement, including internship opportunities. Students must participate in a formal portfolio presentation of their work to the community and to their fellow students. They are given instructions in portfolio presentation and preparation for career opportunities.

# Bachelor of Graphic Arts (BGA)
# Web & Interactive Design

## Graphic Design Program

In today's fast-changing world of technology, the Bachelor of Graphic Arts in Web and Interactive Design, will take a new student, without any graphic design experience, and prepare them to enter the professional ranks of a website designer and work in the interactive design industry.

The demand for online, mobile, wearable, animation and multi-touch screen device development are what today's employers are looking for in candidates who possess knowledge in an evolved technical platform. These new skills meet the modern advances in both electronic devices and digital media designers now work within including front/back end development for web, interactive scripting languages, user interface design, user experience strategies, tablet and online publishing, mobile application development, social media integration and knowledge in motion graphics.

The traditional platform of web design has dramatically evolved with new technologies in communication and the need to develop quality applications continues to rise. In this program, graduates will gain expertise to meet the capability requirements for evolving or new career opportunities within the industry–making them highly successful as web and interactive designers in their ever-changing field.

## Graphic Design Program Structure

This study includes a strong curriculum designed to teach and train individuals who plan to be professional web and interactive designers.

Graduates of the Web and Interactive Design Program are qualified to seek employment in a diverse industry including, but not limited to: advertising agencies, design firms, web and mobile design agencies, TV/cable networks, movie production and post production companies as well as book, magazine and newspaper publishers in mobile and online applications. Some enterprising graduates seek self-employment as freelance commercial artists.

All 133-semester hours must be successfully completed with a minimum 2.0 grade point average to qualify for graduation.

The usual duration of the Bachelor of Graphic Arts (BGA) program in Web and Interactive Design is 11 semesters (44 months). Graduates of the program complete 133 credit hours and earn a Bachelor of Graphic Arts (BGA) degree in Web & Interactive Design. This curriculum will prepare graduates for a variety of employment opportunities.

| Course Number | Course Title | Credit Hours |
|---|---|---|
| **GENERAL EDUCATION COURSES** | | |
| SS 104 | SUCCESS STRATEGIES | 4 |
| PL 103 | PHILOSOPHY | 4 |
| PS 108 | PSYCHOLOGY | 4 |
| MTH 300 | CONTEMPORARY MATH | 3 |
| AH 212 | ART HISTORY/APPRECIATION | 4 |
| HWC 301 | HISTORY OF WESTERN CIVILIZATION | 4 |
| ES 300 | EARTH SCIENCES: THE HUMAN ENVIRONMENT | 3 |
| LIT 211 | LITERATURE | 4 |
| EN 270 | ENGLISH | 4 |
| EN 280 | ENGLISH: WRITTEN AND ORAL COMMUNICATION | 3 |
| **COURSES OF MAJOR** | | |
| DC 102 | DESIGN COMPOSITION | 3 |
| CT 105 | COLOR THEORY | 3 |
| AI 140 | ADOBE ILLUSTRATOR | 3 |
| APS 142 | ADOBE PHOTOSHOP | 3 |
| TY 110 | TYPOGRAPHY | 3 |
| GD 115 | GRAPHIC DESIGN FUNDAMENTALS | 3 |
| PL 250 | INTERACTIVE PAGE LAYOUT | 3 |
| WD 285 | WEB LANGUAGE I | 3 |
| ID 280 | INTERACTIVE DESIGN I | 3 |
| UI 140 | USER INTERFACE (UI) AND WIREFRAMING | 3 |
| WD 290 | WEB LANGUAGE II | 3 |
| GD 220 | GRAPHIC DESIGN PROCESSES | 3 |
| WD 310 | WEB DESIGN MARKETING AND SEO | 3 |
| SM 280 | SOCIAL MEDIA DESIGN | 3 |
| ID 290 | INTERACTIVE DESIGN II | 3 |
| WD 295 | WEB AESTHETICS DEVELOPMENT | 3 |
| MG 250 | MOTION GRAPHICS | 3 |
| SBM 275 | SMALL BUSINESS MANAGEMENT | 3 |
| MA 260 | MOBILE APPLICATIONS | 3 |
| MG 360 | ADVANCED MOTION GRAPHICS | 3 |
| WD 385 | ADOBE FOR WEB AND INTERACTIVE | 3 |
| ID 330 | INTERACTIVE DESIGN III | 3 |
| WD 370 | NETWORKS AND SERVER STRUCTURES | 3 |
| MA 375 | ADVANCED MOBILE APPLICATIONS | 3 |
| SM 380 | ADVANCED SOCIAL MEDIA | 3 |
| PL 350 | DIGITAL PUBLISHING | 3 |
| GD 390 | GAME DEVELOPMENT | 3 |
| BUS 400 | BUSINESS OF WEB & INTERACTIVE DESIGN | 3 |
| MG 470 | MOTION GRAPHICS MEDIA | 3 |
| WD 475 | WEB APPLICATION INTEGRATION | 3 |
| WD 420 | WEB & INTERACTIVE DESIGN CAPSTONE | 3 |
| IS 440 | INDEPENDENT STUDY (optional) | 1-4 |
| BUS 450 | PORTFOLIO AND PROMOTION | 3 |
| | **TOTAL CREDIT HOURS** | **133** |

# Course Descriptions for Web & Interactive Design (BGA)

## General Education Courses

### EN 280 ENGLISH: WRITTEN AND ORAL COMMUNICATION
This course is designed to provide the student with instruction in two major areas of the English language – writing skills and oral communication skills. Writing techniques that use correct English grammar will be emphasized and will be applicable for different environments including corporate, business and professional settings. A variety of public speaking techniques will also be taught. The student will learn what is appropriate for each situation in which, as a professional artist, he might find himself.

### PL 103 PHILOSOPHY
This course examines creative issues and thinkers in the philosophical tradition. The course will be a combination of lecture and discussion and will focus on questions from four main areas of philosophy: metaphysics, epistemology, ethics and aesthetics.

### PS 108 PSYCHOLOGY
This is a survey course of the science of psychology. It covers the key terms of most of the psychological concepts from brain biology to abnormal, motivational and developmental psychology. This course surveys a broad field of study. A study of the thinking and research behind various fields of psychology will lead to discussions on how each field applies to human events in the everyday lives. An examination of how psychology applies to advertising, graphic arts, illustration and photography will be made.

### MTH 300 CONTEMPORARY MATH
Students will examine common uses of mathematics in everyday life. This course will also focus upon mathematical applications involving choice, voting systems, routing and networks, project scheduling, descriptive and inferential statistics and probability.

### AH 212 ART HISTORY/APPRECIATION
This course provides a broad coverage of the history of art from prehistoric cave painting through modern times. Students learn from lectures, slide presentations, outside reading as well as reading the assigned class textbook. The students in this course are taught art appreciation, art history, terminology, artists and art styles and the characteristics that distinguish individual artists and styles. At the conclusion of this course students are expected to be able to identify different art works and then name the period, the style, its characteristics, influences and the artist.

### HWC 301 HISTORY OF WESTERN CIVILIZATION
This course presents students with a survey of Western Civilization from the ancient world to contemporary culture. Through discussion and appreciation of historical works, students will draw connections between the origins and influences of Western Civilization, as well as an understanding of its role in shaping cultures.

### ES 300 EARTH SCIENCES: THE HUMAN ENVIRONMENT
This GE requirement was established, in part, because of the potent influence of science on society. Therefore, a major objective of this course is to help develop an understanding of the nature of science, including its philosophical basis, power and limitations. The content of the course is centered on life and its relationship to the environment.

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### CT 105 COLOR THEORY
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### AI 140 ADOBE ILLUSTRATOR
For any undertaking in print or digital media, understanding and manipulating vector graphics will be a cornerstone of every student's academic and professional career. In Adobe Illustrator, students will learn the leading industry standard software for vector-based design. Upon completion, students will know how to leverage the software to assist in whatever their chosen path of digital or print media: graphic design, web design, interactive design, illustration or even videography -- among other career tracks. To achieve this comprehension, students will create their own designs, many of which will be based on real-world problems students will face on the job. Printing, color and design techniques (the latter learned in previous courses) will be integrated for completion of the various projects.
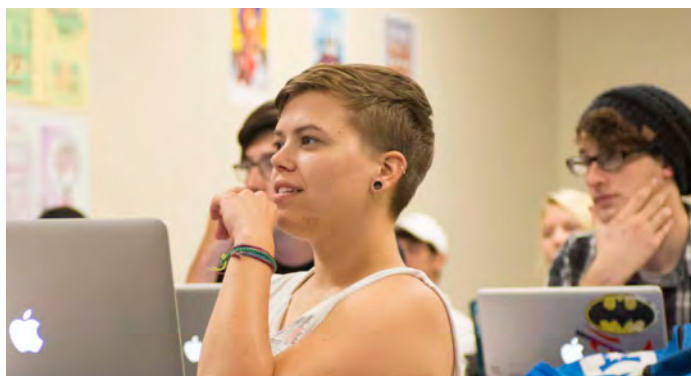
## APS 142 ADOBE PHOTOSHOP

This course teaches students core principles of Adobe Photoshop, the industry-standard raster-based photo manipulation program. Similar to Adobe Illustrator in significance and industry dominance, the ability to manipulate raster images will be a persistent theme throughout any career path involving print or digital media. Among the fundamental concepts explored will be file type constraints, image optimization, compositing, image restoration, color correction, masking, typography, effects, layout, print management, elementary animation and video and even elementary 3D principles among other topics. By the end of the course, students will have a broad enough understanding of Photoshop to competently utilize it in whatever their chosen course of study.

## TY 110 TYPOGRAPHY

Students will study the history of lettering from ancient symbols to today's digital technology. Students will also study various type families, become familiar with the terminology and practice the art of hand lettering. Students will learn the art of designing with type and become familiar with different 'moods' or the feel type can have for different occasions. Students will also learn different styles of type used throughout history. Emphasis on rules for proper letter spacing, word spacing and the arrangement of type for maximum readability will be stressed.

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## PL 250 INTERACTIVE PAGE LAYOUT

Adobe InDesign is used to create both print and interactive layouts for single and multi-page ads, magazines, brochures and books, as well as other print projects that need exact typographic and layout specifications. InDesign's interactive PDFs and Apps for tablet devices and e-pubs give designers a range of abilities within this one program. In this course, the student will focus on how to employ InDesign to create interactive page layout applications. From the feature tools used within InDesign to the understanding of basic User Interface design (UI) and User Experience design (UX), the student will gain the necessary knowledge to implement this skill-set within their career.

## WD 285 WEB LANGUAGE I

Knowledge of basic Web Design is rapidly becoming a prerequisite skill in many technology-oriented occupations. Whether with desktop, mobile or wearable devices, the pace of technology is increasingly demanding a general understanding of basic Web Languages and processes. This is true even in occupational paths not traditionally explicitly involved with web development. In this course, students will expand the concepts learned in UI-140, such as the ability to recognize and recreate contemporary design styles, prototyping processes and usability techniques. Continuing with this, students will be introduced to the basic web development cycle and learn the languages and technologies of implementing their prototyping abilities to create functional web sites. Beginning with learning code editors and other trending web design tools, students will continue to gain proficiency in web programming languages such as HTML5 and CSS3, page layout for the screen, graphic optimization, basic web animations and authoring web pages to the Internet. By the end of the course, students

should feel comfortable with the complete basic development cycle from prototype to published website. Additionally, regardless of their chosen career path, students will feel competent to edit existing web content.

## ID 280 INTERACTIVE DESIGN I

Interactive Design represents a critical and rapidly evolving construct of the overall Internet user experience. Pacing with current industry standards means evolving beyond static web content to web pages and applications that can offer more dynamic user experiences with interactivity and animation. While the concept of Interactive Design embodies a broad spectrum of techniques and methodologies, the scope of this class will be limited to those most prevalent for basic web design. Students will expand on their prerequisite knowledge of Web Language I to gain proficiency in basic javascript, related libraries such as jQuery, and additional CSS3 and HTML5 technologies. Currently, Interactive Design is in state of rapid maturation. In keeping with this, students will learn a number of different relevant toolsets for developing interactive content, from code editors, to graphical integrated development environments. By the end of this course, students will have built their own web applications, animations, widgets, advertisements and other interactive content for multiple platforms and devices through use of HTML5, CSS3 and Javascript.

## UI 140 USER INTERFACE AND USER EXPERIENCE DESIGN

Whether with web pages, mobile and web applications, computer-based instructional material or digital design in general, developers need the ability to construct within established and proven usability and design principles in order to develop effectively. In this course, in addition to learning usability fundamentals including learnability, visibility, error prevention, efficiency and solid interface design, students will also learn how to use associated prototyping tools to create both low-fidelity and high fidelity prototypes. In addition, students will learn techniques for evaluating and conducting empirical research on the effectiveness of their user interface designs through predictive evaluation, usability testing, and focus groups.

## WD 290 WEB LANGUAGE II

Expanding on web languages and technologies learned in Web Language I, students will go beyond basic HTML5 and CSS3. In addition to learning more advanced constructs of each of the languages, students will learn a number of additional tools for advanced web development including relevant HTML5 and CSS3 frameworks, CSS preprocessors, Content Management Systems (CMS), a brief overview of server-side scripting languages such as PHP as well as advanced techniques for responsive design. By the end of the course, students will be able to fully develop a responsive website from a prototype, integrate it into a content management system using php frameworks and author it to the web.

## GD 220 GRAPHIC DESIGN PROCESSES

This course is a continuation of Graphic Design Fundamentals as it continues to develop an understanding of the creative process. Emphasis is on conceptual execution with diverse projects including simple packaging, ads, posters, print design and brand identity. The course focuses on how people see and arrange visual information into a meaningful whole. Students will also get a "deep-dive" into specialized printing materials and techniques, design terminology, digital design and the business of design.

## WD 310 WEB DESIGN MARKETING AND SEO

Having gained the skills to create and author websites in previous web and interactive design courses, in this course students will focus on the post-development processes: marketing and maintenance of the usage

# Course Descriptions for Web & Interactive Design (BGA)

health of existing websites. Without strategies for acquiring, analyzing and maintaining traffic, any web development project would be rendered invisible, and consequently, ineffective. In this course, students will learn proper strategies for SEO (Search Engine Optimization), which involves the technical and creative processes necessary to improve ranking among search engines, drive traffic and maintain an overall awareness of your site through organic (non-paid) results. In addition, students will explore marketing strategies and effectiveness of non-organic results, advertising campaigns and social media avenues.

### SM 280 SOCIAL MEDIA DESIGN
Designing for online isn't just limited to a brand's website anymore. Social communities like Facebook and Twitter have allowed brands to communicate with their audiences in a new way. Students taking this course will learn the challenges and limitations of designing for these commonly used online sites as well as the history and theory of online social interaction. This unique course will help students gain valuable knowledge of evolving digital media development and user interface design to help them not only know how to design for currently popular online services but also to adapt to the constantly changing social media landscape.

### ID 290 INTERACTIVE DESIGN II
This course will facilitate an intermediate understanding of design principles, creativity and innovation as translated through an intermediate understanding of various web-programming languages. Students transitioning from earlier courses should anticipate expanding their knowledge of HTML5, CSS3 and Javascript to more comprehensive applications. With a primary emphasis on intermediate scripting language for the web, students will go beyond their elementary understanding of Javascript to learn advanced web animation techniques; basic terminal usage; implementation of Javascript build tools; task runners; dependency management; various relevant Javascript frameworks; libraries beyond jQuery; as well as repository hosting and version control. By the end of the course, students will have the confidence and experience to build custom web applications and add dynamic user experiences to their existing knowledge of web design.

### WD 295 WEB AESTHETICS DEVELOPMENT
In this course, students will synthesize their understanding of concepts learned in user interface design, web languages and interactive design courses for the intent of reinforcing their foundation in Web Aesthetics. In this course, students will examine advanced concepts in web aesthetics in the context of functionality. In essence, students will learn to better solve design challenges without compromising content, performance, or usability. Innovation and artistry will be the primary objective, and the medium will be the collective understanding of associated web languages. By the end of the course, students will have an array of original and innovative web projects to add to their professional portfolio that elevate beyond traditional design standards or conventions.

### MG 250 MOTION GRAPHICS
With the demand for motion graphics in all aspects of marketing, communication and content production on the rise, the ability to manipulate graphical assets with respect to a timeline is invaluable. Whether a graphic designer, web developer, videographer or anyone in any creative field, knowledge of graphical animation and presentation will improve the information provided and enable designers, developers or supervisors to make better decisions. This course is designed to expose students to conventional animation practices used in the creation of professional motion graphics content. Animation fundamentals and elementary concepts such as basic editing, compositing, filters and effects, color correction, typography animation, motion tracking, chroma key footage manipulation, rotoscoping, masking and easing will be explored using industry standard software and techniques.

### SBM 275 SMALL BUSINESS MANAGEMENT
In this course, students learn the skills and procedures necessary to start a successful freelance operation by learning advantages and disadvantages of freelancing. They will learn what steps are necessary to protect their creative property and ensure that they are paid according to their skills and demand. Ethical standards as well as moral standards will be explored in order that students may understand fair competition in the freelance world. Governmental regulations, licenses and taxes will be explained.

### MA 260 MOBILE APPLICATIONS
Currently, we are well past consideration of the Mobile experience as an afterthought. Mobile device Internet usage has now eclipsed desktop usage, with no indication of the trend's reversal. Recent statistics indicate mobile media time has increased to 51 percent compared to desktop's 42 percent, with the average user spending more than 37 hours a month using applications on a mobile device. For a developer, this makes the ability to create functional, content-driven experiences for the mobile device a necessity rather than novelty. In this course, students will be primed in the various

technologies for creating both hybrid and native applications, as well as gain an intermediate understanding of cross-platform development with HTML5. In this introductory course, the students should better understand the constraints, limitations and advantages for developing in the mobile arena. By the end of this course, students will be able to prototype, develop, and deploy to a device a functional hybrid application.

## MG 360 ADVANCED MOTION GRAPHICS

In this advanced course, students will further advance their understanding of professional motion graphics. Beyond the basics, students will gain more in-depth exposure to compositional awareness, typography and title sequence animation, short film narratives, animatics and information visualization. While addressing these concepts, students will add to their technical skillsets proficiency with particle emitters, expressions, 3D animation, lighting and materials, plugins and a number of other advanced techniques for professional quality motion graphics presentations.

## WD 385 ADOBE FOR WEB AND INTERACTIVE

Currently, there are over 20 desktop and mobile products and services that, when used in combination, can greatly improve the workflow and productivity of any graphic, web or interactive design project. Beyond Photoshop and Illustrator, students will leverage adobe's suite of applications even further, exploring new tools for conceptualization and collaboration on large projects, improved prototyping speed and capabilities, creation and improved optimization of animations and graphical assets, creation of online portfolios and networking utilities, video and audio optimization and webcasting capabilities. Through better understanding of the arsenal of tools at their disposal, students will leave the course better equipped to create and manage any graphic, web or interactive design project throughout the duration of their academic and professional career.

## ID 330 INTERACTIVE DESIGN III

Following two preceding courses of interactive design, this course will press students further into programming languages, expanding on the clarity of understanding and variety of known libraries, frameworks and tools available for development. Additionally, students will venture outside of application development for browsers to explore possibilities of interactive design for wearable technology, television, streaming media devices and other hardware.

## WD 370 NETWORKS AND SERVER STRUCTURES

Even for a front-end developer, the need for a basic understanding of the relationship between the client-side and the server-side is paramount. Whether developing server-side applications oneself or in the event of a need to communicate with server-side developers in a team production environment, a front-end developer's ability will always be hindered without this proper context. In this course, students will penetrate the server-side in more depth and better grasp its basic constructs: HTTP servers, Application servers and Databases, as well as understand how they communicate with the client. Students will be able to take their web and app development abilities to the next level through the integration of content-driven server-side application into their existing front-end skill sets. The primary server-side languages and programming environments focused on in this course will be php and node.js.

## MA 375 ADVANCED MOBILE APPLICATIONS

Having previously explored hybrid HTML5 mobile applications in the beginning mobile applications course, in this course, the primary focus will be shifted towards platform specific development. Students will build native applications for Android and iOS in their respective integrated development environments -- Android Studio and XCode. This course will also familiarize students with elementary constructs of the native languages of each IDE: Java for Android Studio and Swift for XCode. By the end of this course, students will have developed fully functional native applications for both platforms. These will be added to each student's portfolio.

## SM 380 ADVANCED SOCIAL MEDIA

After advancing past basic social User Interface (UI) structures using familiar social media applications from the previous social media course, in this course students will expand their abilities to programmatically build custom solutions for unique social media challenges. Students will synthesize their skills to build and use social media Application Programming Interfaces (API) and Mashups (hybrids of complementary API's) for various networks. Concepts such as social media account association, real-time network monitoring and data aggregation, contextual sharing solutions, analytics and API integration into web applications will be covered.

## PL 350 DIGITAL PUBLISHING

With the skills learned from the previous print and interactive page layout courses, students will continue to develop layout techniques for tablet and online publishing -- using applications designed for interactive User Interface (UI) solutions. This includes knowledge in production development by deploying contextual elements within "wrappers" to requesting certificates from Digital Publishing Solutions (DPS) on both IOS and Android platforms for access within "Store" environments for consumer use.

## GD 390 GAME DEVELOPMENT

In this course, students will leverage their existing user interface design, advanced programing, motion graphics, and 3D modeling skills to build 2D and 3D games for consumer markets. Using existing knowledge of javascript, students will explore integrated development environments (IDE's) such as Unity to create 2D, as well as 3D, cross-platform games for desktop, mobile, or even console devices.

## BUS 400 BUSINESS OF WEB & INTERACTIVE DESIGN (WEB & PROJECT MANAGEMENT)

In this course, students will explore the idiosyncratic challenges of the business side of web and interactive design industry specifically. Proposals, pricing, contracts, marketing, client relations and a number of other topics will all be addressed specifically within the context of web and application development. This course is intended to prepare students, whether they are prospects for freelancing or prospects for working in a team production environment, for that future career. Emphasis will be placed on project management, production schedule and workflow. By the end of this course, students will have successfully proposed, developed and managed a complete project from start to finish.

## MG 470 MOTION GRAPHICS MEDIA

Motion design is more than just animation and effects. Beyond creation of animated assets there exist a different, yet equally significant, demand for knowledge of application and deployment for diverse media. In this course, students will learn to expand on their media integration and deployment techniques to achieve even more unique and pragmatic professional motion graphics productions. More specifically, students can expect to integrate skills derived from previous motion graphics, interactive design, web design and a number of other related courses in digital media to create an even more diverse array of solutions to Motion Graphics challenges. Projects will include commercials for television and web, animations for interactive design applications, event presentations and more. In addition, students can also expect to be introduced to new relevant skills such as fundamentals in audio engineering, voice-overs and music beds, advanced chroma key editing, device and media-specific performance optimization and a multitude of other skills for individual and team projects.

## WD 475 WEB APPLICATION INTEGRATION

Building on advanced web and interactive design skillsets as well as basic competencies with server structures, students will reach beyond academic theory and migrate towards creating real-world web application solutions. Every stage, from problem analysis and definition, design, development, testing and deployment will be visited in both individual and group production environments. By the end of this course, students should feel confident analyzing and addressing web application challenges. They should also expand their portfolios to demonstrate their understandings of these processes.

## WD 420 WEB & INTERACTIVE DESIGN CAPSTONE

This final web design course is designed to display the knowledge and talent representative of the student's cumulative abilities in completion of the BGA program. Aggregating all of their skillsets, students will independently research and evaluate a specific personal or consumer need for a website or application, propose and address a solution, address marketing strategies and deployment, as well as address monetization concerns. In doing so, students should have material evidence of their market value as a developer and designer to showcase to prospective employers and clients.

## IS 440 INDEPENDENT STUDY

Independent study courses are individually designed to meet specific needs of students. They may vary from one to four semester hours of credit. They may be in any subject area a student needs in order to complete degree requirements. Independent study courses must be approved by a member of the Faculty, the student's Department Coordinator and by the Vice President of Academic Affairs.

## BUS 450 PORTFOLIO AND PREPARATION

This course provides students who are about to graduate the Bachelor degree program In Web and Interactive Design an opportunity to explore the presentation and interviewing techniques used to find employment. Positive self-image and goal setting concepts are reintroduced. Students are also expected to produce their own professional quality work for their portfolios. Students must participate in a formal portfolio presentation of their work to the community and to their fellow students. They are given instructions in portfolio presentation, preparation of their own resumes, both print and electronic, cover letters and promotional materials, both print and electronic.

# Bachelor of Graphic Arts (BGA)
# Commercial Illustration

## Educational Objectives

The Illustration program at Nossi College of Art offers a comprehensive curriculum focused on all aspects of developing commercial illustrators. Students learn from professional illustrators and designers and will be taught current industry methods and techniques. From fundamental instruction in courses such as Basic Drawing, Color Theory, Graphic Design and Design Composition, to advanced classes in Book Publishing, Sequential Art, 3D Modeling and Character Development, illustration students will be exposed to the latest applications, technology and professional training equipping them for a variety of career opportunities.

Each course is specifically designed to prepare students for freelance and full-time careers in commercial illustration including story board artist, comic artist, book illustrators, concept artist and 3D character and modeling artist.

Along with self-promotional preparation and training, students will also learn what it means to be a freelance artist. Understanding the business aspects of illustration will be as important as learning the technical and aesthetics aspects of creating art. Portfolio preparation, self-promotion and communication skills will be emphasized as students prepare for their professional careers. All students are encouraged to develop a freelance network prior to graduation utilizing the Nossi All Access and Career Services Offices.

From professional training and industry-relevant courses to professional communication skills, the students in the Bachelor of Graphic Art in Commercial Illustration will have the necessary skills and preparation for a career in design or illustration.

All 136-semester hours must be successfully completed with a minimum 2.0 grade point average to qualify for graduation.

The normal duration of the Bachelor of Graphic Arts (BGA) program in Commercial Illustration is 11 semesters (44 months). Graduates of the program complete 136 credit hours and earn a Bachelor of Graphic Arts degree in Commercial Illustration preparing them for entry-level and advanced-level work in the commercial illustration field.

| Course Number | Course Title | Credit Hours |
|---|---|---|
| **GENERAL EDUCATION COURSES** | | |
| SS 104 | SUCCESS STRATEGIES | 4 |
| PL 103 | PHILOSOPHY | 4 |
| PS 108 | PSYCHOLOGY | 4 |
| MTH 300 | CONTEMPORARY MATH | 3 |
| AH 212 | ART HISTORY/APPRECIATION | 4 |
| HWC 301 | HISTORY OF WESTERN CIVILIZATION | 4 |
| ES 300 | EARTH SCIENCES: THE HUMAN ENVIRONMENT | 3 |
| LIT 211 | LITERATURE | 4 |
| EN 270 | ENGLISH | 4 |
| EN 280 | ENGLISH: WRITTEN AND ORAL COMMUNICATION | 3 |
| **COURSES OF MAJOR** | | |
| DC 102 | DESIGN COMPOSITION | 3 |
| BD 101 | BASIC DRAWING | 3 |
| IL 103 | PERSPECTIVE DRAWING | 3 |
| APS 142 | ADOBE PHOTOSHOP | 3 |
| PL160 | PRINT PAGE LAYOUT | 3 |
| CT 105 | COLOR THEORY | 3 |
| AI 140 | ADOBE ILLUSTRATOR | 3 |
| AF 130 | ANATOMY AND FIGURE DRAWING | 3 |
| AM 218 | ALTERNATIVE MEDIUMS | 3 |
| TY 110 | TYPOGRAPHY | 3 |
| AF 340 | ADVANCED ANATOMY AND FIGURE DRAWING | 3 |
| IL 260 | ILLUSTRATION | 3 |
| IL 360 | SEQUENTIAL ART I | 3 |
| GD 115 | GRAPHIC DESIGN FUNDAMENTALS | 3 |
| ACSI 350 | ADOBE FOR ILLUSTRATORS | 3 |
| IL 310 | ILLUSTRATION MATERIALS AND TECHNIQUES | 3 |
| GD 220 | GRAPHIC DESIGN PROCESSES | 3 |
| 3DM 380 | 3D MODELING | 3 |
| TY 216 | ADVANCED TYPOGRAPHY | 3 |
| TN 425 | 3D TECHNOLOGIES | 3 |
| APS 324 | ADVANCED PHOTOSHOP | 3 |
| GD 230 | GRAPHIC DESIGN ADVERTISING | 3 |
| SBM 275 | SMALL BUSINESS MANAGEMENT | 3 |
| IL 410 | ADVERTISING ILLUSTRATION | 3 |
| IL 370 | SEQUENTIAL ART II | 3 |
| PA 240 | PRODUCTION ART | 3 |
| IL 420 | BOOK PUBLISHING ILLUSTRATION I | 3 |
| IL 435 | ADVANCED ILLUSTRATION TECHNOLOGIES | 3 |
| IL 430 | EDITORIAL ILLUSTRATION | 3 |
| IL 445 | BOOK PUBLISHING ILLUSTRATION II | 3 |
| IL 440 | ILLUSTRATION SPECIALIZATION | 3 |
| PCW 310 | PRINCIPLES OF COPYWRITING | 3 |
| IS 440 | INDEPENDENT STUDY (optional) | 1-4 |
| BUS 450 | PORTFOLIO AND PROMOTION | 3 |
| **TOTAL CREDIT HOURS** | | **136** |

# Course Descriptions for Commercial Illustration (BGA)

## General Education Courses

### EN 280 ENGLISH: WRITTEN AND ORAL COMMUNICATION

This course is designed to provide the student with instruction in two major areas of the English language – writing and oral communication skills. Writing techniques using correct English grammar will be emphasized and will be applicable for different environments including corporate, business and professional settings. A variety of public speaking techniques will also be taught. The student will learn what is appropriate for each situation in which, as a professional artist, he might find himself.

### PL 103 PHILOSOPHY

This course examines creative issues and thinkers in the philosophical tradition. The course will be a combination of lecture and discussion and will focus on questions from four main areas of philosophy: metaphysics, epistemology, ethics and aesthetics.

### PS 108 PSYCHOLOGY

This is a survey course of the science of psychology. It covers key terms of most of the psychological concepts from brain biology to abnormal, motivational and developmental psychology. This course surveys a broad field of study. A study of the thinking and research behind various fields of psychology will lead to a discussion of how each field applies to human events in everyday lives. An examination of how psychology also applies to advertising, graphic arts, illustration and photography will be made.

### MTH 300 CONTEMPORARY MATH

Students will examine common uses of mathematics in everyday life. This course will also focus upon mathematical applications involving choice, voting systems, routing and networks, probability, project scheduling and descriptive and inferential statistics.

### AH 212 ART HISTORY/APPRECIATION

This course provides a broad coverage of the history of art from prehistoric cave painting through modern times. Students learn from lectures, slide presentations, outside reading as well as reading the assigned class textbook. The students in this course are taught art appreciation, art history, terminology, artists and art styles and the characteristics that distinguish individual artists and styles. At the conclusion of this course students are expected to be able to identify different art works and then name the period, the style, its characteristics, influences and the artist.

### HWC 301 HISTORY OF WESTERN CIVILIZATION

This course presents students with a survey of Western Civilization from the ancient world to contemporary culture. Through discussion and appreciation of historical works, students will draw connections between the origins and influences of Western Civilization, as well as an understanding of its role in shaping cultures.

### ES 300 EARTH SCIENCES: THE HUMAN ENVIRONMENT

This GE requirement was established, in part, because of the potent influence of science on society. Therefore, a major objective of this course is to help develop an understanding of the nature of science, including its philosophical basis, power and limitations. The content of the course is centered on life and its relationship to the environment.

### LIT 211 LITERATURE

This class is designed to enhance the student's understanding and exposure to literature. Readings will come from the PDF files on Moodle as well as from handouts from the instructor. A novel reading is required and each student will read and analyze a different novel from a list provided by the instructor. Readings from different genres and cultures will include short stories, poetry and drama. Essays to analyze the readings are the method of assessment as well as tests over the readings and background materials.

### EN 270 ENGLISH

This English class will include intensive grammar review as well as writing assignments to complete a portfolio. Illustrations are encouraged to enhance the writing and the portfolio (these can add points to the grade). A resume and a cover letter are a separate part of the writing. A research paper is required and must have the correct documentation and analysis format. Professional presentation of final portfolio is required for completion of this course.

### SS 104 SUCCESS STRATEGIES

Success Strategies is a course in goal setting, techniques of note and test taking, problem solving skills, time management and critical thinking skill development. The course is designed to help each student improve his learning skills. In addition, students will acquire skills necessary to succeed as commercial artists. Life enhancing principles are also a major aspect of this course.

# Course Descriptions for Commercial Illustration (BGA)

## Courses of Major

### DC 102 DESIGN COMPOSITION
Students are introduced to the principles of design using a variety of media as they complete projects that emphasize various aspects of composition. They will learn about balance, repetition of shape, positive and negative space, focal point, the illusion of depth and motion.

### BD 101 BASIC DRAWING
This fundamental course introduces the beginning art student to the principles of drawing. Accurate observations of shapes, forms, contours, and tones will be stressed while learning to use a variety of mediums, i.e. pen and ink, graphite pencils, charcoal, marker and colored pencil techniques. Fundamental understanding of perspective drawing concepts, including one-, two- and three-point perspective will also be taught in this course. Students will produce works of art using a variety of drawing techniques i.e. cross-hatching, hatching, scumbling, back-fourth strokes, overlaying colors, stippling and washes.

### IL 103 PERSPECTIVE DRAWING
This comprehensive foundational course teaches students to use perspective to depict spatial and volumetric depth in paintings and drawings, in both traditional and digital mediums. Beginning with simple line sketches and building skills in more complex tonal drawings, students will learn to create a sense of the third dimension with the figure, still life, landscape and structures as subjects. Students examine one-, two- and multi-point perspective methods and learn to add reality with tonal range and light source.

### APS 142 ADOBE PHOTOSHOP
This course teaches students how to work with Adobe Photoshop, the industry-standard photo-manipulation program, from a graphic designer's standpoint. This course will introduce students to the steps necessary for preparing digital files for reproduction at a commercial printer, web design and digital publishing. Students will learn techniques for color management, image and color adjustments, image repair, montage techniques and preparing images for various output.

### PL 160 PRINT PAGE LAYOUT
InDesign is the program for page layout artists. It is used to lay out magazines and books, create high-end advertisements as well as other print projects that need exacting typographic and layout specifications. InDesign also has the ability to produce interactive PDFs and Apps for the iPad. In this course, you will learn how to implement InDesign into the daily workflow of your design career. You will also break down actual ad and layout designs from magazines and newspapers to discuss how these can be built within InDesign.

### CT 105 COLOR THEORY
Students are introduced to the principles of color theory utilizing various affects, techniques and mediums to create a comprehensive understanding of color principles. Light, hue, value and saturation are all explored in the course and students will learn many aspects of color relationship, application and how to affectively utilize the many facets of color and color theory in the commercial art field.

### AI 140 ADOBE ILLUSTRATOR
This course will teach students the Adobe Illustrator program, which is the industry standard for vector-based design in the graphic arts field. Students will learn to create their own designs, illustrations and reach an understanding of the types of real-world problems students face on the job. Printing, color and design techniques (the latter learned in the various graphic design courses) will be integrated for completion of the various projects.

### AF 130 ANATOMY AND FIGURE DRAWING
The structure of the human body is taught by observing the skeleton of the human figure. Understanding the bone structure is an essential prerequisite to drawing the human figure accurately with an emphasis on the muscular structure of the human body. Upon completion, students will be able to produce professional drawings of anatomically correct figures, depict chiaroscuro (the treatment of light and shade in drawing and painting) in the figure, contrast and emphasize value and placement of the figures by using pencil, charcoal, pastel, conté and other mediums.

### AM 218 ALTERNATIVE MEDIUMS
In this course, students will be introduced to various painting mediums to increase their versatility in the visual communications industry. Projects in watercolor, gouache, acrylic, oil and mixed media will be explored.

### TY 110 TYPOGRAPHY
Students will study the history of lettering from ancient symbols to today's digital technology. Students will also study various type families, become familiar with the terminology and practice the art of hand lettering. Students will learn the art of designing with type and become familiar with different 'moods' or the feel type can have for different occasions. Students

will also learn different styles of type used throughout history. Emphasis on rules for proper letter spacing, word spacing and the arrangement of type for maximum readability will be stressed.

### AF 340 ADVANCED ANATOMY AND FIGURE DRAWING
This course will explore the human form in a more in depth study as well as application of movement, clothing, lighting and foreshortening. Students will utilize various mediums and experiment with stylization, interpretation and application of human anatomy in visual communications. Concepts of perspective, structure and composition will also be introduced in this course, while exploring the affects that clothing and coverings have on the human form. Some introduction to animal and quadruped structure will also be introduced. Both traditional and digital mediums will be used in this course.

### IL 260 ILLUSTRATION
In this course, students will learn the different genres of illustration markets including editorial, advertising, corporate, technical, book publishing and packaging. Students will be introduced to the business of illustration. Techniques of oil, gouache, marker and color pencil will be presented to the student. Pricing, contracts, kill fees and second rights will be presented. Upon completion of this course, students will have produced four illustrations ready for publication.

### IL 360 SEQUENTIAL ART I
Students will have the opportunity to explore illustration in the narrative form. Storyboarding video productions, television commercials and feature films are a necessity in the world of visual entertainment. Comic books, since inception, have used sequential illustration to visualize concepts and tell their stories. Students will also explore the concept and development of Concept Art, where the main goal is to convey a visual representation of design, idea and/or mood for use in films, video games, animation or comic books prior to final art.

### GD 115 GRAPHIC DESIGN FUNDAMENTALS
Students will explore the theory of aesthetics and design concepts as it applies to graphics. This course will encompass a detailed investigation into the principles and concepts of effective visual communications through the use of two- and three-dimensional design with a goal of creative problem solving. There is also an emphasis in Information Gathering, Step 1 of the Nossi 9 Step Creative Process and commercial application of designing corporate graphics such as logos and symbol designs.

### ACSI 350 ADOBE FOR ILLUSTRATORS
Traditional mediums and the powerful colorization tools of Adobe Photoshop, Illustrator, InDesign and Acrobat are merged for an unbeatable combination in the field of illustration. Savvy professionals today recognize the value of both worlds and in combination they can bring visual skills highly sought after in today's marketplace.

### IL 310 ILLUSTRATION MATERIALS AND TECHNIQUES
The course is designed to help illustrators understand the importance of environments and environmental conditions in illustration. The impact and effectiveness in creating the right environment is essential for illustrators to utilize in commercial illustration. Merging the right environment with character, creature and non-organic development can be the difference between a good illustration and a great illustration. Artwork will be created using both traditional and digital mediums and techniques with an emphasis on capitalizing the benefits of both.

### GD 220 GRAPHIC DESIGN PROCESSES
This course is a continuation of Graphic Design Fundamentals concerning the creative process. Emphasis is on conceptual execution with diverse projects including simple packaging, ads, posters, print design and brand identity. The course focuses on how people see and arrange visual information into a meaningful whole. Students will also get a deep-dive into specialized printing materials and techniques, design terminology, digital design and the 'business of design.'

### 3DM 380 3D MODELING
This course will allow students to be introduced to the world of 3D visualization. This will be the first major step for students in 3D principles. Students will start by learning the interface and how to maneuver around the application. As students progress, modeling, texturing and different layout concepts (including UV) will be explored. By the conclusion of this class, students will be able to create simple objects or environments and will texture, light and then render them for print purposes.

### TY 216 ADVANCED TYPOGRAPHY
Students will delve deeper into the usage of fonts as a major design element. Real life projects will allow students to "practice" choosing appropriate fonts for the subject/client as well as choosing the correct size and color. Students will learn to properly use space, the typographic grid and hierarchy in their designs. Students will begin to use type as a graphic art.

### TN 425 3D TECHNOLOGIES
This course will allow both graphic design students and illustration students to take the basic information learned in their 3D Modeling class and expand on the modeling and rendering side of 3D. Students will have the opportunity to learn advanced techniques for modeling hard surfaced objects like vehicles and a variety of containers and then progress to organic objects like animals or humans. How to model efficiently is also a major part of this Technologies course. This course will provide a basic foundation on how to tackle any modeling challenges with which students might be faced on a professional basis.

### APS 324 ADVANCED PHOTOSHOP
Adobe Photoshop is the premier program for creating digital paintings and illustrations. It is used for everything from print to web to video. In this course, students will learn to work with brushes and master the settings. Extensive painting projects weekly and large projects will be achieved.

### GD 230 GRAPHIC DESIGN ADVERTISING
This course will explore the history of advertising and examine its role and importance in society. The student will learn the basics of marketing and product positioning with a focus on Conceptualization, Reflection and Refinement, Steps 3, 4 and 5 of the Nossi 9 Step Creative Process. How

an advertising campaign develops, from the concept to final executions including newspapers, magazines, direct mail, television, radio and billboards will be explored, including the use of new medias, i.e. online advertising and social media.

## SBM 275 SMALL BUSINESS MANAGEMENT
In this course, students will learn the skills and procedures necessary to start a successful freelance operation. Students will learn the advantages and disadvantages of freelancing and also what steps are necessary to protect their creative property and ensure they are paid according to their skills and demand. Ethical standards as well as moral standards will be explored in order that students may understand fair competition in the freelance world.

## IL 410 ADVERTISING ILLUSTRATION
Students will research advertising agencies, design studios and corporations and inquire about their illustration needs. Projects will range from annual reports to products and posters.

## IL 370 SEQUENTIAL ART II
Students will have the opportunity to further explore illustration in the narrative form. Comic books, since inception, have used sequential illustration to visualize concepts and tell their stories. Students will review advanced visual storytelling practices, focusing much more on composition and consideration of the reader as participant in presentation of the story. Students will also explore the development of Concept Art where the main goal is to completely produce a 32-page comic project, from character and story creation to best utilizing experience and talent as member of a team of pencilers, inkers or colorists, along with conceptual design of cover. Every student and their work will be part of a professional and finished final product, available as a PDF.

## PA 240 PRODUCTION ART
In this course the student will learn a series of steps for creating a printed product. From the conception and execution of a design through editing and production of the finished product, students will learn about various printing processes focusing mainly on offset lithography. Upon completion of this course, the student will have a clear understanding of the four-color printing process and their role as graphic designer in the process.

## IL 420 BOOK PUBLISHING ILLUSTRATION
Students are introduced to the world of book illustration for the publishing world. For Children's PB or Graphic Novel (children to adult target ages), historical and religious books, all genres will be researched by students and evaluated. From this exercise, students will choose their direction of expertise and interest.

## IL 435 ADVANCED ILLUSTRATION TECHNOLOGIES
This course will introduce students to digital sculpting and how it can be used in various forms of illustration. Digital sculpting is being used more and more by various companies and artists because of its speed and functionality. Students will be taught primarily in ZBrush but will also be using Photoshop to concept their artwork and produce finished pieces. The main purpose of this course is to give students a strong introduction to ZBrush and have them learn how to move around the interface confidently.

## IL 430 EDITORIAL ILLUSTRATION
Students will be providing illustration solutions to the editorial needs of newspapers, magazines and corporations, both on a local and national level. Political satire and bringing visual life to the written word are examples of the areas to be explored.

## IL 445 BOOK PUBLISHING ILLUSTRATION II
In this course, students continue to learn traditional content and functions of illustration as it relates to books. In addition, students will learn the fundamentals of choosing themes to visualize in a narrative. Students will learn advanced aspects of book illustration, including styles, market, reproduction, character development and audience. Students will work on independent projects and explore the subject of book illustration in depth. A basic history of the Illustrated Book is covered through an examination of both historical and contemporary examples. Students will learn how to develop the concept of an original idea and how to prepare it for presentation to a commercial publisher.

## IL 440 ILLUSTRATION SPECIALIZATION
In this course, students will create a cohesive body of illustrations best represent each student's interests and strengths. Students will use the media with which they are most confident. Emphasis is on the individual style that most fits the student's artistic personality. Upon completion of this course, students will have created imagery suitable for use in a promotional campaign.

## PCW 310 PRINCIPLES OF COPYWRITING AND EDITING
The focus of this course is to provide students with the essential skills for professional copywriting and editing. Students will learn how to recognize the purpose behind any piece of copy, use creative skills to make their copy reach target audiences, apply technical specifications to any piece of copy through the use of style sheets and format spoken English into acceptable professional copy.

## IS 440 INDEPENDENT STUDY
Independent study courses are individually designed to meet specific needs of students. They may vary from one to four semester hours of credit. They may be in any subject area a student needs in order to complete degree requirements. Independent study courses must be approved by a member of the faculty and by the Vice President of Academic Affairs.

## BUS 450 PORTFOLIO AND PROMOTION
This intensive capstone course provides students with the technical, conceptual and aesthetic skills to organize and develop an outstanding professional portfolio. Students will build on their comprehensive body of work while at Nossi College of Art. Self-promotional identity themes are developed along with a thorough review of student resumes, cover letters and business cards. Interviewing techniques and job search preparation are also stressed. Portfolios, resumes, business cards and self-promotional materials are showcased at the mandatory Portfolio Review each semester. Industry professionals and potential employers attend the event.

# Bachelor of Graphic Arts (BGA)
## Commercial Photography

### Educational Objectives

Nossi College of Art's Bachelor of Graphics Arts (BGA) degree in Commercial Photography will prepare graduates for careers as a commercial photographer. This BGA course of study will give Nossi graduates a competitive advantage in the job market. Employers value photographers with a diverse range of skills, with the ability to stay current with changing technologies and with proven creativity. Graduates of this program have clearly demonstrated all of these achievements.

This program provides students with extensive experiences with camera techniques, a strong emphasis on lighting processes, composition, post-production work including Adobe Photoshop and an appreciation for the ever-changing world of photography.

Through the process of specific areas of photography (photojournalism, wedding, portraiture, fashion, advertising and sports, for example), our students learn how to adjust their photographic skills for different uses both in and out of the classroom.

Through several business courses including Online Marketing and Business of Photography courses, students learn the realities of dealing with clients, of dealing with local and state government regulations and of how to promote one's own business. These business courses are an extremely important aspect of this degree as we anticipate every one of our graduates from this program will be extremely successful as a professional photographer.

All 135 semester hours must be successfully completed with a minimum 2.0 grade point average (on a 4.0 scale) to qualify for graduation.

The normal duration of the Bachelor of Graphic Arts (BGA) program in Commercial Photography is 11 semesters (44 months). Graduates of the program complete 135 credit hours and earn a Bachelor of Graphic Arts degree in Commercial Photography preparing them for entry-level and advanced-level work in the photography field.

| Course Number | Course Title | Credit Hours |
|---|---|---|
| **GENERAL EDUCATION COURSES** | | |
| SS 104 | SUCCESS STRATEGIES | 4 |
| PL 103 | PHILOSOPHY | 4 |
| PS 108 | PSYCHOLOGY | 4 |
| MTH 300 | CONTEMPORARY MATH | 3 |
| HWC 301 | HISTORY OF WESTERN CIVILIZATION | 4 |
| ES 300 | EARTH SCIENCES: THE HUMAN ENVIRONMENT | 3 |
| LIT 211 | LITERATURE | 4 |
| EN 270 | ENGLISH | 4 |
| EN 280 | ENGLISH: WRITTEN AND ORAL COMMUNICATION | 3 |
| **COURSES OF MAJOR** | | |
| PH 101 | INTRODUCTION TO PHOTOGRAPHY | 3 |
| DC 102 | DESIGN COMPOSITION | 3 |
| PH 103 | ADOBE LIGHTROOM | 3 |
| VPP 120 | VISUAL PRINCIPLES OF PHOTOGRAPHY | 3 |
| SLT 130 | STUDIO LIGHTING TECHNIQUES | 3 |
| APSP 140 | ADOBE PHOTOSHOP | 3 |
| PH 201 | PORTRAIT PHOTOGRAPHY | 3 |
| DP 104 | DIGITAL PHOTOGRAPHY | 3 |
| LLT 110 | LOCATION LIGHTING TECHNIQUES | 3 |
| PH 215 | PHOTOGRAPHY IN POPULAR CULTURE | 3 |
| MFP 220 | MODEL FASHION PHOTOGRAPHY | 3 |
| ADP 240 | ADVANCED DIGITAL PHOTOGRAPHY | 3 |
| PH 270 | THE BUSINESS OF PHOTOGRAPHY I | 3 |
| WE 205 | WEDDING EVENTS | 3 |
| PH 230 | ADVANCED LIGHTING | 3 |
| SP 208 | SPORTS PHOTOGRAPHY | 3 |
| PJ 209 | PHOTOJOURNALISM | 3 |
| PH 280 | THE BUSINESS OF PHOTOGRAPHY II | 3 |
| PH 285 | ONLINE MARKETING | 3 |
| PH 210 | COMMERCIAL ADVERTISING | 3 |
| PH 290 | ADVANCED COMMERCIAL ADVERTISING | 3 |
| VID 301 | INTRO TO VIDEO AND FILM | 3 |
| PH 310 | FOOD PHOTOGRAPHY | 3 |
| PH 350 | ADVANCED IMAGE PROCESSING | 3 |
| PH 330 | ARCHITECTURAL PHOTOGRAPHY | 3 |
| PH 340 | LANDSCAPE PHOTOGRAPHY | 3 |
| PH 380 | DIY PHOTOGRAPHY | 3 |
| VID 325 | EDITING TECHNIQUES | 3 |
| PH 420 | CONCERTS AND SPECIAL EVENTS PHOTOGRAPHY | 3 |
| PH 450 | TRAVEL PHOTOGRAPHY TECHNIQUES | 3 |
| PH 480 | FINE ART PHOTOGRAPHY | 3 |
| VID 330 | AUDIO TECHNIQUES | 3 |
| PH 490 | CAPSTONE PROJECT | 3 |
| IS 440 | INDEPENDENT STUDY (Optional) | 1-4 |
| BUS 450 | PORTFOLIO AND PROMOTION | 3 |
| **Total Credit Hours** | | **135** |

# Course Descriptions (BGA) for Commercial Photography

## General Education Courses

### EN 280 ENGLISH: WRITTEN AND ORAL COMMUNICATION
This course is designed to provide the student with instruction in two major areas of the English language – writing skills and oral communication skills. Writing techniques usING correct English grammar will be emphasized and will be applicable for different environments including corporate, business and professional settings. A variety of public speaking techniques will also be taught. The student will learn what is appropriate for each situation in which, as a professional artist, he might find himself.

### PL 103 PHILOSOPHY
This course examines creative issues and thinkers in the philosophical tradition. The course will be a combination of lecture and discussion and will focus on questions from four main areas of philosophy: metaphysics, epistemology, ethics and aesthetics.

### PS 108 PSYCHOLOGY
This is a survey course of the science of psychology. It covers the key terms of most of the psychological concepts from brain biology to abnormal, motivational and developmental psychology. This course surveys a broad field of study. A study of the thinking and research behind various fields of psychology will lead to a discussion of how each field applies to human events in the everyday lives of people. An examination of how psychology also applies to advertising, graphic arts, illustration and photography will be made.

### MTH 300 CONTEMPORARY MATH
Students will examine common uses of mathematics in everyday life. This course will also focus upon mathematical applications involving choice, voting systems, routing and networks, project scheduling, descriptive and inferential statistics, and probability.

### AH 212 ART HISTORY/APPRECIATION
This course provides a broad coverage of the history of art from prehistoric cave painting through modern times. Students learn from lectures, slide presentations, outside reading as well as reading the assigned class textbook. The students in this course are taught art appreciation, art history, terminology, artists and art styles and the characteristics that distinguish individual artists and styles. At the conclusion of this course students are expected to be able to identify different art works and then name the period, the style, its characteristics, influences and the artist.

### HWC 301 HISTORY OF WESTERN CIVILIZATION
This course presents students with a survey of Western Civilization from the ancient world to contemporary culture. Through discussion and appreciation of historical works, students will draw connections between the origins and influences of Western Civilization, as well as an understanding of its role in shaping cultures.

### ES 300 EARTH SCIENCES: THE HUMAN ENVIRONMENT
This GE requirement was established, in part, because of the potent influence of science on society. Therefore, a major objective of this course is to help develop an understanding of the nature of science, including its philosophical basis, power and limitations. The content of the course is centered on life and its relationship to the environment.

### LIT 211 LITERATURE
This class is designed to enhance the student's understanding and exposure to literature. Readings will come from the PDF files on Moodle as well as from handouts from the instructor. A novel reading is required and each student will read and analyze a different novel from a list provided by the instructor. Readings from different genres and cultures will include short stories, poetry and drama. Essays to analyze the readings are the method of assessment as well as tests over the readings and background materials.

### EN 270 ENGLISH
This English class will include intensive grammar review as well as writing assignments to complete a portfolio. Illustrations are encouraged to enhance the writing and the portfolio (these can add points to the grade). A resume and a cover letter are a separate part of the writing. A research paper is required and must have the correct documentation and analysis format. Professional presentation of final portfolio is required for completion of this course.

### SS 104 SUCCESS STRATEGIES
Success Strategies is a course in goal setting, techniques of note and test taking, problem solving skills, time management and critical thinking skill development. The course is designed to help each student improve his learning skills. In addition, students will acquire skills necessary to succeed as commercial artists. Life enhancing principles are also a major aspect of this course.

# Course Descriptions for Commercial Photography (BGA)

## Courses of Major

### PH 101 INTRODUCTION TO PHOTOGRAPHY
Introduction to photography will focus on learning and building the photography skills necessary to complete a variety of technical assignments revolving around nature and wildlife. Students will learn how to utilize the main functions of a digital camera in order to make accurate exposures. They will also learn the correct terminology and equipment associated with basic photography. This course is designed to build each student's confidence when using their camera to complete challenging assignments. Introduction to photography will give students a solid foundation that will be used throughout their photography degree program. Shooting assignments for this course will primarily consist of nature photography concepts using available light. Use of tripods, meters and lenses will be taught on field trips with an emphasis on basic color control, composition and exposure.

### DC 102 DESIGN COMPOSITION
Students are introduced to the principles of design using a variety of media as they complete projects emphasizing various aspects of composition. They will learn about balance, repetition of shape, positive and negative space, focal point, the illusion of depth and motion.

### PH 103 ADOBE LIGHTROOM
In this course, students will be introduced to the Macintosh computer. Comparisons between the Macintosh and PC environments will be discussed in order to help those who are used to working with the PC become comfortable in the Mac environment. Students will learn how to work with the system, with an emphasis on organization and workflow. Through the use of the various programs included with the operating system and Adobe Lightroom, this learning process will take the students through various projects geared to introduce them to the software applications they will use the most. Students will be introduced to and begin to use Adobe Lightroom to organize their workflow and develop their photographs using camera raw files. Emphasis will be placed on acquiring a proficiency with camera raw processing for correct white balance, tonal range, noise reduction and sharpening.

### VPP 120 VISUAL PRINCIPLES OF PHOTOGRAPHY
This course provides insight into photography through a study of its history. Topics include the invention of photography, various movements in photography, historical processes, photographers and their influences on the way we see and use photography today, copyrights and ethics.

### SLT 130 STUDIO LIGHTING TECHNIQUES
This course is a studio and lighting class covering the basic fundamentals of various types of lighting. It includes different lighting systems that will demonstrate studio techniques for portrait, tabletop and still life photography. This class will give the students an understanding of how to work in the studio to achieve hard light and soft light using different types of light modifiers including the use of reflectors, soft boxes, umbrellas, grids, snoots and various other lighting accessories.

### APSP 140 ADOBE PHOTOSHOP
This course teaches students how to work with Adobe Photoshop, the industry-standard, photo-manipulation program -- from a photographer's standpoint. Building upon what was learned in the Lightroom course about organizing and developing images, Adobe Photoshop for Photographers will delve deeper into the technical aspects of image developing, showing photography students techniques for color management, image and color adjustments, montage techniques and preparing images for print.

### PH 201 PORTRAIT PHOTOGRAPHY
Students will learn posing and lighting techniques for commercial headshots and portrait photography. The student will become familiar with studio equipment, set design and classic lighting set-ups. Students will study the elements of portraiture: pose, gesture and composition and will learn how they work together to make the difference between a good photograph and great photograph.

### DP 104 DIGITAL PHOTOGRAPHY
This course is primarily a shooting course. Students are expected to shoot hundreds of images improving their techniques and skills as they progress through the course. Some of the images students produce may be of

portfolio quality. Additional topics include digital imaging, analyzing digital images, image capture with digital cameras and scanners, output devices, resolutions and digital file formats.

### LLT 110 LOCATION LIGHTING TECHNIQUES

This is a course in understanding the use of natural and artificial light, reflectors, strobes, tungsten and florescent lighting systems to light and photograph portraits, interiors, exteriors, large and small spaces, still life, streets and architecture for corporate and editorial assignments. Students will learn about color temperatures and ways to color- balance with the use of color correcting gels and filters. Techniques of controlling, shaping, moving and enhancing natural light will be learned.

### PH 215 PHOTOGRAPHY IN POPULAR CULTURE

A comprehensive introduction to mass communication including a critical look at culture and a thorough discussion of how media technologies develop, operate and affect our society. The course focuses on key media issues confronting each sector of the media industry, encouraging students to think critically and analyze issues related to specific media.

### MFP 220 MODEL FASHION PHOTOGRAPHY

Color and B&W photographs will be used to showcase professional models. The use of studio lights and natural light with modifications such as reflectors and on camera flash will be combined to produce images for commercial applications. Head shots, ¾ length and full-length images will be produced.

### ADP 240 ADVANCED DIGITAL PHOTOGRAPHY

This course is designed for students with advanced knowledge of computers and image editing software. It is designed to teach students how to fully develop digital images in Camera Raw; to post-process images in Photoshop using advanced techniques; to apply color management techniques to their workflow, including soft-proofing; and, to professionally manage their workflow from concept to final output. Topics include soft- proofing and color management; using speed lights and diffusers; noise reduction; controlling DOF; correcting lens distortion in post work; using Photoshop's panoramic; Zoomify, displacement and vanishing point features; HDR imaging using Photoshop and Adobe Camera Raw; and, focus stacking using Zerene Stacker.

### BUS 270 THE BUSINESS OF PHOTOGRAPHY I

The Business of Photography I is a course designed to introduce the student to the concepts of running a professional photography business. Students will be introduced to the connection between theoretical knowledge and actual application of these concepts as it relates to their own business. Marketing, advertising and sales techniques that have been successful for professional photographers will be explored.

### WE 205 WEDDING EVENTS

Students will learn posing and lighting techniques for wedding photography. The student will become familiar with equipment, design and classic lighting set-ups. In addition, students will design and use business cards, contracts and formal business arrangements for wedding related photographic products such as albums, framed photographs and videos. Students will photograph simulated weddings at real churches, outdoor facilities and other wedding locations.

### PH 230 ADVANCED LIGHTING

In this course, students will explore and learn how to approach different lighting conditions and situations including studio, outdoor and event locations. Students will learn how to use on-camera flash and how to use professional lighting equipment (including the use of location lighting that requires generator usage) at indoor and outdoor events. In addition, students will learn non-standard lighting schemes that will enable them to shoot in difficult or unusual situations.

### SP 208 SPORTS PHOTOGRAPHY

This course introduces students to the fast-paced world of sports photography. Camera techniques, lighting, subject material, query letters and publication rights will be covered.

### PJ 209 PHOTOJOURNALISM

The aim of this course is to advance the student's skills in visual communications through the use of photography in single images, stories or videos. Communication is the ultimate aim of photography and better communication skills make better photographers. Students will be expected to produce single images and stories on their own time for critique in the classroom and through that critique to improve their communication skills. The class will place emphasis on the skills and techniques of shooting images that engage and communicate with the reader. Students will be expected to have basic skills necessary to operate in the real world where available darkness is the rule and studio lighting gear is the exception. Since communication implies an audience, students will be encouraged to submit images and stories to various publications in both digital and print formats. Whenever possible students will be given assignments to shoot for various school outlets and credited for completed assignments.

### BUS 280 THE BUSINESS OF PHOTOGRAPHY II

This course will explore all the aspects of creating and managing a photography studio, as well as providing guidelines for being a successful independent contractor. A viable business plan will be produced.

## BUS 285 ONLINE MARKETING

It's no secret the Internet has changed how people and businesses interact with one another. Photographers have a great deal to gain from social networking. Social networking is the communication and marketing tool of today. Photographers can gain more exposure for their work and build a positive reputation online. They can find new clients and develop a community around their work. Photographers may be familiar with social networking tools like Facebook, Twitter and blogging but may not know how to put these tools to use for business success. This course acts as a practical guide for photographers to get online and embrace social networking efficiently and effectively.

## PH 210 COMMERCIAL ADVERTISING

Students will learn techniques for collaborating with advertising professionals, as well as producing shots suitable for editorial and advertising photography. Subject matter will include a variety of contemporary advertiser needs, ranging from product shots to architectural work.

## PH 290 ADVANCED COMMERCIAL ADVERTISING

Students will learn techniques for collaborating with advertising professionals as well as producing shots suitable for editorial and advertising photography. Subject matter will include a variety of contemporary advertiser needs, ranging from product shots to architectural work. This is an advanced course and students are expected to produce professional quality work.

## VID 301 INTRO TO VIDEO AND FILM

This course will introduce students to basic video production techniques. Students will learn how the camera acts as a storyteller. In addition to learning basic procedures and techniques of video productions, students will dissect various print, video and film projects to analyze details and tricks of emotional augmentation.

## PH 310 FOOD PHOTOGRAPHY

In this course students will learn the basics involved in food photography. This will include the fundamentals of lighting food as well as prop shopping, set building, basic food preparation and post work involved in food photography.

## PH 350 ADVANCED IMAGE PROCESSING

This course teaches students how to work with the advanced and emerging features of Adobe Photoshop. Building upon what was learned in the prerequisites APSP140 and ADP240, Advanced Image Processing will delve deeper into the technical aspects of image developing and manipulation and will address new Photoshop features as they become available.

## PH 330 ARCHITECTURAL PHOTOGRAPHY

During this course, students will learn techniques of taking structural images of both the inside and outside of a wide variety of homes and commercial buildings. Historical as well as modern architecture will be explored. How to best reveal the purposes and functions of interior design will be an integral aspect of this course.

## PH 340 LANDSCAPE PHOTOGRAPHY

There are many commercial uses for landscape photography and this course will explore those uses. For example, resorts, golf courses, retreats, state and national parks, residential subdivisions and inner-city hotels all use landscape photography for their brochures and promotional advertising. Landscape photography is frequently used on mass produced calendars, note cards, greeting cards and posters. Through this course, photography students will learn special techniques for getting the best images of selected sites that can then be used for landscape purposes.

## PH 380 DIY PHOTOGRAPHY

DIY Photography is a course designed to teach students an economical approach to photography and photographic lighting. Students will explore resourceful techniques contributing to their personal style as a commercial photographer. Throughout the course, students will learn how to make the most out of the equipment they have, repurpose disregarded objects and turn them into practical and useful tools. Students will discover solutions by thinking outside the box.

## VID 325 EDITING TECHNIQUES

This course will examine the visual storytelling techniques and tools of video editing. Students will dissect editing styles, experiment with video projects and learn terms and tricks. The overall pacing of scenes and sequences will be discussed, as well as the importance of drawing visual and timing cues from the story itself. Going beyond just the basics of storage, timelines, shot choices, inserts, montage, series of shots, transitions and fades, this course will examine how to draw an audience in and how to make an audience identify with the characters' perspectives for the sake of the overall scene and story arc.

## PH 420 CONCERTS AND SPECIAL EVENTS PHOTOGRAPHY

This course is a study of event and concert photography. Emphasis will be given on how to capture moments in events, whether it's some type of social gathering or a concert. Technical as well as conceptual skill will be taught. Students will become proficient in on-camera flash usage.

## PH 450 TRAVEL PHOTOGRAPHY TECHNIQUES

Travel Photography Techniques will prepare each student with specific skills to photograph scenes from around the globe and bring them home. Students will not be traveling around the world but assignments will prepare students for any travel photography assignment. The course will use Nashville and surrounding areas as demonstration targets for the techniques that will be taught.

## PH 480 FINE ART PHOTOGRAPHY

By the time each photography student has reached the senior year of this program, they should have developed their own photographic style. This course is designed to give each student the freedom to shoot, in that style, images that could be considered fine art. This course is an opportunity to explore and develop each student's artistic and creative side.

## VID 330 AUDIO TECHNIQUES

Students will learn basic audio recording, mixing and editing techniques for video production using industry hardware and editing software. Using various recording and editing exercises, students will get hands-on training exploring the technical and theoretical aspects of audio engineering.

## PH 490 CAPSTONE PROJECT

This course is a culmination of a student's four years of photographic study. Each student in this course will develop a portfolio of work in a specific area of interest to that student. Whatever area in which a student finds his/her interest to be strong can be used for this final project course. For example, if a student has decided that he/she wants to go into portrait photography, then this capstone project course will consist of a portfolio of professional quality portrait photography. Each student in the class may be working in completely different areas (portrait, food, wedding, architecture, model fashion, product, etc.) depending upon

which area each student has found an interest. All work in the final portfolio will be done during the student's final semester and will done specifically for this course. Regardless of what area the student chooses for this portfolio, all the work in the final portfolio is expected to be at a professional level.

## IS 440 INDEPENDENT STUDY (OPTIONAL)

Independent Study courses are individually designed to meet specific needs of students. They may vary from one to four semester hours of credit. They may be in any subject area a student needs in order to complete degree requirements. Independent study courses must be approved by a member of the faculty and by the Vice President for Academic Affairs.

## BUS 450 PORTFOLIO AND PROMOTION

This course provides students who are about to graduate from a Bachelor Degree program an opportunity to explore the presentation and interviewing techniques used to find employment. Positive self-image and goal setting concepts are reintroduced. Students are also expected to produce camera ready art work for their portfolio. Students must participate in a formal portfolio presentation of their work to the community and to their fellow students. They are given instructions in portfolio presentation and preparation of their own resume, both print and electronic, and cover letter.

# Bachelor of Graphic Arts (BGA)
# Video & Film

## Educational Objectives

Many opportunities will present themselves to graduates of this BGA degree program. This is an exciting degree that attracts students from all over with its strong and diverse curriculum. These BGA Video and Film graduates will be able to move smoothly into the corporate and independent business worlds as they use their video skills in their workplace or community as either an employee or as their own boss.

Graduates of this bachelor degree program will have the opportunity to work in many creative areas of video and film. It could be in commercial areas such as event and documentary. It could be in narrative areas including episodic storytelling, digital filmmaking, wedding videography, educational and medical video, music video or any other numerous opportunities. Our students truly have fun with this program!

With the development and refinement of broadband technologies, high definition television, specialty networks and a whole new world of web content demand, the marketplace is in the process of one of the most important changes in its history. The need for qualified video and film professionals is constantly increasing. As these markets continue to grow, creative professionals who supply quality content, event coverage and original visual storytelling will grow along with it.

In addition to the real possibility that many graduates of the BGA in Video and Film degree program will go into business for themselves, there are numerous employment opportunities in the marketplace. These include such positions as director, screenwriter, videographer, cinematographer, assistant director, assistant camera, grip, gaffer, producer, editor and many others. These positions are available both on large and small production teams. The demand is as diverse as the artist.

All 135 semester hours must be successfully completed with a minimum 2.0 grade point average (on a 4.0 scale) to qualify for graduation.

The normal duration of the Bachelor of Graphic Arts (BGA) program in Video & Film is 11 semesters (44 months). Graduates of the program complete 135 credit hours and earn a Bachelor of Graphic Arts degree in Video & Film preparing them for entry-level and advanced-level work in the video and film fields.

| Course Number | Course Title | Credit |
|---|---|---|
| **GENERAL EDUCATION COURSES** | | |
| SS 104 | SUCCESS STRATEGIES | 4 |
| PL 103 | PHILOSOPHY | 4 |
| PS 108 | PSYCHOLOGY | 4 |
| MTH 300 | CONTEMPORARY MATH | 3 |
| HWC 301 | HISTORY OF WESTERN CIVILIZATION | 4 |
| ES 300 | EARTH SCIENCES: THE HUMAN ENVIRONMENT | 3 |
| LIT 211 | LITERATURE | 4 |
| EN 270 | ENGLISH | 4 |
| EN 280 | ENGLISH: WRITTEN AND ORAL COMMUNICATION | 3 |
| **COURSES OF MAJOR** | | |
| PH 101 | INTRODUCTION TO PHOTOGRAPHY | 3 |
| SLT 130 | STUDIO LIGHTING TECHNIQUES | 3 |
| AI 140 | ADOBE ILLUSTRATOR | 3 |
| APSP 140 | ADOBE PHOTOSHOP | 3 |
| DP 104 | DIGITAL PHOTOGRAPHY | 3 |
| ADP 240 | ADVANCED DIGITAL PHOTOGRAPHY | 3 |
| VID 301 | INTRODUCTION TO VIDEO AND FILM | 3 |
| WD 285 | WEB LANGUAGE I | 3 |
| ID 280 | INTERACTIVE DESIGN I | 3 |
| VID 302 | CINEMATIC TECHNIQUES | 3 |
| MG 250 | MOTION GRAPHICS | 3 |
| BUS 270 | THE BUSINESS OF VIDEOGRAPHY I | 3 |
| BUS 280 | THE BUSINESS OF VIDEOGRAPHY II | 3 |
| BUS 285 | ONLINE MARKETING | 3 |
| VID 335 | LIGHTING FOR VIDEOGRAPHY | 3 |
| VID 305 | VIDEOGRAPHY PREPRODUCTION TECHNIQUES | 3 |
| VID 310 | SCREENWRITING | 3 |
| VID 325 | EDITING TECHNIQUES | 3 |
| VID 330 | AUDIO TECHNIQUES | 3 |
| VID 340 | PRODUCING AND DIRECTING | 3 |
| MG 360 | ADVANCED MOTION GRAPHICS | 3 |
| FP 360 | FIELD PRODUCTION TECHNIQUES | 3 |
| NVD 370 | NEWS AND SPECIAL EVENTS VIDEOGRAPHY | 3 |
| VID 380 | WEDDING VIDEOGRAPHY | 3 |
| VID 410 | ADVANCED STORYTELLING AND SCREENWRITING | 3 |
| VID 425 | ACTING AND DIRECTING | 3 |
| MV 430 | MUSIC VIDEO PRODUCTION I | 3 |
| MV 435 | MUSIC VIDEO PRODUCTION II | 3 |
| APSP 440 | ADVANCED POST PRODUCTION | 3 |
| VID 465 | SHOOTING DOCUMENTARY | 3 |
| VID 470 | SHOOTING COMMERCIALS | 3 |
| VID 475 | SHOOTING TELEVISION AND FILM | 3 |
| VID 490 | CAPSTONE VIDEO PRODUCTION | 3 |
| IS 440 | INDEPENDENT STUDY (Optional) | 1-4 |
| BUS 480 | PORTFOLIO AND PROMOTION | 3 |
| **Total Credit Hours** | | **135** |

# Course Descriptions for Video & Film (BGA)

## General Education Courses

### EN 280 ENGLISH: WRITTEN AND ORAL COMMUNICATION
This course is designed to provide the student with instruction in two major areas of the English language – writing skills and oral communication skills. Writing techniques using correct English grammar will be emphasized and will be applicable for different environments including corporate, business and professional settings. A variety of public speaking techniques will also be taught. The student will learn what is appropriate for each situation in which, as a professional artist, he might find himself.

### PL 103 PHILOSOPHY
This course examines creative issues and thinkers in the philosophical tradition. The course will be a combination of lecture and discussion and will focus on questions from four main areas of philosophy: metaphysics, epistemology, ethics and aesthetics.

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### HWC 301 HISTORY OF WESTERN CIVILIZATION
This course presents students with a survey of Western Civilization from the ancient world to contemporary culture. Through discussion and appreciation of historical works, students will draw connections between the origins and influences of Western Civilization, as well as an understanding of its role in shaping cultures.

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### SS 104 SUCCESS STRATEGIES
Success Strategies is a course in goal setting, techniques of note and test taking, problem solving skills, time management and critical thinking skill development. The course is designed to help each student improve his learning skills. In addition, students will acquire skills necessary to succeed as commercial artists. Life enhancing principles are also a major aspect of this course.

## Courses of Major

### PH 101 INTRODUCTION TO PHOTOGRAPHY
Introduction to photography will focus on learning and building the photography skills necessary to complete a variety of technical assignments revolving around nature and wildlife. Students will learn how to utilize the main functions of a digital camera in order to make accurate exposures. They will also learn the correct terminology and equipment associated with basic photography. This course is designed to build each student's confidence when using their camera to complete challenging assignments. Introduction to photography will give students a solid foundation that will be used throughout their photography degree program. Shooting assignments for this course will primarily consist of nature photography concepts using available light. Use of tripods, meters and lenses will be taught on field trips with an emphasis on basic color control, composition and exposure.

### SLT 130 STUDIO LIGHTING TECHNIQUES
This course is a studio and lighting class covering the basic fundamentals of various types of lighting. It includes different lighting systems that will demonstrate studio techniques for portrait, tabletop and still life photography. This class will give the students an understanding of how to work in the studio to achieve hard light and soft light using different types of light modifiers including the use of reflectors, soft boxes, umbrellas, grids, snoots and various other lighting accessories.

### AI 140 ADOBE ILLUSTRATOR
This course will teach students the Adobe Illustrator program, which is the industry standard for vector-based design in the graphic arts field. Students will learn to create their own designs, illustrations and reach an understanding of the types of real-world problems students face on the job. Printing, color and design techniques (the latter learned in the various graphic design courses) will be integrated for completion of the various projects.

## APSP 140 ADOBE PHOTOSHOP

This course teaches students how to work with Adobe Photoshop, the industry-standard photo-manipulation program, from a photographer's standpoint. Building upon what was learned in the initial Introduction to Computers course, Adobe Photoshop for Photographers will delve deeper into the technical aspects of the program, showing photography students techniques for color management, image and color adjustments, montage techniques, and preparing images for print.

## DP104 DIGITAL PHOTOGRAPHY

This course is primarily a shooting course. Students are expected to shoot hundreds of images improving their techniques and skill as they progress through the course. Some of the images students produce may be of portfolio quality. Additional topics include digital imaging, analyzing digital images, image capture with digital cameras and scanners, output devices, resolutions and digital file formats.

## ADP 240 ADVANCED DIGITAL PHOTOGRAPHY

This course is designed for students with advanced knowledge of computers and image editing software. It is designed to teach students how to fully develop digital images in Camera Raw; to post-process images in Photoshop using advanced techniques; to apply color management techniques to their workflow, including soft-proofing; and, to professionally manage their workflow from concept to final output. Topics include soft- proofing and color management; using speed lights and diffusers; noise reduction; controlling DOF; correcting lens distortion in post work; using Photoshop's panoramic; Zoomify, displacement and vanishing point features; HDR imaging using Photoshop and Adobe Camera Raw; and, focus stacking using Zerene Stacker.

## VID 301 INTRODUCTION TO VIDEO AND FILM

This course will introduce students to basic video production techniques and tools. Students will learn how the camera acts as a storyteller. In addition to learning basic procedures and techniques of video productions, students will dissect various film and commercial projects to analyze detail and tricks of emotional augmentation.

## WD 285 WEB DESIGN

Knowledge of basic Web Design is rapidly becoming a prerequisite skill in many technology-oriented occupations. Even for those who do not intend to enter a career exclusively in web design, the current demand for basic abilities to create and manage a web presence is becoming widely expected. In WD 285, students will be introduced to prototyping web designs, a variety of web programming languages such as HTML5 and CSS3, a variety of industry standard web editing tools, creation and optimization of web graphics and animations, web page layout and authoring web pages to the Internet. By the end of the course, students should feel comfortable designing web content from scratch or editing existing web content regardless of their chosen career path.



## ID 280 INTERACTIVE DESIGN I

Interactive Design represents a critical and rapidly evolving construct of the overall Internet user experience. Whether an artist, programmer, web designer or otherwise, the need to manipulate and customize Internet content dynamically for each user is no longer an amenity, it is a necessity. While the concept of Interactive Design embodies a broad spectrum of techniques and methodologies, the purpose of this class is to focus on those most prevalent: Flash and HTML. Currently, Interactive Design is in a state of rapid maturation, and learning both design technologies serves as the best way to pace with the industry's evolving current, without being left behind. By the end of the semester, students will build their own animations, games, web applications, advertisements and other interactive content for multiple platforms and devices through use of both HTML and FLASH.

## VID 302 CINEMATIC TECHNIQUES

This class is designed to describe the history of filmmaking and the equipment and techniques that have evolved into modern motion picture creation. As technology and business practices advance, so does the sophistication and expectations of the audience. Throughout the twentieth century, film has established itself as the most popular and profitable form of entertainment, changing the social landscape of the planet, challenging the foundations of storytelling and current politics and setting the stage for the video game, videography and DSLR revolutions. Hollywood broke free from the monopoly of the east and generated a studio system of film production that continues to this day. With the introduction of the computer, all aspects of production and exhibition changed. Students will learn the history of films and will create short videos utilizing the various techniques demonstrated in class.

## MG 250 MOTION GRAPHICS

This class is designed to expose the student to software and techniques used in the creation of professional motion graphics. With the demand for motion graphics in all aspects of marketing, communication and content production on the rise, having an understanding of key concepts and methods will provide greater flexibility and capability for graphic designers and videographers. Beginning with keyframes, this class examines the basics of motion graphic creation and animation. Utilizing Adobe After Effects, the students will create pro-level graphics presentations.

## BUS 270 THE BUSINESS OF VIDEOGRAPHY I

Whether it is music videos, sporting events, corporate, commercial, documentary, narrative video or family events, one must understand the basic structure and tools of sustaining the capital, clientele and business aspects of the creative process. This course will focus on business basics in videography, including sales, marketing, branding, social media and building and maintaining a community of artists, co-workers, clients and referrals. Business skills, pitching, communication, contracts, waivers, scheduling, preproduction, maintaining equipment and favors and the bottom-line will all be major topics of discussion and exercise. From VID 301 and Business I, all the way to Capstone, students will continue to evolve in their entrepreneurial presentation. It begins here.

## BUS 280 THE BUSINESS OF VIDEOGRAPHY II

Building on the foundations set in BUS 270, The Business of Videography II will walk students into the long-term focus of solidifying a company, community, brand and style, along with inspiration. Conceptualizing the pitch process and thinking for different budget ranges will all be key points in this class. Through an interview project and two major production plans, students will continue to hone their understanding of clientele, business role models, production frugality, job role responsibility and smart equipment investment.

## BUS 285 ONLINE MARKETING

It's no secret the Internet has changed how people and businesses interact with one another. Photographers have a great deal to gain from social networking. Social networking is the communication and marketing tool of today. Photographers can gain more exposure for their work and build a positive reputation online. They can find new clients and develop a community around their work. Photographers may be familiar with social networking tools like Facebook, Twitter and blogging but may not know how to put these tools to use for business success. This course acts as a practical guide for photographers to get online and embrace social networking efficiently and effectively.

## VID 335 LIGHTING FOR VIDEOGRAPHY

This course is an advanced study of lighting, specifically for commercial digital video projects. Students will be expected to show competency in basic lighting techniques as well as advanced understanding of how light can be manipulated to produce a specific result.

## VID 305 VIDEOGRAPHY PREPRODUCTION TECHNIQUES

This course explores preproduction planning from concept to completion, including communication and pitching. Students learn basic screenwriting, designing lighting charts, budget management, storyboarding, scheduling, location scouting and roles of the director and crew.

## VID 310  SCREENWRITING

This course will introduce students to the concepts, tools and practice of story structure and screenwriting. Theme, character, narrative form and the tools of screenwriting (telegraphing, dramatic irony, dangling cause and dramatic tension) will be observed, discussed and exercised within the frameworks of feature and short film writing. Students will write idea pitches, a basic full-length film outline, and short scripts with a technical focus on formatting, pacing, and diction. They will analyze film/video as a medium, observing its strengths and weaknesses. The class will also discuss studio screenwriting and independent screenwriting with spec scripts, adaptation, budget, demographic, agents/managers, producers, and distribution in mind.

## VID 325 EDITING TECHNIQUES

This course will examine the visual storytelling techniques and tools of video editing. Students will dissect editing styles, experiment with video projects, and learn terms and tricks. The overall pacing of scenes and sequences will be discussed, as well as the importance of drawing visual and timing cues from the story itself. Going beyond the basics of storage, timelines, shot choices, inserts, montage, series of shots, transitions and fades, this course will examine how to draw an audience in and make them identify with the characters' perspectives for the sake of the overall scene and story arc.

## VID 330 AUDIO TECHNIQUES

Students will learn basic audio recording, mixing and editing techniques for video production using industry hardware and editing software. Using various recording and editing exercises, students will get hands-on training exploring the technical and theoretical aspects of audio engineering.

## VID 340 PRODUCING AND DIRECTING

This course will define and display the various roles that producers and directors play in film, television and videography throughout all the major phases of the filmmaking process. Students will use this knowledge to produce two projects and direct one project from preproduction, to production, to postproduction.

## MG 360 ADVANCED MOTION GRAPHICS

This class is designed to extend the understanding of the software and techniques used in the creation of professional motion graphics projects that will include motion logos, motion text and infographic presentations. With the demand for specialized information presentations in all aspects of marketing, communication and content production on the rise, having an understanding of key concepts and methods in motion graphic production as well as experience with relevant software will provide an extension of the capability and flexibility of graphic designers.  With such a wide range of concepts and techniques available, continued study and practice of motion graphics introduces new capabilities including 3D layers, lights, cameras and advanced effects use and animation techniques.  Building on the previous semester, the students will create pro-level graphics presentations within Adobe After Effects and other software tools available.

## FP 360 FIELD PRODUCTION TECHNIQUES

This course will introduce students to video field production and editing techniques through practical application. Field lighting, audio recording and use of field production equipment will be reviewed and applied to create various types of video presentations. Movie length, frame size, frame rate, quality, compression and data rates will also be discussed as it relates to video editing in the field. Common Internet streaming formats (H.264, Quicktime, AVI, RealMedia, Windows Media Player and others) will be examined.

## NVD 370 NEWS AND SPECIAL EVENTS VIDEOGRAPHY

Students will study and learn methods and procedures for shooting and preparing video for news, with some focus on live events as well. Students will be trained in story and preproduction, field work, interviewing, lighting and shooting, logging, editing, sound and music mixing for overall tone and delivery.

## VID 380 WEDDING VIDEOGRAPHY

Wedding Videography will take students into preparation and execution of personal and emotional live-event shooting. This class will explore how to present yourself as a wedding videographer (clients, referrals, branding, online presence, product delivery and look) as well as how to pre-produce and prepare oneself for shooting once-in-a-lifetime live events. The class will discuss and review not only how to communicate with and schedule clients but also how to deal with limited control in an on-location production (poor lighting, loud environments, difficult angles). Focus, discussion, reading and projects will also involve graduations, birthdays, coming-home-celebrations, engagements, some business events, sermons or speeches.

## VID 410 ADVANCED STORYTELLING AND SCREENWRITING

This course will build on the foundations set in VID 310 Screenwriting. With the basics of theory and formatting behind them, students will continue to sharpen their craft with a focus on description, dialogue, structure and character. The tools of screenwriting will be experimented with and expanded on through class assignments. Styles of analysis, 3 Act Structure, theme and economy-of-words will also be refined as they relate to short form screenwriting. Commercial breakdowns, short scripts, feature scripts and documentary breakdowns will all be discussed and dissected. Students will also take a great focus on audience, delivery and how demographics and investors influence storytelling and the message.

## VID 425 ACTING AND DIRECTING

Acting and Directing will walk students through the basics of the director-actor relationship, how to interact with talent and how to set the tone for a specific project or scene. Monologues and scene work will be the primary project focus, including in-class rehearsals and test-run performances. The course will also delve into the theory, tools and tricks of understanding the core of a scene and getting into a performance. Discussion, research and professional testimony will also aid the student's understanding of the world and expectations of an actor.

## MV 430 MUSIC VIDEO PRODUCTION I

In this practical, hands-on course, students will build upon Nashville's rich heritage as a music video production hub to create a music video from pre-production to completion. In addition, students will learn to apply visual storytelling, tone, color, composition and pacing tools to their music video productions. Students will learn how to watch, break down and analyze music videos, and will also turn in a small promo piece and a live performance piece.

## MV 435 MUSIC VIDEO PRODUCTION II

In Music Video II, students will be able to exercise the basic tools established in Music Video I. Beyond visual storytelling, tone, color, composition and pacing, students will focus on two major projects which will allow practical application of fundamentals. Students will develop, produce, direct and edit both a live performance music video as well as a final non-live video for presentation to the class. What statement is being made? What tone, genre or motif is being employed? These are the sorts of questions that will be addressed.

## APSP 440 ADVANCED POST PRODUCTION

This class is designed to expose the student to techniques and software used in postproduction when going beyond editing and sound, particularly in the areas of color correction, color grading, motion text, composite shots and green screen, motion tracking, logo incorporation, basic image animation, particle emitters and behaviors. With the demand for specialized post-production in all aspects of marketing, communication and content production on the rise, having experience with the key concepts and methods of these tools will provide greater flexibility and capability for videographers, filmmakers and graphic designers.

## VID 465 SHOOTING DOCUMENTARY

This course will guide students through the preproduction, production and postproduction process of documentary videography. Preproduction work will including planning pitches, stories, pre-interviews, motifs, budgets, schedules and personnel for documentary and guerrilla videography. Production will include camera and audio set ups, working with non-actors and executing coverage. Postproduction will include footage logging and editing, sound design and reforming your story. Discussions of what the documentary has become, the ethics of documentary and the mocumentary (sister-genre) will also inform the class. Long form, short form, commercial, behind-the-scenes, how-to and educational aspects of documentary will all be involved in class debate and assignments.

## VID 470 SHOOTING COMMERCIALS

This course walks students through the commercial process from start to finish. The class will examine commercials from a production standpoint with a focus on investors, sales, demographics, slogan, color palette, product and brand history, casting and the pitch process. Preproduction planning, idea, pitch techniques and look books will play a large role early in this course. Mixing art and business, creating eye-catching visuals and defining a clear message will be discussed and exemplified in commercial planning, shooting and editing. Students will also dissect professional commercials for television and web markets and discuss the future of sales, persuasion, archetypes and ethics within the field.

## VID 475 SHOOTING TELEVISION AND FILM

This course focuses on the overall process of directing and producing narrative story in short, episodic and long form. Students will dissect professional film, television and web series and discuss the techniques and tools of plant and payoff, character arc, theme and storytelling for fiction. Various production styles and budgets will be reviewed, as well as utilizing a project's characters (as in episodic) or a project's story (as in classic drama and/or film). Writing for the genre and budget, preproduction and casting, location and studio shooting, working with actors, editing, sound design, score and single vs. multi-camera shooting will all be observed and experimented with to solidify experience in the form.

## VID 490 CAPSTONE VIDEO PRODUCTION

This course combines all that has been learned to facilitate the preproduction, production and postproduction of projects in line with the interests and creative and professional goals of the student, as well as any technique, genre or form they feel they want to strengthen before graduation, be it documentary, narrative, promotional, commercial, music video, abstract, etc. These projects must be sharp, well written, well shot, well edited and contain quality audio.

## IS 440 INDEPENDENT STUDY (Optional)

Independent Study courses are individually designed to meet specific needs of students. They may vary from one to four semester hours of credit. They may be in any subject area that a student needs in order to complete degree requirements. Independent study courses must be approved by a member of the faculty and by the Vice President for Academic Affairs.

## BUS 480 PORTFOLIO AND PROMOTION

This course provides students who are about to graduate from their degree program an opportunity to explore the presentation and interviewing techniques used to find employment. Positive self-image and goal setting concepts are reintroduced. Students are expected to create communication materials for self-promotion and develop strategies for networking and community involvement, including internship opportunities. Students must participate in a formal portfolio presentation of their work to the community and to their fellow students. They are given instructions in portfolio presentation and preparation for career opportunities. Because communication implies an audience, students will be encouraged to submit images and stories to various publications in both digital and print formats.

# gallery

## nōssi
### COLLEGE OF ART





**There is a demand for NCA Graduates. Some of the companies that have employed Nossi graduates include:**

American Profile Magazine
Aquent
Automation Design Group
Bass Pro Shops
Big Idea
Boys & Girls Club of
Middle Tennessee
CBS Outdoor
Chromatics Photo Imaging
Coldwater Creek
Comcast Spotlight
Daywind Music Group
Dollar General Corporation
Fast Signs
Fox 17 News
Frist Center for the Visual Arts
Girl Scout Council
Harmon Group
Inter-State Studio
Kroger
Lifetouch Portrait Studios
LifeWay Christian Resources
Moffitt Cancer Center
Nashville House & Home Magazine
National Pen Company
Nationwide Studios
Nissan
RE/MAX Realty
Showcase by Agent
Stuph Clothing
Tampa Education Cable
Tennessee Speed Sport
The Buntin Group
The Tennessean
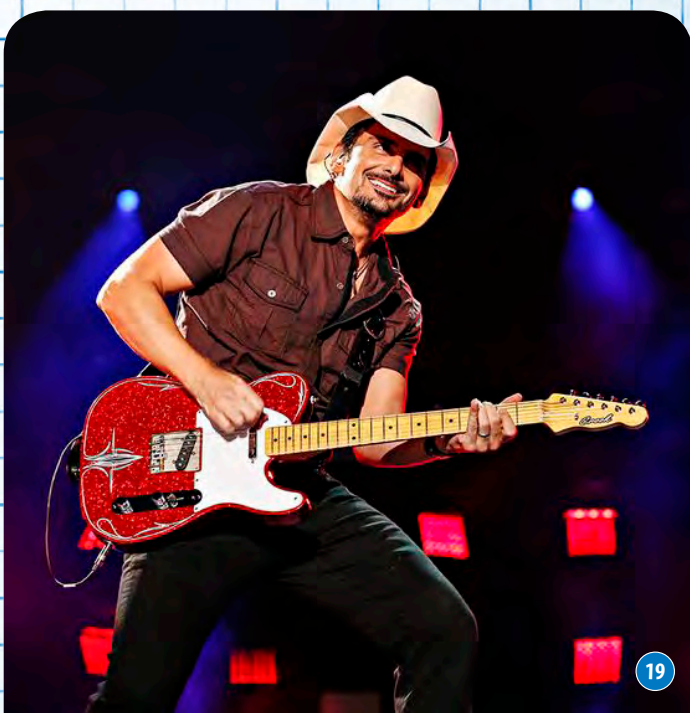United Record Pressing
Universal Studios
Wal-mart

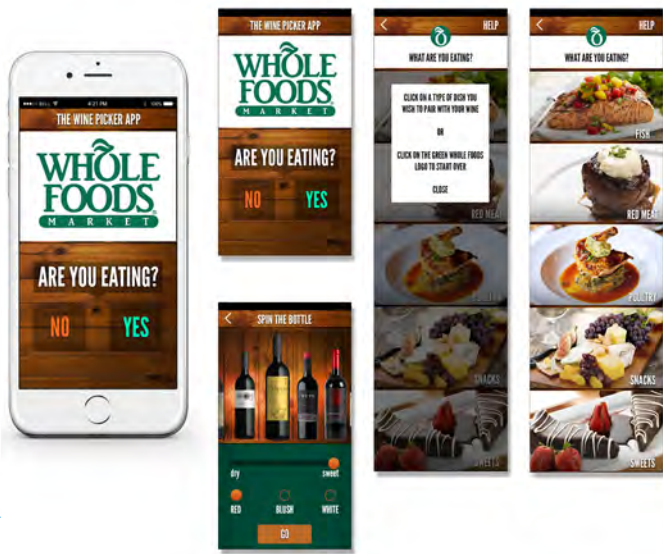Lambency Direct Mail Piece
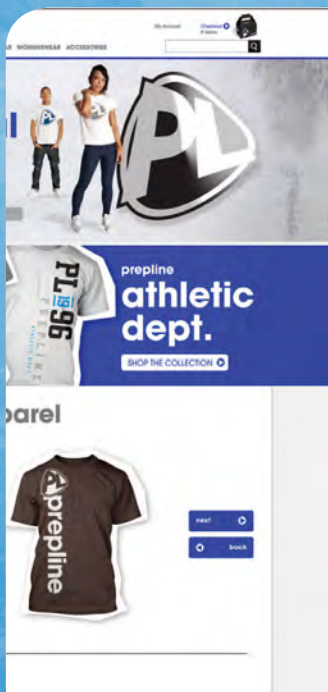
cy Trade Booth

Lambency Print Ad

12



13



16



17



20



21
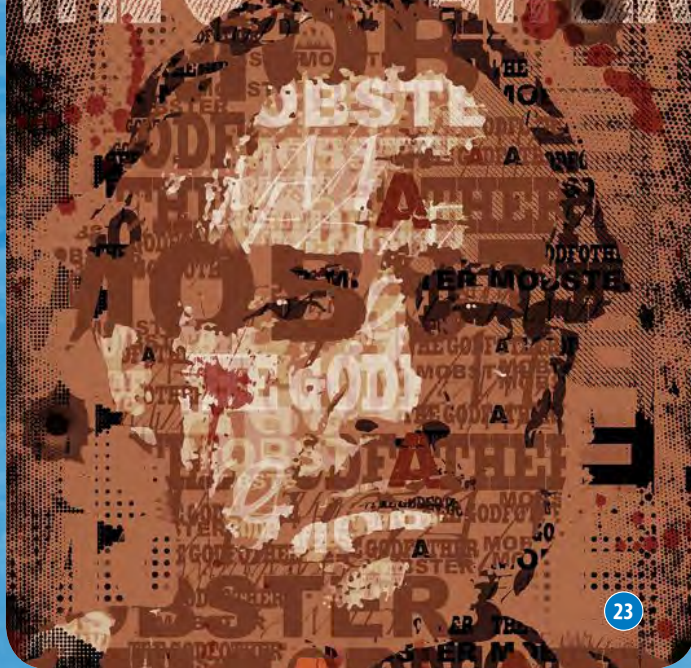
admissions

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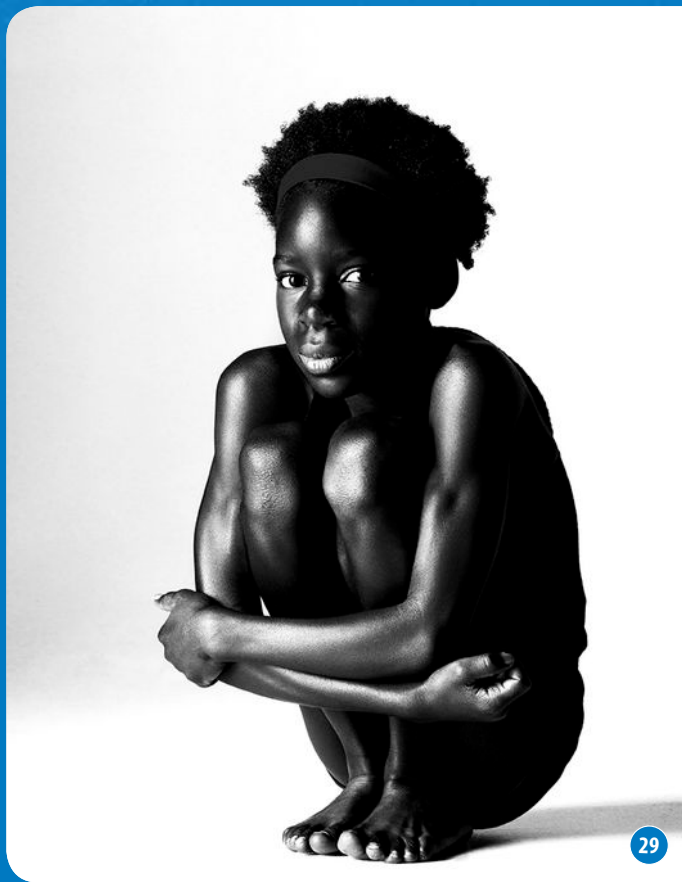
# Admissions

**Admission Philosophy**

Nossi College of Art seeks students who possess creative talent, are eager to work hard and want to explore new possibilities. We encourage students with active imaginations to produce original and creative works. Potential students may demonstrate this talent by presenting examples of their artwork during the interview process with the Admissions Department.

**Class Availability**

Classroom space is reserved for qualified applicants on a first-come, first-served basis. Due to space limitations, applicants are encouraged to apply early. A typical Nossi College of Art class has 15-20 students.

**Admission Requirements**

1.  All applicants must possess a regular high school diploma, a high school General Equivalency Diploma (GED) or HiSET - with satisfactory scores - and give a copy to the NCA Registrar before attending the first week of class. An official high school transcript, GED or HiSET must be received prior to the end of the first semester of attendance.

2.  All applicants with high school diplomas must be graduates of an approved school or home schooling program.

3.  All applicants are required to tour the school facilities.

4.  All applicants are required to have a personal interview with an admissions representative.

5.  All applicants must provide in their own handwriting a "Statement of Purpose" as to why they have chosen the particular program of study and what their professional goal is after graduation.

6.  BGA Illustration applicants are required to present their art portfolio, showing original work, to an admissions representative.

    BGA in Graphic Design Media, Web & Interactive, Photography, Video & Film, AOS Interactive Graphic Design and Photography applicants should bring in works they have created to be reviewed. They may submit items they feel are creative but didn't create themself. Work may include: website links, print ads, packaging examples, motion graphic movies, mobile apps/games, websites, tablet digital publishing, photographs and videos. For more information, visit Nossi.edu/Portfolio.

**How To Apply**

Persons applying for admission to the college must:

1.  Complete the college application for admission accurately and thoroughly. Please print neatly when completing this application.

2.  Complete the Statement of Purpose on application.

3.  Submit $100 application fee with your college application.

4.  Submit a copy of your high school diploma, GED or HiSET scores.

5.  Ask your high school registrar to mail your official high school transcript directly to the college.

6.  When meeting with admissions, illustration applicants will show original work while photographers, videographers and designers can show original work and other work inspiring them to be creative. Portfolios are evaluated on the basis of skills, creativity and potential for professional competence. Visit Nossi.edu/portfolio for more info.

**Orientation**

Prior to the start of each semester, a student orientation program is conducted for the benefit of new students. This orientation program provides the opportunity for new students to meet fellow classmates, as well as the college staff, in a less formal setting. During orientation, students take care of the last-minute administrative and business matters. Emphasis is placed on academic achievement, student involvement and attendance.

**Late Enrollment**

Late enrollment is accepted through the end of the first week of classes at the discretion of the Executive Vice President.

**Credit For Previous Education**

Transfer students from other colleges and universities may be eligible to receive credits. In order to be considered for transfer of credit, the student must provide Nossi College of Art with an official transcript and copies of college catalogs from the previous institutions attended before he/she begins classes. Subjects or courses completed with a GPA equivalent to a C or above in other postsecondary institutions must be comparable in scope and content to the Nossi College of Art courses. We also recognize and accept prior learning by giving college credit for College Level Examination Program (CLEP) exams and Advanced Placement (AP) exams. The total tuition cost will be adjusted according to the number of credits accepted for transfer.

# academic
## policies

nōssi
COLLEGE OF ART

# Academic Policies

**Tests and Grading System**

The scholastic progress of the student is reported at the end of each semester. The following conventional letter and point system is used:

| Grading Scale | | | |
|---|---|---|---|
| **Semester Grade** | **Letter Grade** | **Quality Rating** | **Quality Points** |
| 90-100 | A | Excellent | 4 |
| 80-89 | B | Good | 3 |
| 70-79 | C | Average | 2 |
| 60-69 | D | Below Average | 1 |
| Below 60 | F | Failing | 0 |
| Incomplete | I* | Not Computed | Not Computed |
| Withdraw | W** | Not Computed | Not Computed |
| Credit by Transfer | TC | Not Computed | Not Computed |

*Students who have received an incomplete grade, "I," have a maximum of 30 days allowed to earn a passing grade before the "I" becomes an "F."*

**Students who have completed at least 10 weeks of the 15-week course and received necessary approval may withdraw and receive a "W" grade. The grade will not be computed as part of the GPA.*

*The cumulative grade point average (GPA) is determined by dividing the total quality points earned by the total number of credit hours attempted.*

**Satisfactory Academic Progress**

All students at Nossi College of Art must demonstrate satisfactory progress toward completion of the degree being sought. Financial aid recipients and students receiving state grants must take special note that the federal and state regulations require this. For both academic and financial aid purposes, student progress is evaluated at the end of each semester. Both the pace of credits earned and the grade point average are reviewed. For a student to maintain good standing, minimum requirements must be achieved.

The usual duration for the completion of an AOS degree is six semesters. For a BGA degree, it normally takes 11 semesters to complete. To account for unforeseen circumstances (for example, severe illness) that may result in a student failing some courses, students may take as long as nine semesters to complete an AOS degree and 16 semesters to finish a BGA degree.

Students are placed on Academic Warning if their pace of earned credits, their grade point average or both do not meet minimum standards. The pace of completion is figured by dividing the number of semester hours attempted into the number of semester hours earned. There is a minimum percentage of completion pace for each semester. At the end of each semester each student's grade point average (GPA) must meet a minimum standard (Please see Satisfactory Academic Progress chart on page 58.).

Students who do not meet the minimum standard are no longer in Good Standing and will receive an Academic Warning. Students may only be on Academic Warning for one semester. If a student, while on Academic Warning, makes satisfactory grades and brings his/her completion percentage and/or GPA up to the minimum standards, then that student will be removed from Academic Warning and returned to Good Standing. However, if a student does not have a satisfactory semester, then that student will be dismissed from the college. Every student has the right to appeal his or her dismissal. If a student successfully appeals his or her dismissal, that student may then return to his or her degree program but on Probation and with an Academic Plan specifically designed to get the student back to Satisfactory Academic Progress leading to a completion of the student's degree program. The Academic Plan will be reviewed at the end of every semester. Any student who fails to meet the terms of his or her Academic Plan will be dismissed from the college.

While a "W" grade does not impact a student's GPA, it does count as part of each student's completion pace. Accepting a "W" grade will negatively impact a student's completion pace. Courses that receive a "W" grade count as semester hours attempted.

An "I" grade will not be computed in the student's GPA until the incomplete has been turned in to the Registrar as a final grade. While an "I" grade does not impact a student's GPA, it does count as part of each student's completion pace until it is resolved.

# Academic Policies

**Minimum Credit Hours and Grade Point Average Charts**

The charts below demonstrate the minimum credit hours earned and minimum grade point average (GPA) to maintain Satisfactory Academic Progress.

| Minimum Credit Hours Which Must Be Earned To Maintain Satisfactory Academic Progress | | | Minimum Grade Point Average (GPA) Which Must Be Earned Each Semester To Maintain Satisfactory Academic Progress | |
|---|---|---|---|---|
| Credit Hours Attepted | Pace of Completion (Percentage) | Credit Hours Earned | Full Time Semesters Attempted | Grade Point Average (GPA) |
| 13 | 46% | 6 | 1 | 1.00 |
| 25 | 48% | 12 | 2 | 1.50 |
| 38 | 55% | 21 | 3 | 1.75 |
| 50 | 60% | 30 | 4 | 2.00 |
| 63 | 67% | 42 | 5 | 2.00 |
| 76 | 67% | 51 | 6 | 2.00 |
| 88 | 67% | 59 | 7 | 2.00 |
| 101 | 67% | 68 | 8 | 2.00 |
| 113 | 67% | 76 | 9 | 2.00 |
| 126 | 67% | 85 | 10 | 2.00 |
| 136 | 67% | 91 | 11 | 2.00 |
| 149 | 67% | 101 | 12 | 2.00 |
| 163 | 67% | 110 | 13 | 2.00 |
| 177 | 67% | 119 | 14 | 2.00 |
| 191 | 67% | 129 | 15 | 2.00 |
| 204 | 67% | 136 | 16 | 2.00 |

*Maximum time frame for the completion of the Associate of Occupational Studies in Interactive Graphic Design or Commercial Digital Photography.*

*Maximum time frame for the completion of the Bachelor of Graphic Arts in: Graphic Design Media, Web and Interactive Design, Commercial Photography, Video and Film, and Commercial Illustration.*

**Academic Warning/Probation/Dismissal**

In order to determine if a student is fulfilling the requirements of good academic standing at the end of each semester, the minimum credits earned and minimum GPA of each student is reviewed. Any student who falls below the minimum standard will be placed on Academic Warning. These students will receive a written notice of warning and will be given an opportunity to repeat failed courses.

Students on Academic Warning will continue to receive financial aid during their warning period. The warning period extends through the end of the next semester. At the end of the warning semester, the student's cumulative grade point average and pace for completion of attempted courses are reviewed again. If the student's average equals or exceeds the required minimum, the student is removed from warning and returned to good standing. If the student's average is below the required minimum, the student will be academically dismissed. In addition, any student who is unable to complete the program within the maximum time frame will be dismissed. Students who are academically dismissed are also terminated from financial aid. Students who appeal their dismissal and are allowed to return are placed on academic probation.

Students on academic probation may receive financial aid during the probationary semester(s). Students who are academically dismissed are terminated from financial aid. Should a student who has been academically dismissed request to re-enter, he/she must appeal for re-entry in writing. If seeking a reinstatement of financial aid, students must also make that appeal in writing. All appeals will be reviewed by the Executive Vice President and Financial Aid Director and will only be approved based on mitigating circumstances. Re-entry students are required to pay a $100 re-entry fee and the prevailing tuition charges. The college reserves the right not to accept re-entry of any student.

# Academic Policies

## Appeals

A student terminated for unsatisfactory progress may make a written appeal to the Executive Vice President. The college shall review it and make a determination that is based on the student's prior record and the documents he/she submits. Students who are denied financial aid due to failure to make satisfactory progress may appeal this decision. Such appeals must be based on extraordinary or mitigating circumstances and must be supported by adequate documentation. Appeals must be submitted in writing to the Financial Aid Director for review. The final decision will be made by a committee comprised of the Financial Aid Director, Executive Vice President and the Vice President for Academic Affairs. The committee's decision is final.

## Definition of a Semester Credit Hour

A semester credit hour is equivalent to a minimum of 15 clock hours of instruction with appropriate homework and study. Laboratory subjects, having a disproportionate ratio of classroom instruction to practice work, require 30 clock hours of class for one semester credit. A clock hour is defined as a period of 60 minutes with a minimum of 50 minutes of instruction.

## Definition of Full-Time, 3/4-Time and Half-Time

Full-time students will carry a minimum of 12 credit hours in one semester. Three-quarter-time students will carry a minimum of nine credit hours in one semester. Half-time students will carry a minimum of six credit hours in one semester. Three credit hours in one semester constitutes less than half time.

## Withdrawals and Incompletes

The following is an explanation and clarification of withdrawals and incompletes at Nossi College of Art:

A "W" grade is given by an instructor to a student who had undergone an unusual situation beyond his/her control that causes him/her to miss class. A withdrawal from a class does not have any effect on a student's grade point average. However, the student must retake the course and pay for it again.

In order to qualify for a "W" grade, a student must attend at least one class beyond the 10th week of the semester. Because of the nature of a "W" request, it is most likely that a student will need to request a "W" grade in all of his/her classes. This request will begin with the Vice President for Academic Affairs. After he/she has approved the student's request, the student will take the "W" request form to each of his/her Instructors and get each Instructor to sign the form agreeing to give the student a "W" grade. Once the Instructors have signed the form, the student will return it to the Registrar.

A "W" grade is not designed to help a student avoid getting an "F" grade. It is to be used in rare cases where something has happened preventing the student from attending class. Some examples are serious car accidents that result in a long healing period; a major illness that requires hospital time or a major family change requiring the student to spend time at home instead of spending time in class. These are extremely rare and unusual situations. Most students will go through four years of college and never need a "W" grade. While a "W" grade does not impact a student's GPA, it does count as part

of each student's completion pace. Accepting a "W" grade will negatively impact a student's completion pace. Courses that receive a "W" grade count as semester hours attempted.

"W" grades are not given for deaths in the family, cars that break down or because someone gets sick. Those are when a student may be absent from class up to three (3) times.

An incomplete grade ("I") is given by the Instructor to a student who has experienced an unusual situation but is able to make the work up in a fairly brief time. There is a form in the Registrar's office for the instructor to complete. An example of an "I" would be a student who was making good progress but whose baby decided to be born early and caused the student to miss the last two weeks of the semester. Students have 30 days to turn in their make-up projects and/or reports and to take any exams. If the "I" is not converted by the instructor within 30 days of the last day of the semester, the college will turn the "I" into an "F" grade.

While an "I" grade does not impact a student's GPA, it does count as part of each student's completion pace until it is resolved.

## Repeated Courses

Students will not be denied financial aid solely because of course repetitions. However, courses repeated due to failure count toward credit hours earned only when a student attains a passing grade for that course, however, all attempted hours will be counted in the pace of completion. A pattern of course repetitions could cause the student to fall below the minimum standard of satisfactory progress.

## Transcripts

A complete set of the student's records, including a transcript of his/her grades, is kept in a permanent file. One (1) copy of the transcript is provided free of charge; additional copies may be ordered from the registrar's office at the cost of seven dollars ($7.00) each. However, if extra copies are requested at the same time, each additional copy is only one dollar ($1.00).

## Transfer of Credit

Decisions concerning the acceptance of credits by any institution other than the granting institution are made at the sole discretion of the receiving institution. No representation is made concerning the transferability of any credits to any institution. Students considering continuing their education at, or transferring to, other institutions must not assume that credits earned at this college would be accepted by the receiving institution. An institution's accreditation does not guarantee that credits earned at that institution will be accepted for transfer by any other institution. Students must contact the registrar of the receiving institution to determine what credits, if any, the institution will accept.

Transfer credits that count toward the student's current program will count as both attempted and completed hours. This policy applies to the academic pace but not to the academic GPA. This policy also obviously applies to students who are transferring to Nossi College of Art from another college. Nossi College of Art will accept transfer credits from nationally or regionally accredited colleges if the courses are equal to the courses offered in the Nossi curriculum.

# Academic Policies

## Online Courses

Nossi College of Art is offering a limited number of courses online. Currently, these courses are either General Education courses that are required for completion of our Bachelor degrees or they are applied General Education courses.

The addition of online General Education courses are simply a different mode of delivery from traditional classrooms. The General Education courses offered online include Earth Science, Literature, English, History of Western Civilization, Math, Art History/Appreciation and Philosophy.

Students enrolled in an online course are also, at the same time, taking campus courses. Nossi College of Art does not offer complete online degrees.

Tuition for online courses is exactly the same as that of campus courses. Consequently, taking an online course does not make a difference in a student's tuition.

When students are given their new schedules, if they have been assigned an online course, they will also be given details regarding the logistics of signing in to their online class.

## Attendance Policy

Regular attendance is an essential ingredient for academic success. No amount of outside work can substitute for class presence and active participation. Good attendance is also the key to securing a good career. Employers care as much, sometimes even more, about attendance versus grades.

The college provides for reasonable excused absences due to circumstances beyond the control of the student. All excused absences (such as serious illness or death in the family) must be supported by documentation (such as a letter from the physician) and reviewed and approved by the college Registrar. The student is responsible for making up all work missed during an absence regardless of the reason for the absence. Whether an absence is excused or unexcused, it still counts as an absence. The primary difference between the two absences is that with an excused absence, the instructor is required to allow the student to complete missed work (for example, take a missed exam or turn in a project that was due at an earlier date without being penalized). If an absence is unexcused, the instructor may decide not to accept late projects or allow make-up exams.

Three absences are considered the maximum number allowed by the college for each course every semester where the student may still earn a passing grade. For special situations with extenuating circumstances, instructors may, at their discretion, allow a fourth excused absence and still permit the student the opportunity to earn a passing grade.

Under no circumstances may any student have a total of five absences in any one class during one semester and still receive a passing grade. If a student reaches a total of five absences and at least three of those five absences are excused, then that student may be eligible for a "W" grade rather than an "F" grade. Students who fail a course or receive a "W" due to absences will be required to take the course again prior to graduation and are obligated to pay for the course a second time or as many times as it takes until they earn a passing grade. These attendance policies also apply to all online courses.

## Tardiness

Any student who arrives more than five minutes late to his/her class may be marked tardy for that class. Attendance will be taken at the class start and after break. Tardies, at the discretion of the instructors, may be added to the calculation of absences.

## Make-Up Work

Students are responsible for making up all missed work during an absence, regardless of the reason for the absence, if applicable. Make-up work must be completed within 30 days from the due date.

## Add/Drop a Course

The last day for adding or dropping a course is the first Friday after the start of a semester.

## Withdrawal from Classes or College (Exit Interview)

Any student wishing to withdraw from a class or from the college prior to completion should contact the Vice President for Academic Affairs. Ceasing to attend a class for any reason will result in the student receiving an "F" and he/she will be required to repeat that class and pay for the repeated class. Similarly, merely ceasing to attend college does not constitute an official withdrawal. All students planning to withdraw must have an exit interview with the Financial Aid Director. At that time, the student's obligation for repayment of Federal Student Loans will be explained in detail. Students must meet with the Vice President for Academic Affairs or Registrar to complete the Academic Exit Interview.

## Internships

Internships, for college credit, are available through Office of Career Services at Nossi College of Art. To receive college credit for an internship, certain criteria must be met. For details, students should see the Career Services Director.

Internships normally take place during a student's last or next-to-last semester. They may be paying internships or non-paying internships. In either case, students will receive valuable experience in a working environment. Sometimes, but certainly not always, if a student does an excellent job as an intern, the company may offer the intern an official position working with the company.

All internships are done in addition to regular required courses that are a part of each student's degree program. Internships do not substitute for any course work. Students who are interested in pursuing an internship should begin the process by visiting with the Career Services Director.

## Field Trips/Lecturers

Field trips for the observation and general education of students are arranged throughout the semester. Lecturers and professionals in their fields are invited on campus to speak and to discuss their views in various areas of interest. All of these activities are part of the regular class schedule.

## Progress Review

Every student will participate in a meeting with College Administration to discuss that student's academics and progress at NCA. The purpose of the Progress Review is to discover exactly how each student is doing, thus far, in his or her degree program.

This brief meeting is a look at each student's current progress in his or her degree program. Each student's attendance record, academic record and attitude is processed. This meeting is designed to be non-stressful and informal. This Review is also an excellent time for students to ask questions and to clarify anything that may be confusing.

We want every student to have an opportunity to discuss his or her observations and opinions about NCA with the Administration of the College.

## Restart Policy

A student who withdraws or is dropped from the college may apply for readmission (Please see appeals and re-entrance policy). Students may restart only once, unless there are mitigating circumstances. A restart fee of $100

# Academic Policies

will be charged to the student. The registration fee of $100 does not have to be repaid if the student restarts within one year. If the student returns after one year, the registration fee of $100 will have to be paid also. A restart fee of $100 will also be charged for transferring from one program to another offered by the college. Students who complete one program and wish to enter another program need not pay a restart fee but are required to pay the prevailing registration fee. Students re-entering are required to sign a new enrollment agreement and pay the prevailing tuition rate.

### Graduation Requirements
All students must meet the following requirements prior to graduation:
1. Completion of all courses.
2. Earn a minimum cumulative grade point average (GPA) of 2.0 on a 4.0 grading scale.
3. Present an acceptable portfolio that is publicly reviewed.
4. Meet all financial obligations to the college.
5. Complete a Financial Aid exit interview with the Financial Aid Director.
6. Meet with a college official for an academic exit interview plus receive information on the procedure for Commencement exercises.

Upon completion of the course requirements and based on selected major, students of NCA receive a Bachelor of Graphic Arts degree (BGA) in Graphic Design Media, a BGA in Commercial Illustration, a BGA in Commercial Photography, a BGA in Video & Film, a BGA in Web & Interactive Design, an Associate of Occupational Studies degree (AOS) in Interactive Graphic Art and Design or an AOS in Commercial Digital Photography.

### Employment Assistance
Nossi College of Art provides a full-time Career Services Director to assist graduates in locating satisfactory employment in their fields of study. In addition to assisting graduates, the office aids currently enrolled students in locating internships, part-time work and full-time employment while in school.

Nossi College of Art prepares students to seek employment and to meet the expectations of the workplace. Essential information is provided regarding the employment process—emphasizing interview skills, appearance, communication and professional behavior. Because art and photography employers normally assess talent through a candidate's portfolio, training is provided on how to put together a convincing portfolio of the graduate's best work. The Career Services Director organizes and hosts Mock Interviews each semester in an on going effort to put students in contact with employers. Employers often contact the Career Services Office to recruit potential employees, indicating their confidence in the work ethic and skill training offered at Nossi College of Art.

Nossi College of Art, like other reputable institutions, does not guarantee or promise employment, although every effort will be made to assist our students in securing gainful employment. The success or failure of such efforts will be influenced to a great extent by the attendance, academic records and the professional quality of work achieved by each student, as well as his/her participation in job search activities.

# regulations

# Regulations

## Drug and Alcohol Abuse Agencies
For institutions to maintain eligible participation in federal student financial assistance programs, a drug and alcohol abuse counseling and/or referral plan must be available for students, faculty and staff. The college utilizes local organizations and agencies to refer persons seeking this assistance. Brochures for these agencies are located in the Learning Resource Center. Many of these referral and rehabilitation programs are available to the general public for free or a minimal charge.

## Student Conduct
The college reserves the right, through the function of the administration and faculty, to request the withdrawal of any student who brings discredit upon the college, who violates the educational rights of his/her fellow students or who is a threat to the safety of students, faculty or staff. The college has zero tolerance for any form of violence and zero tolerance for any type of weapons brought on campus.

The following can also be cause for dismissal:
1. Destruction and/or theft of the college's or any students', instructors' or staff members' property.
2. Possession of illegal drugs, alcohol, firearms or any other weapon while attending college.
3. Inability to demonstrate academic progress.
4. Delinquency in tuition payments.
5. Physical or verbal abuse of a fellow student, staff member or instructor.
6. Failure to attend class or contact the college for 14 consecutive days may result in dismissal from the college.

## Student Right to Know and Campus Security Act Policy
Nossi College of Art complies with the Student Right to Know and Campus Security Act as amended by Publication L 102-26, the Higher Education Technical Amendment of 1991, which requires that institutions make available to students, beginning July 1, 1993, and annually thereafter, the graduation rate of its full-time students and to disclose its crime statistics and campus security policies. This information is provided to students by the Admissions Office and the Career Services Director.

## Smoking
Promoting the health and well-being of students, faculty and staff, the college established a smoke-free environment. Smoking is not permitted inside campus. A designated smoking area with proper receptacles can be found outside the student entrance. All trash must be disposed of properly.

## Electronic Cigarettes
Nossi College of Art recognizes the growing trend of people trying to stop using tobacco products. The College supports students, faculty and staff who are trying to quit their use of tobacco products.

One way people are stopping cigarette smoking is by replacing them with electronic cigarettes (e-cigarettes). These e-cigs use water vapor to deliver dosages of nicotine to the user. Because of the use of water vapor to carry the nicotine, using e-cigs is sometimes called vaping.

It is the policy of NCA that vaping or any use of an electronic cigarette by students be confined to the area outside at the back of the building. For faculty or staff, they may be used in the faculty/staff lounge area outdoors. No one may smoke or vape inside campus.

## Release of Student Information
Public Law 93-380 (Family Rights and Privacy Act of 1974), a federal law, allows certain information may be released by the college under the title of "Directory Information."

For the purpose of this section, the term "directory information" relating to a student includes the following: student's name, address, telephone listing, date and place of birth, curricula and major field, dates of attendance, degrees and awards received. By the publication of this notice, students are advised on information the college may release. If a student does not want to release any or all of the above information, he/she must inform the Executive Vice President in writing.

## Sexual Harassment
Any form of sexual harassment of students, staff or faculty is unacceptable and his/her conduct will not be tolerated. Anyone who feels that he/she is a victim of sexual harassment by any student, staff, faculty, visitor or guest of the college should bring the matter to the immediate attention of Mindy Gilbert, NCA's Title IX Coordinator at (615) 514-2787 or email MGilbert@nossi.edu. NCA will promptly investigate all allegations of sexual harassment in as confidential a manner as possible and will take appropriate corrective action, if warranted. Following an investigation, if any student, instructor or staff member of NCA is determined to have engaged in sexual harassment in violation of this policy, that person will be subject to appropriate sanctions up to and including termination.

## Retention of Student Work/Exhibitions
The college reserves the right to select and retain art work, photography or video from each student. These become the permanent property of Nossi College of Art. These selected works are displayed at the facilities of the college. The public is invited to visit the college and view the student art

# Regulations

display. The college also exhibits students' artwork and photographs in public places, such as shopping centers, banks and professional offices. The college reserves the right to exhibit works produced by students and to photograph students' work for use in Nossi College of Art catalogs, publications and promotional pieces, including the NCA website and social media.

## Copyright Ownership Policy

Copyright law secures for the creator of a creative effort the exclusive right to control who can make copies or make works derived from the original work. There are some important exceptions to this basic understanding of copyright. One of these is that, under copyright law, the copyright to works created by persons in the course of their employment belongs to their employer rather than to the individual. Consequently, Nossi College of Art asserts its interest in copyright ownership of works created by employees for college use. This includes, but is not limited to, such items as course syllabi (for both campus and online courses), curriculum developments, college catalogs, brochures, posters, all types of commercials and promotional products, website items, logos, stationary, business cards, banners and other signage.

As an art college, Nossi College of Art is especially sensitive to the rights of creative people. Copyright law requires that a creative work exist in some tangible form. It cannot simply be an idea. Once a new creation takes place, then the person who created it has, with some exceptions as noted above, the legal right to ownership and the legal right to copyright. Nossi College of Art respects and supports those rights. Nossi College of Art only asserts its ownership of copyright for those items created by employees when working for the college developing or creating items for college use.

## The Family Education Rights and Privacy Act of 1974

The Family Education Rights and Privacy Act of 1974 has been implemented at Nossi College of Art. Highlights of the amended act, which provides for access to student records, are:

1. The provisions of the Act apply to currently enrolled students and former students.

2. Excluded from inspection are the following:

   a. Financial records of the parents of the student.

   b. Confidential letters of recommendation filed before January 1, 1975.

   c. Confidential letters solicited under a waiver of the right of future access.

3. Records excluded from the provisions of the Act are defined as:

   a. Personal files seen only by the writer.

   b. Law enforcement files.

   c. Files related to employment status.

   d. Medical or related professional files.

4. Records may be released without written consent to:

   a. Other officials of the college.

   b. Officials at schools to which the student is transferring.

   c. In connection with application or receipt of financial aid.

   d. State or local officials as required by state statute.

   e. In connection with test development and administration.

   f. Accrediting organizations.

   g. Parents of a dependent student providing at least one-half of the support needed to claim a dependent for income tax purposes.

   h. In an emergency.

5. A record of requests for information must be kept with each student's file.

6. The college must respond to the student's request within 45 days.

## Student Complaint/Grievance Procedure

Students should be aware that Nossi College of Art has a complaint procedure to address all concerns or complaints regarding their program of study, financial aid, instructors, staff or fellow students (Section VI (a), Rules of Process and Procedure, Standards of Accreditation). To the extent possible, students should seek a resolution of such matters through the institution's complaint procedure before involving others. Disagreements, misunderstandings, grievances and/or complaints may occur between students and/or college personnel. It is expected most of these differences will be resolved at an early stage. Should the institution's Executive Vice President or Vice President for Academic Affairs not be able to resolve the problem, the student should contact President Nossi Vatandoost. If a complaint is not settled at the institutional level, the student may contact The Tennessee Higher Education Commission, Nashville, Tennessee, 37243-0830; (615) 741-5293.

### STUDENT COMPLAINT PROCEDURE

1. Individuals involved in the dispute will exhaust every effort to resolve the problem on a person-to-person basis.

2. If no agreement is reached in Step 1, either party may request the matter be referred formally to a member of the college administration. This request must be in writing and include all pertinent information regarding the disagreement (and must be submitted within 45 days of the date the incident happened). Once the written request is made to a member of administration, that person will review both sides of the situation and make a decision in writing.

3. If an agreement is not reached after Step 2, either party may appeal the decision to the College Board. The College Board consists of the President of the College, the Executive Vice President and the Vice President for Academic Affairs. If one of them was involved (or not available for step 2) that person would be excused from proceeding to step 3. Instead a third person (Registrar or Admissions Director) would be asked to join the Board. This Board will interview both parties to the dispute, gather info and issue a decision in writing.

4. The Board's decision is the final step in settling controversies. If the student does not think the college has given adequate concern, that student may take his/her complaint to the accrediting commissions. All complaints reviewed by the Commission must be in written form and should grant permission for the Commission to forward a copy of the complaint to the school for a response. This can be accomplished by filing the ACCSC Complaint Form. The complainant(s) will be kept informed as to the status of the complaint as well as the final resolution by the Commission. Please direct all inquiries to:

Accrediting Commission of Career Schools & Colleges
2101 Wilson Boulevard, Suite 302
Arlington, VA 22201
(703) 247-4212
www.accsc.org

The ACCSC Complaint Form is available online at www.accsc.org. or by contacting Cyrus Vatandoost, Executive VP- Cyrus@nossi.edu.

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COLLEGE OF ART

# fees,
# financial aid
# & scholarships

# Fees, Financial Aid & Scholarships

## Schedule of Fees and Charges

### Associate Degrees AOS in Interactive Graphic Design or AOS in Commercial Digital Photography, six semesters

- $100 Registration fee (one-time fee)
- $5,900 Tuition charges per semester
- $100 graduation fee (includes cap and gown)

The total cost for six (6) semesters (the normal time to complete the program) is $35,400. Charges by the school do not include living expenses, transportation and items such as papers, pens, pencils and other personal expenses. Charges also do not include textbooks and supplies. The average cost of books, supplies, computer and software per semester is approximately $700. A student pays $100 registration fee with his/her application, $100 graduation fee in his/her last semester. Charges are due in full at the start of each semester. The student may, however, pay their tuition on a monthly basis in four payments of $1,475 due on or before the fifth of each month. **There are no carrying or interest charges connected with this monthly payment plan, when paid on time.**

Students who terminate or are terminated by the college are still responsible for the charges owed according to the refund policy as stated in the enrollment agreement. All payments must be kept current. Students are subject to termination for failure to keep payments current. A student who fails the semester will be required to repeat that semester and pay for both the failed semester and retaking the semester. There are no free semesters. In the event Nossi College of Art must resort to legal action to collect any money due, the student agrees to be responsible for any collection, attorney or court costs that may be necessary to collect on the account.

### Bachelor Degrees BGA in Commercial Illustration, BGA in Graphic Design Media, BGA in Commercial Photography, BGA in Video & Film and BGA in Web & Interactive Design

- $100 Registration fee (a one-time fee)
- $5,900 Tuition charges per semester
- $100 graduation fee (includes cap and gown)

The total cost for eleven (11) semesters (the normal time to complete the program) is $64,900. Charges by the school do not include living expenses, transportation and items such as papers, pens, pencils and other personal expenses. Charges also do not include textbooks and supplies. The average cost of books, supplies, computer and software per semester is approximately $700. A student pays $100 registration fee with his/her application, $100 graduation fee in his/her last semester. Charges are due in full at the start of each semester. The student may, however, pay their tuition on a monthly basis in four payments of $1,475 due on or before the fifth of each month. **There are no carrying or interest charges connected with this monthly payment plan, when paid on time.**

Students who terminate or are terminated by the college are still responsible for the charges owed according to the refund policy as stated in the enrollment agreement. All payments must be kept current. Students are subject to termination for failure to keep payments current. A student who fails a semester will be required to repeat that semester and pay for both the failed semester and retaking the semester. There are no free semesters. In the event Nossi College of Art must resort to legal action to collect any money due, the student agrees to be responsible for any collection, attorney or court costs that may be necessary to collect on the account.

### Fixed Tuition Policy

It is the long-standing policy of Nossi College of Art not to raise tuition or increase the cost for our current students. However, if the student withdraws and re-enrolls, he/she must agree to pay the prevailing tuition rate.

Students who are on a monthly payment plan and withdraw are required to fulfill their financial obligation for the attempted semesters. A semester is defined as 15 weeks of instruction. A week of instructional time contains at least one day of regularly scheduled instruction, examination or preparation for examination.

### Tuition Charges for Credit Granted

When the Director grants credit for previous courses, the total cost will be reduced according to the number of courses or semesters bypassed. This must be accomplished prior to entering a program. However, the monthly payment plan or the semester payment plan will not change for the duration of the enrollment agreement. Students are required to continue making payments according to the terms of the agreement, until all tuition and fees, less credits received, are paid in full.

### Tuition Charges for Part-Time Students

Semester tuition charges or a monthly tuition payment plan is set up for full-time students. Therefore, taking less than a full-time course load does not reduce the monthly or the semester tuition payment plan nor will it affect the refund policy.

If a student takes less than a full-time load, he/she will be allowed to complete the outstanding credits at no additional charge once the enrollment agreement charges are paid in full. Students who attend less than full-time are cautioned that they may not be eligible for financial aid. Please check with the Financial Aid Director for eligibility.

### Tuition Charges for Failed Courses

Students who fail a course or a semester will be required to repeat that course or semester and are obligated to pay for both the failed courses or semester and the retaken courses or semester. If a student fails only one class, he/she will be charged an additional fee for that class (prorated) during the final semester plus the usual semester charges. Additional failed classes will be charged in subsequent semesters up to a maximum of 11 semesters. There are no free semesters. The monthly payment rate, semester tuition payment plan and the refund policy will not change.

### Satisfactory Academic Progress

Students receiving government-funded financial aid must maintain a schedule of satisfactory academic progress. Please see details beginning on page 58.

### Fair and Reasonable Tuition Charges

Nossi College of Art takes pride in its determined efforts to keep the tuition cost low when compared to art schools across the country offering similar programs.

Additionally, the college has established its own fairness practices regarding student tuition charges and fees. These fairness practices include the following:

1. Tuition charges and fees are the same for all students whether they are Tennessee residents, out-of-state or international students.

2. Students are charged only for each semester they attend college.

3. Tuition charges will never increase for the entire duration of the program as long as the student is attending college.

4. There are no interest charges for students who pay their tuition on time each month.

# Fees, Financial Aid & Scholarships

## Changes in Programs, Tuition, Charges or Faculty

The success of Nossi College of Art is due in part to its ability to stay closely attuned to local conditions and to retain program flexibility. New courses are added to meet employers' personnel requirements and the industries they serve. Courses are dropped when fewer job opportunities in the field are recognized. The college, therefore, reserves the right to make changes in the faculty and to modify tuition rates, as well as add or discontinue courses or programs when necessary. Nossi College of Art reserves the right, without prior notice to students, to merge classes serving one major or another, merge or change day and night classes, change class contents/descriptions or earned credit hours or change classes required for graduation. If such action is taken, no additional tuition will be charged to enrolled students because of the above changes.

The college also reserves the right to not offer a program listed in the catalog by giving the applicant a 30-day advance notice and by refunding the applicant, in full, all the monies paid to the college.

All students who enter Nossi College of Art must enter into an enrollment agreement. This agreement is effective until the student gives written notice that he/she will no longer be attending the college. However, such notice does not relieve the student from any charges incurred while attending Nossi College of Art (See Refund Policy for complete details). Students will pay for each semester classes are attended at the same rate of tuition as long as they remain in college (even for repeats of failed courses). When a student terminates or is terminated by the college, he/she will have to sign a new enrollment agreement and pay the current tuition rate.

## Refund Policy

Requests for a refund must be mailed to The Refund Department, Nossi College of Art, 590 Cheron Road, Nashville, TN, 37115. The college has a fair and equitable refund policy applicable to all students. The refund policy is the same for all students regardless of the source of funding. The college also strictly abides by the Federal Standards of "Return of Title IV Funds." Information regarding any third party funding agencies, as well as "Return of Title IV Funds," may be obtained from the Financial Aid Director at the college's Financial Aid office. Nossi College of Art's refund policy meets or exceeds the standards authorized by the Tennessee Higher Education Commission (THEC).

1. If the applicant is not accepted by Nossi College of Art, all payments made by the applicant will be refunded.

2. If the cancellation is requested within three (3) days after the date of the enrollment agreement, all money paid will be refunded.

3. Students who have not visited the school facility prior to enrollment will have the opportunity to withdraw without penalty within three (3) days following either the regularly scheduled orientation procedures or following a tour of the school facilities and inspection of equipment.

4. If cancellation is requested more than three days after signing this agreement, but before the beginning of class instruction, the student is obligated to a $100 registration fee.

5. The termination of a student who has begun classroom instruction will be considered to have occurred on the last date of attendance. For the purpose of computing refunds, the last date of attendance is defined as (a) the date on the expulsion notice if a student is expelled from the institution (b) the date the institution receives a written notice (including exit interview form) of withdrawal from a student or (c) when no written notice of withdrawal is given, the institution shall use the last day of attendance as the date of withdrawal.

6. If after classes have commenced and before expiration of 10% of the semester for which he or she was charged, a student withdraws, drops out, is expelled or otherwise fails to attend classes, the refund shall equal 75% of all amounts paid or to be paid by or on behalf of the student for the semester, less an application fee of one hundred dollars ($100). Lab fees, book costs and supplies are retained.

7. If after expiration of the 10% of the period of the semester for which he or she was charged and before expiration of 25% of the semester, a student withdraws, drops out, is expelled or otherwise fails to attend classes, the refund shall equal 25% of all amounts paid or to be paid by or on behalf of the student for the period, less an application fee of one hundred dollars ($100). Lab fees, book costs and supplies are retained.

8. If after expiration of 25% of the semester for which he or she was charged, a student withdraws, drops out, is expelled or otherwise fails to attend classes, the student will be obligated for 100% of the tuition, fees and other charges assessed by the institution. Lab fees, book costs and supplies are retained.

9. Any money due to the student will be refunded within forty-five (45) days after cancellation or termination.

10. If a student requires more than the minimum number of semesters to complete the program, he or she shall be subject to the same obligation and refunds as enumerated in above paragraphs six, seven and eight, for that portion of the following semester/semesters tuition. Lab fees, book costs and supplies are retained.

11. Nossi College of Art strictly adheres to the "Return of Title IV Funds Policies."

A student incurs no obligation for any particular semester unless a class session is attended during that semester.

## Return of Title IV Funds

The Higher Education Amendments of 1998, Public Law 105-244 (the Amendments of 1998) substantially changed the way funds paid toward a student's education are handled when a recipient of Title IV Funds withdraws from school.

A statutory schedule is used to determine the amount of Title IV Funds a student has earned as of the last date of attendance. The amount of Title IV program assistance earned is based on the amount of time the student spends in academic attendance; it has no relationship to the student's incurred institutional charges. Because these requirements deal only with Title IV Funds, the order of return of unearned funds no longer includes funds from sources other than the Title IV programs. The return of funds will go to the loan program first (PLUS, Unsubsidized and then subsidized) then all other programs under Title IV Funds.

Up through the 60% point in each payment period or period of enrollment, a pro rata schedule is used to determine the amount of Title IV Funds the student has earned at the time of withdrawal. After the 60% point in the payment period or period of enrollment, a student has earned 100% of the Title IV Funds.

## Tuition Payment Policy

At the time of application, the student should pay a registration fee. Tuition is due in full on the first day of each semester. The student may, however, pay on a monthly basis. Payments are due on or before the fifth day of each month. Students who are terminated or drop out of college voluntarily are still responsible for the tuition owed according to the refund policy as stated in this catalog. All payments must be paid by the individual unless he/she has enough financial aid ready for disbursement. Pending or "applied for" aid is not considered as approved. If payments are not made when due, the student will be suspended until the tuition is current. Students may contact the college regarding overdue payments to request an exception to the suspension policy. Exceptions to this policy are at the discretion of the executive vice president.

# Fees, Financial Aid & Scholarships

In the event Nossi College of Art must resort to legal action to collect money due, the student is responsible for any collection, attorney or court costs necessary to collect the amount.

## Personal Check Policy
Receipts are given for each payment made. Payments may be made by personal checks. Returned checks will have a $20 service fee charged. If a student has two (2) checks returned, no personal checks will be accepted in the future. The college does not cash personal checks or money orders.

Nossi College of Art is approved to offer several programs through which students may apply for financial aid. These programs include Federal Pell Grant, Federal Family Education Loan Program, Tennessee Student Assistance Award (TSAA) Program, Social Security and United States Department of Veteran's Affairs and Federal (Parents) Plus Loan. In addition, Nossi College of Art offers several art and photography scholarships. The college maintains a Financial Aid Director and staff to assist qualifying students. Complete details about qualifications may be obtained through that office.

## Federal Pell Grant
A Federal Pell Grant is an award to help undergraduates pay for their education after high school. How much students get depends on their eligibility.

For many students, Federal Pell Grants provide a "foundation" of financial aid to which aid from other federal and non-federal sources may be added. Unlike loans, grants do not have to be paid back.

## Federal Family Education Loan
The Federal Direct Loan program helps students meet their education costs. For student borrowers, the Direct Program loans are either subsidized or unsubsidized. A subsidized loan is awarded on the basis of financial need. If a student qualifies for a subsidized loan, the federal government pays interest on the loan until the student begins repayment and during authorized periods of deferment thereafter.

An unsubsidized loan is not awarded on the basis of need. If a student qualifies for an unsubsidized loan, the student will be charged interest from the time the loan is disbursed until it is paid in full. The student can choose to pay the interest or allow it to accumulate. If the student allows the interest to accumulate, it will be capitalized—that is, the interest will be added to the principal amount of the loan and will increase the amount to be repaid. If the student pays the interest as it accumulates, the student will repay less in the long run.

## Federal Plus Loans
Federal Direct PLUS loans are for parents who want to borrow to help pay for their children's education. This loan provides additional funds for education expenses and, like Federal Direct Student Loans, are made by a lender such as a bank, credit union or savings and loan association.

DIRECT PLUS loans enable parents with good credit histories to borrow for each child who is enrolled at least half time and is a dependent student.

For PLUS loans first disbursed on or after July 1, 1993, the annual loan limit is the child's cost of education minus any estimated financial aid received.

## The Tennessee Student Assistance Award (TSAA)
The purpose of the TSAA Program is to provide non-repayable financial assistance to needy undergraduate students who are residents of Tennessee and are enrolled, or accepted for enrollment, at a public or an eligible non-public postsecondary educational institution in Tennessee.

## The Student Guide
The Student Guide, published by the United States Department of Education, is available in the Financial Aid office. This brochure contains specific information on students' rights and responsibilities, eligibility, needs, application deadlines and a detailed description of the financial aid programs available.

## Selective Service Registration
Students must register with Selective Service to receive federal student aid. The requirement to register applies to males who are born on or after January 1, 1960, are at least 18 years old, are citizens or eligible non-citizens and are not currently on active duty in the U.S. Armed Forces. The student must sign a certification of registration and may be required to provide proof of registration.

## Mahtaban Scholarships
The Mahtaban Scholarship was established in memory of the founder's mother, Ms. Mahtaban. It is for students enrolling in Nossi College of Art's Graphic Design, Interactive Design or Commercial Illustration programs, who have demonstrated an exceptional ability in art and a promising future as a commercial artist. The amount of these scholarships is $2,400 for associate degree students and $4,400 for bachelor degree students. It is disbursed to the recipient after the mid-term exam of each semester, at the rate of four hundred dollars ($400.00) each semester for a maximum of six (6) semesters for associate degree and eleven (11) semesters for bachelor degree as they makes satisfactory academic progress through the program.

## The Mahtaban Art Scholarship
This scholarship is for students enrolling directly from high school who have demonstrated to his/her high school art instructor and counselor an exceptional ability in art and a promising future as a commercial artist. Students who have been out of school for more than one year or have previously attended another postsecondary institution may not apply.

## The Mahtaban Scholarships for Rural Counties
This scholarship is for students enrolling who live in rural counties of Tennessee and have demonstrated an exceptional creativity in visual art, enabling them to pursue their career in Commercial Art.

## The Mahtaban Scholarships for Out-of-State Residents
This scholarship is for students who live outside of Tennessee and have demonstrated an exceptional ability and creativity in art. These students plan to pursue a career in Commercial Art by enrolling into Nossi College of Art.

## How To Apply
To apply for these scholarships, the applicant must:

1. Request the scholarship application from the Admissions Director prior to entering school.

2. Provide a one-page essay in detail why he/she wishes to pursue a career as a Commercial Illustrator, Graphic Designer or Interactive Designer.

3. Provide a letter of recommendation from the high school art instructor and guidance counselor.

4. Request the high school counselor mail a copy of the applicant's official high school transcript to the college, 590 Cheron Road, Nashville, Tennessee, 37115.

5. Submit eight to 10 pieces of artwork to the Admissions Office. Artwork submitted needs to be portfolio-quality pieces (see portfolio requirements, page 55).

6. College application completion is required for scholarship approval.

# Fees, Financial Aid & Scholarships

## Recipients Notification and Acceptance

A notification is sent to all recipients of scholarships. Students whose applications for scholarship are not approved will be notified. The recipients must officially accept the scholarship offered by the college and agree to abide by the rules and regulations of the scholarship committee.

## Conditions for Continuation of the Receipt of the Scholarship

The college believes that all scholarship recipients must maintain the high standards of academic excellence exhibited through their high school years that earned them the reward of the Mahtaban Art Scholarships. To encourage and foster the excellence in education, the recipient must make satisfactory academic progress throughout the length of the program.

Satisfactory academic progress for the purpose of the scholarship is defined as:

1. Maintain a minimum of a "B" grade point average.

2. Pass all subjects.

3. Maintain a satisfactory attendance record as described in the attendance policy of the college catalog.

4. Meet all financial obligations.

5. Be enrolled in good standing at the time of the awarding of the scholarship.

To insure the student meets satisfactory academic progress during the first semester, the scholarships will be awarded to the selected students after the first mid-term examination results are completed. Subsequent disbursements are made after each mid-term exam of the remaining semesters. For an associate degree, there are six (6) semesters in the programs. The scholarship would be for $2,400 with the recipient receiving $400 per semester. For a bachelor degree, there are eleven (11) semesters in the programs. The amount of the scholarship is $4,400; therefore, each semester the recipient in good standing is awarded $400. The checks will be made to the student.

## Conditions for Revoking the Scholarship

Pro-rata disbursements of the scholarship will be terminated any semester when it is determined the recipient:

1. Has failed to maintain a minimum 3.0 GPA.

2. Has failed a course.

3. Has not met her/his financial obligations.

4. Is not enrolled at the time the scholarship is awarded.

## The Presidential Scholarship

These scholarships are for students enrolling in Nossi College of Art's Associate and Bachelor Photography and Videography programs. The amount of these scholarships is $2,400 for associate degree students and $4,400 for bachelor degree students. It is disbursed to the recipient after the mid-term of each semester at the rate of $400 each semester for a maximum of six (6) semesters for associate degrees and eleven (11) semesters for bachelor degrees as the student makes satisfactory academic progress through the program.

## The Presidential Scholarship for Rural Counties

This scholarship is for students enrolling in Nossi College of Art who live in rural counties in Tennessee and have demonstrated an exceptional ability in photography or videography and a promising future as a commercial photographer or videographer.

## The Presidential Scholarship for Out-of-State Residents

This scholarship is for students enrolling in Nossi College of Art who do not live in the state of Tennessee and have demonstrated an exceptional ability in photography and a promising future as a commercial photographer.

## Nossi 4-Year Promise Scholarship

All recipients of the TENNESSEE PROMISE may also participate in the Nossi 4-Year Promise Scholarship. A needs-based scholarship intended for bachelor-seeking students, this scholarship intends to close the "gap" that may exist after all other grants, loans and scholarships are applied to the student's tuition. This scholarship is limited to a maximum amount of $1,200 per semester. This scholarship will be applied directly to each student's tuition. It will be re-evaluated at the end of each semester. After the evaluation, the amount of the scholarship may (1) stay the same, (2) be increased, (3) be decreased or (4) be discontinued (if the student no longer qualifies).

## KEES to Nossi Scholarship

All recipients of the Kentucky Educational Excellence Scholarship (KEES) may also participate in the KEES to Nossi Scholarship as follows:

1. Be enrolled in a degree program at Nossi

2. Present your portfolio to the admissions team

3. Show proof of high school graduation

## Adult Education Scholarship

This Scholarship was established for adult students enrolling in NCA who have special financial needs and have not previously enrolled in another college. It is a needs-based scholarship designed to help adult students who always wanted to pursue a college education but were unable to directly after high school graduation.

The amount of this scholarship varies and is limited to the maximum amount of $1,200 per semester. It will be applied directly to each student's tuition, and students will be re-evaluated at the end of each semester. After the evaluation, the amount of the scholarship may (1) stay the same, (2) be increased, (3) be decreased or (4) be discontinued (if the student no longer qualifies).

## The Alumni Scholarship

Nossi College of Art offers an Alumni Scholarship up to the amount of $2,400 for AOS degrees and $4,400 for BGA degrees to any qualified Nossi graduate or to the immediate family of Nossi graduates; including their children, parents, grandparents or siblings.

# College Scholarships

The Alumni Scholarship is awarded to students who are talented and meet or exceed the admissions requirements. Please contact the Admissions Department for rules and regulations of the Alumni Scholarship.

## Art Contest Award

From time to time, Nossi College of Art sponsors art contests through different media and agencies. The amount awarded to each contest winner is in the amount of $2,400. This money can be used toward tuition fees at Nossi College of Art.

## Talent Discovery Award

The purpose of this award is to recognize extremely talented students who are currently attending Nossi College of Art. Each semester, qualified students are nominated by their instructors and two award winners are picked. A sum of $400 is awarded to each student for their efforts. This award is only presented to graduating seniors in the prevailing semester.

## Nossi Hope Scholarship Award

Nossi College of Art believes no creative artist should be left behind from pursuing their gifted talents at this fine institution. Therefore, all recipients of the Tennessee Education Lottery Scholarship (TELS), also known as Tennessee HOPE Scholarship, may participate in the Nossi College of Art Hope Scholarship Award as follows:

1. Be enrolled in either the AOS degree or BGA degree program in Photography or Videography.

2. Present your portfolio to the Admissions Director.

3. Show proof of high school graduation.

4. Meet with the Financial Aid Director to request the Hope Scholarship.

The student will receive notification of the Hope Scholarship upon acceptance. Subsequent awarding of the scholarship will be based on the TELS regulation as prepared and published by the Tennessee Student Assistance Corporation and the Nossi College of Art Hope Scholarship Rules and Regulations policy.

Upon graduation from high school, if a student initially went to a different college and qualified for the TELS Scholarship at that institution, but has now decided to transfer to Nossi College of Art, the Nossi Hope Scholarship will not apply.

If a student attends another college, using the TELS Scholarship, and graduates with an associate degree, that student may apply for admission to one of the bachelor degree programs at Nossi College of Art. If accepted, that student may use the Nossi Hope Scholarship.

## Continuing Education Scholarship

This scholarship was established for students enrolling in Nossi College of Art who have special financial needs and who have been previously enrolled in another college. It is a needs-based scholarship for students who have attended another institution of higher learning but want to continue their education at Nossi College of Art.

## Other Scholarships

Nossi College of Art is eligible to receive students who have been awarded any other scholarships. High school students and returning students are encouraged to apply for local (Kiwanis Club, Rotary Club, industrial, business and others), state and national scholarships.

Winners of such scholarships are entitled to and encouraged to use them at Nossi College of Art.

**Important Notice: Accredited institutions are required annually to provide information to the Accrediting Commission regarding required tuition, fees and the length for each recognized program. Students may obtain information about tuition charges for comparable programs from the Accrediting Commission of Career Schools and Colleges, 2101 Wilson Boulevard, Suite 302, Arlington, Virginia, 22201; (703)247-4212.**

faculty
& staff

nōssi
COLLEGE OF ART

# Faculty and Staff

## Nossi College of Art Faculty and Staff include:

An artist whose been published by Communication Arts Illustration Annual

A Licensed Professional Counselor with Mental Health Designation

A Tennessee Association of Student Financial Aid Administrators member

A School Certifying Official

A TN Educational Association of Veteran Program Administrators member

A winner of Design Excellence Awards from Print Magazine

A member of the American Association of University Women

A member of the Nashville Writers Group

An International Educational Consultant

An artist who designed a commemorative plaque honoring the USS Gearing and her crew, on permanent display in the U.S. Navy Memorial Heritage Center

A photographer who was the official USO Photographer for a Charlie Daniels Band show to entertain U.S. Marines at Guantanamo Bay in Cuba

A scientist who catalogued and published almost 80 reptile and amphibian records in a scientific journal

A photographer winning second place (national) with National Headliner Photography

An award-winner in sports photography

A Finalist for the Photography Pulitzer Prize

A scientist who made a presentation to the Tennessee Academy of Science

Numerous National Press Photography Association Awards

Numerous Associated Press Photography Awards

A photographer who won the USA Today "Best Sports Photo of 2013" Award

A photographer who won a UPI News Photo Award

A photographer who was the official US Presswire Photographer for the men's Soccer

A photographer for The World Cup in South Africa in 2010

Photographers who have photographed U.S. Presidents and numerous national celebrities

A photographer who has won several national and regional Managing Editor Association Awards

A member of the National Council of Teachers of English

A member of the Association for Supervision and Curriculum Development

## Faculty - General Education

### Broadbent, Judith – B.A., M.S.
JBroadbent@nossi.edu

Since high school, Judith Broadbent planned on being a cardiac surgeon but found girls had a hard time getting into med school at that time, so she started teaching. Pre-med training served her well because of teacher needs in the medical field, as well as English and writing. Being a single mom with five children required the stable career that teaching provided. Her involvement with her children's interests and talents, including equine sports, ballet, theater, art and track proved to be great material for her creative writing. Judith considers her children and grandchildren among her greatest accomplishments. In addition to having several stories and poems published, Judith has been breeding registered Siamese and Oriental cats for 40 years. She holds a bachelor's and a master's degree with an emphasis in gifted and talented individual studies.

### Klass, Judy – B.A., M. Phil, D. Phil
J.Klass@nossi.edu

Judy Klass has a Bachelor of Arts and a Doctor of Philosophy in political science. She has taught college classes in English, political science, philosophy, history and Jewish studies since 1990. She moved to Nashville in 2006. Judy writes plays, screenplays, fiction, poetry and songs. Her original-series "Star Trek" novel The Cry of the Onlies was published by Pocket Books in 1989. Her full-length play Cell was one of three plays nationwide nominated for an Edgar Award in 2009, published by Samuel French. Judy co-wrote the Showtime cable film In the Time of the Butterflies, based on the novel by Julia Alvarez; the film is out on DVD. She also had three of her poem books published by small presses. Her short stories have appeared in Asimov's, Space and Time, Harpur Palate, Satire, Bryant Literary Review and Wind magazine, among other places. Her young-adult novel Au Pair Girl was published by Itoh Press in July 2012. In the music work, she had cuts with Philippine artists Ariel Rivera, Olivia and Rachelle Anne Go; U.S. artists Ashley Marie, Brooke Roe, Deanna Loveland and Hilda Lamas; and bands Coyote Crude and GeorgeBlack.

### Foster, Nicole – B.S., M.Sc.
NFoster@nossi.edu

Nicole Foster earned her Bachelor's of Science and her Master's of Science degrees, and began teaching biology courses at Columbia State Community College in 2009. In addition to teaching, Foster has published several guides for students studying general biology, human anatomy, human physiology and microbiology. Along with friends, family and a large number of dedicated students, Foster cataloged and published nearly 80 reptile and amphibian records in the journal Herpetological Review and presented those results at the 122nd Meeting of the Tennessee Academy of Science.

### Shao, Dr. Steve – B.A., M.B.A, Ph.D.
SShao@nossi.edu

Dr. Stephen Shao is a faculty instructor, researcher and consultant. He holds a doctorate in operations research; a master's in business

# Faculty and Staff

administration and a bachelor's in mathematics. Dr. Shao has served as a faculty member at various universities in Virginia, Maryland and Tennessee. He also spent eight years in telecommunications as a network applications developer, project manager and computer network designer. Dr. Shao is a former founding director of two university-based business and information technology research centers. His research work in the area of community-based distance education has been supported and recognized by various major corporations, as well as by the National Information Infrastructure Advisory Council, Smithsonian Institution, American Library Association, National Science Foundation, U.S. Department of Commerce among others. He has 200+ published articles and conference presentations. Past awards and professional memberships include the IEEE Society, National Engineering Consortium, Institute of Management Sciences, International Teleconferencing Association, Tennessee Governor's Certificate of Appreciation, AT&T Special Telecollaboration Award, Who's Who in Technology Today, International Who's Who and Omega Rho Honor Society.

### Wascher, Lisa – B.S., M.A., LPC-MHSP
LWascher@nossi.edu
Ms. Wascher earned a Bachelor's in Psychology 1983 and went on to earn another Bachelor's in Mass Communications in 1986 with and emphasis in Advertising. She continued her education by earning a Master's in Counseling in 2007 and completed her license as a Professional Counselor in 2013.

Ms. Wascher extensive experience comes from working with Nashville businesses like Psychology Associates/Hillsboro Rehabilitation Center, HealtNet, Inc., Baptist Hospital Mind Body Medical Institute and she is currently working as a Mental Health Specialist at Vanderbilt Psychiatric Hospital working in an acute-care psychiatric unit with children and adolescents, as well as adults.

Ms. Wascher considers herself a visual artist enjoying photography, painting, and pen and ink as mediums and even won runner up in a national photography contest out of 9000 entries once. She joined the Nossi College family in January 2014.

## Faculty - Illustration
### Bond, Barbara Higgins – B.F.A.
BHigginsBond@nossi.edu
Barbara Higgins Bond, a freelance illustrator and fine artist for over forty years, earned her BFA in Advertising Design. She's received many honors including a medal of honor from Governor Bill Clinton, the 2007 Green Earth Award for illustrating "A Place For Butterflies," and the 2009 Ashley Bryan Award for outstanding contributions to children's literature. She has illustrated 40 books for both children and adults. Her recent book, "A Place For Turtles" by Melissa Stewart, was the winner of the 2014 Green Earth Award and the Sigurd F. Olson Nature writing award for children's literature. Higgins Bond has exhibited work at the Metropolitan Museum of Art, New York City and the DuSable Museum of African-American Art in Chicago. She is the illustrator of three Black Heritage stamps for the United States Postal Service and four stamps for the United Nations Postal Administration on endangered species. Many of her original images have been published by some of this country's largest collectible plate companies. She created three paintings for the Great Kings and Queens of Africa

poster series for Anheuser-Busch. She is a member of the Society of Illustrators and her clients include notable name as: The Bradford Exchange, McGraw-Hill Publishers, Peachtree Publishers, The Franklin Mint, NBC Television, Hennessy Cognac, Essence and Black Enterprise magazines, Frito-Lay, and Columbia House.

### Fleming, Mark B. – B.S.
### Illustration Coordinator
MFleming@nossi.edu
Mark Fleming was honored as the "Best Portfolio" graduate in 1989. In 1991, he joined the second largest company in Tennessee, Nashville's J.C. Bradford & Co. As the Creative Director, Mark was responsible for the design and development of the company's advertising and marketing efforts. He was promoted to Manager of Marketing Services, overseeing relationships with advertising agencies, printing companies and vendors to support 86 offices, 1,300 brokers and 300,000 clients. After a successful nine-year run at J.C. Bradford & Co., Mark left to start Creative Avenue in February 1999. He grew the customer base of Creative Avenue from a few clients to more than 300 today. He meets the challenges of a changing industry by staying current in graphic design with Creative Avenue while being the Illustration Coordinator at Nossi College of Art.

His role at NCA is influencing the next generation of commercial designers and illustrators. He teaches a variety of classes from alternative mediums, which include watercolor, gouache, acrylic and oil painting, to figure and anatomy class. Other classes include Adobe Illustrator for layout and illustration, basic and advanced Photoshop.

### Latta, Bill – B.A.
BLatta@nossi.edu
As a professional illustrator, graphic designer and photographer, Bill Latta has more than 30 years of experience in graphic design and the visual arts. Following his service in the Navy, Bill earned his bachelor's in communications design, graduating with honors from the University of Tennessee. His professional experience has been as a graphic designer, art director, advertising manager, art manager and illustrator with advertising agencies and large publishers in Nashville. Bill left the corporate scene to work as a professional freelance illustrator and photographer. He has combined his artistic and photographic talents to create digital images and transform them into digital fine art.

### Long, Charles – B.F.A.
CLong@nossi.edu
Charles Long received his Bachelor of Fine Arts degree in studio art, with an emphasis in illustration. He has been a professional graphic designer and illustrator for more than 22 years. His areas of expertise include 3D illustration and digital sculpting. He has worked with Modo for more than seven years and ZBrush for eight years.

### McKinney, Jane-Allen – B.A., M.A., M.F.A.
J.Allen@nossi.edu
McKinney has instructed various art-related courses in the Nashville area for more than 20 years. She has an M.F.A. degree in Sculpture, an M.A. in Sculpture and Glassblowing, as well as a B.A. degree with a double major in Art and Religion. Many have seen her Aquatic Mobile on permanent display in the Chattanooga Aquarium Visitors Center or her outdoor Olympic Plaza sculpture at Tennessee

# Faculty and Staff

State University. Among the many honors she has received are her 2004 International Visual Artist of the Year award from the International Biographical Center in Cambridge, England, and her Teacher of the Year award from the College of Arts and Sciences at Tennessee State University.

### McQuien, Randy, Jr. – B.F.A.
RMcquienjr@nossi.edu

Randy McQuien, Jr., graduated with a double major by receiving his BFA in Painting and Illustration in 2004. He was accepted into the Illustration Academy in 2009 and studied under world-renowned illustrators to hone his creative craft. As a freelance illustrator, Randy has created work for editorial publications, concept designs, gallery shows, and numerous commissions. His successful work earned him a prestigious Communications Arts Illustration Award. He specializes in caricatures and is influenced by many artists such as Al Hirschfield, Philip Burcke, CF Payne, and Sebastian Kruger. Randy understands the importance of basic drawing and design fundamentals when working in traditional mediums, because quality of work should not be forgotten as we grow and adapt to the constantly developing digital art world. As a new teacher, Randy strives to emphasize the significance of process, creative thinking and a passion for mark making in his classes.

### O'Brien, Maureen – B.F.A., M.F.A.
MObrien@nossi.edu

Maureen O'Brien graduated magna cum laude, majoring in illustration and graphic design. She went on to obtain her Master of Fine Arts degree in illustration. Maureen has more than 25 years of experience as a professional illustrator, designer and art director. She has worked with advertising agencies, publishing companies and corporations, in addition to illustrating children's books. She received awards and recognition in graphic design and illustration, having work accepted and exhibited at the Steelcase Annual Fine Arts Show, the New York Society of Illustrators gallery, Bridgestone arena and various regional shows and galleries. Maureen has created art for Nestlé, Kellogg's, Baptist Hospital, Herman Miller, Word Entertainment and many more magazine and book publishers.

### Shelton, Hugh – B.A.
HShelton@nossi.edu

With 35 years experience in graphic design and printing, Hugh Shelton started in his early teens by creating line art for the newspaper where his parents still reside in west Tennessee. His freelance work ranges from portraits to conceptual design and from comic-art seminars to set design. Starting at the service bureau at MTSU, his employment has included layout artist, graphic designer for marketing agencies and graphics director/manager at several print shops. He is currently art director and graphics manager for an Inspirational Country Music Magazine in Nashville, PowerSource. Hugh began teaching at Nossi College in the fall semester of 1998, and he normally teaches a few night classes each week. His courses range from computer graphic programs to production art and copywriting to sequential illustration.

## Faculty - Graphic Design and Web & Interactive Design

### Edoho-Eket, Paul – B.A.
Web & Interactive Program Manager
PEdohoeket@nossi.edu

# Faculty and Staff

Paul Edoho-Eket began his visual arts career ascending from intern to assistant coordinator of media services at his alma mater, Fisk University. While simultaneously pursuing an education in graphic design and digital media, he transitioned into a successful freelance career, subcontracting work from various local design firms, as well as procuring many notable commissions and local exhibitions. Art education is Paul's priority, and he has been an educator of fine and digital arts for the past five years for several nonprofit and for-profit institutions. He continues to freelance on the side.

### Hutzel, Michael – B.F.A
MHutzel@nossi.edu
Michael Hutzel earned his bachelor's in graphic design in 2003. As a student, he worked as a designer for Western Kentucky University's College Heights Herald creating ads and infographics. After graduating, Michael began working with a custom publisher in the Nashville area and quickly made the jump to agency life. For over 12 years he has been a lead designer, art director, brand strategist, creative director and team leader on a wide gamut of marketing projects in multiple mediums. His integrated approach is a blend of instincts and sound strategy that resonates with clients and colleagues alike. He has worked with distinguished brands like Bridgestone/Firestone, Smithfield, the Tennessee Titans, the Nashville Predators, Kraft, HarperCollins and many more. Michael is a co-founder and the chief creative officer at FoxFuel Creative where he oversees the creative vision and output.

### LaSuer, Steve – A.O.S.
### Senior Faculty Member
SLasuer@nossi.edu
Steve LaSuer is a graduate of the American Academy of Art in Chicago. Before accepting a teaching position at Nossi College of Art, Steve was an art supervisor for United Methodist Publishing House, manager and art supervisor for Genesco Printing, and designer for Keller Crescent Advertising - working with clients like Whirlpool, FedEx and Murray of Ohio. He freelanced for more than 20 years for companies such as Fruit of the Loom, General Board of Global Ministries and Genesco. He has also served on the Education Committee of the Nashville Advertising Federation.

### Levitan, Kimberly – B.F.A.
KLevitan@nossi.edu
Kimberly Levitan began studying graphic design at Pratt Institute in Brooklyn, N.Y., continued her education and graduated from art school in. She is a freelance graphic designer with more than 15 years of experience. She focuses most of her talents on the music industry. Levitan has designed numerous ad packages, advertisements, promotional materials and logos for major music labels and artists.

### Nelson, Jess – B.F.A
TNwaise@nossi.edu
Jess Nelson is an art director, graphic designer, UX designer and all around creative. With over 6 years experience, Jess has worked with freelance clients spanning the music, tattoo and culinary industries, in addition to working with a myriad of local design agencies. She has a passion for ensuring her client's voice is heard, and guiding them to make smart design decisions. She refuses to call anything finished if she is not satisfied with the outcome. Her previous roles include design and marketing for Marathon Music Works + Exit/In, creative recruiting for various ad agencies and graphic design and social media for Soho Gallery for Digital Art in New York. She currently works at Asurion in Nashville, Tenn., as a UX designer building smooth customer experiences for large mobile providers. She graduated with a B.F.A. in Design Communications. Other than design, she loves her husband, dogs, music, sarcasm and spin class.

### Nwaise, Tarry – B.F.A, M.F.A
TNwaise@nossi.edu
A multifaceted art director with a keen eye for original, clever design, Tarry Nwaise is a skilled professional with over 20 years of experience in the visual communication industry. Tarry stands out in her profession through her adeptness in communicating and providing creative direction to her clients. She encourages them to see and understand their needs by providing them with original, realistic

# Faculty and Staff

targets and not the "average" or "safe" solution. She worked in New York with ad agencies, publishing houses and design studios. A sought after instructor, she has taught design courses at Watkins College of Art, Design & Film, Nashville State Community College and Nossi College of Art. She also works as a freelancer and consultant on various design projects including web, mobile and print. Tarry has a BFA in Graphic Design and holds an MFA in Web Design. She currently works as an art director in the nonprofit genre.

### Rhoton, Josh – B.S.
JRhoton@nossi.edu
Josh Rhoton currently works for Snapshot Interactive after achieving his BS in Animation while minoring in Fine Art. Rhoton has been part of Nashville's creative industry for nine years working as a multimedia artist, illustrator, animator, editor and designer. Early in his career he worked on a variety of projects as a cameraman and director, hosted a later night horror movie review show in college and occasionally works with puppets. His favorite things include grid layouts, bright colors, contemporary art, cats and coffee.

### Semidei, Jose – B.G.A.
JSemidei@nossi.edu
Jose Semidei has been a graphic designer since he was 17. He moved from Yauco, Puerto Rico, to Nashville in 1998 and enrolled at Nossi College in 2006. While attending, Jose was a top student, receiving many awards and accolades including a Silver Addy in Non-Traditional Advertising, two Most Creative Awards, one Perseverance Award, Talent Discovery and Best in Show 2010. He graduated Magna Cum Laude in 2010. He was hired as graphic designer for the Nashville Convention and Visitor's Corporation straight after graduation, collaborating on projects for Music City including branding for nationally-acclaimed events like Bash On Broadway: New Year's Eve in Music City and Let Freedom Sing: July 4th in Music City. As a graphic designer, Jose dedicates himself to constantly learning new initiatives and technologies to provide the best work for national and international clients. He is excited to be back at his alma mater to teach. 'To me it is one thing to work at my dream job, where I get to drink coffee, listen to my favorite metal bands and design all day long for a city as culturally and musically diverse as Nashville, but when I have the opportunity to inspire others in the field of creativity, it's the best feeling in the world.'

### Sadler, Warren – B.G.A.
WSadler@nossi.edu
Warren Sadler is a Nossi Alumni Student whose primary focus during his time at Nossi College was as an Illustrator and Graphic Designer. While working through his Bachelors he discovered a passion for Web Development. This led him to pursue work at the Entrepreneur Center of Nashville and various other companies around the greater Nashville Area, honing his craft along the way. Currently Warren is a Data Engineer at HCA working with exciting projects in Machine Learning and Predictive Modeling.

### Colomy, Maria – B.G.A.
MColomy@nossi.edu
With over 15 years of web, design and small business experience, Maria Colomy brings a unique and multi-faceted perspective to her work. With a deep understanding of marketing and creative strategy her work incorporates professionalism and functionality. As a Nossi College graduate and freelance web designer, Maria has worked with non-profits like the Iroquois Steeplechase and the Epilepsy Foundation, assisting both to increase donations and sponsorships. Her entrepreneurial background results in a strong focus on business growth, incorporating marketing strategy into all of her creative work.

### Cook, Richard – B.F.A.
RCook@nossi.edu
Richard Cook's background encompasses logo design, branding, packaging, print collateral and illustration work. He has been fortunate enough to have his worked printed and sold world-wide. In keeping with modern technology, view his illustrations at Illustrationsource.com. To see more original designs and illustrations, visit redbubble.com or his web site, squarecook.com.

### Wood, Keith – B.A.
KWood@nossi.edu
Keith Wood earned his bachelor's in graphic design in 1999. As a student, he worked as a designer for the WKU Office of University Publications. After graduating, he enrolled at Vanderbilt University. Professionally, Keith has 15 years of experience in the magazine printing industry with RR Donnelley, working as a journeyman preliminary craftsman preparing film, plates and electronic files for the press. Recently, Keith has taken his magazine experience to the next level by developing Vanderbilt University Medical Center's first digital publication, House Organ. In addition to his work at Vanderbilt, he has been teaching night classes in graphic design and photography at Nossi College of Art for almost a decade.

## Faculty - Photography, Video & Film
### Brown, Jim – B.S. M.F.A.
JBrown@nossi.edu
Jim Brown is an internationally traveled and published photographer and teacher. His photographic career spans more than 45 years with over 30 years in the darkroom, so he understands the transition from traditional film to digital media. As a current contract photographer for USA Today Sports Images, his photos appear daily online or in print media. He has taught photography in five institutes of higher education and received a BS degree in Education, a second BS degree in Art/Photography and has completed post-graduate work toward an MFA in Art/Photography. He is a certified Career and Technical Education instructor in Graphic Communications and has been working with Adobe CS software for more than 10 years.

His client list includes Sports Illustrated, ESPN Magazine, USA Today Newspaper, USA Today Sports Media Group, Stouffer Hotel, United Press International, Associated Press, Vanderbilt University, University of the South, Middle Tennessee State University and Nashville Sports Council.

### Chilberg, Hans – B.A.
### Video & Film Coordinator
HChilberg@nossi.edu
After growing up in Nashville, Hans Chilberg decided to move west to study film at Chapman University in Orange, California. He spent several years working in Los Angeles, focusing on screenwriting and story structure. He moved back to Nashville, separated from management and agent representation to focus on independent features. Hans has created live music videos, human-interest pieces, wedding videos, short films, short animation and low-budget commercials. He is currently in production on

# Faculty and Staff

his first micro-budget feature film, *Lion Suit Dreamscape*, for which he is co-producer, writer and director.

### Dixon, Bob – B.S.
BDixon@nossi.edu
Bob Dixon received his bachelor's degree in 3D art and an associate degree in electronics. He has a combined 30 years of experience as a software and hardware engineer. This gives Bob a unique artistic and engineering understanding of the digital photographic and imaging processes. From 1995 until 2013, Bob and his wife formed TechnoGraphics - a video production, freelance digital photography and computer-generated artwork endeavor. Currently, Bob is a freelance photographer, digital 3D artist and also an instructor at Nossi College. He specializes in teaching editing software classes such as Lightroom, Photoshop and After Effects, Digital and Advanced Digital Photography and 3D Modeling. "The greatest advantage to being an instructor here is working with the young people. They keep you young and make you rethink everything that you have from the past so you can prepare them for the future."

### Henley, Donna – B.S.
DHenley@nossi.edu
Donna Henley comes to Nossi with over 20 years experience in the field of photography. She is a native Nashvillian who graduated with her bachelor's degrees in business. She took a basic photography class to learn how to use her new camera and, like many others, discovered it was a passion not to be left behind after a class; that a camera is not something easily put down for long. Donna decided to continue her education in photography and graduated from The Portfolio Center in Atlanta. After assisting national photographers and being a studio manager for a major studio and shooting freelance in Atlanta, she moved back to Nashville to open her own studio. As a freelance photographer specializing in still life photography, she has shot for a variety of clients including Coca Cola, Phillips, Sunglass Hut, The Nashville Zoo and others. She joined Nossi College of Art in 2001 and continues to pursue her passion and career in photography by continuing to shoot and teach.

### Kingsley, Bill - B.A.
BKingsley@nossi.edu
Billy Kingsley is an award winning photographer, formerly on staff at The Tennessean and on the photo and media relations staff at Vanderbilt University, both in Nashville. He has been documenting life through photographs professionally for over 25 years, graduating with a Bachelor's Degree in Photography and an Associates Degree in Communications. His editorial work has been published in Newsweek, The New York Times, The Washington Post, Los Angeles Times, Chicago Tribune and USA Today. His work has been seen in numerous publications worldwide including Newsweek Japan. Billy has freelanced for corporations, public relations and advertising agencies as well as many major record labels. He is sought after as much for his style, skill and photojournalistic integrity as well as his professionalism and driven, yet laid back, approach to his work.

He has photographed a wide variety of subjects from sitting American Presidents to pastors to pet therapists. His love for sports is apparent in his captivating action images. He has shot sports on assignment at every level, from backyard pickup games to college bowl games, the NFL and NASCAR. He has photographed countless major music acts in Nashville from the early 90s to the present. His style is unique and introspective -- looking for a private moment in a public event in order to reveal the true face of a subject -- and the best images to tell a story about the subject being covered.

### Lovett, Grant – B.A.
GLovett@nossi.edu
Grant Lovett graduated with his bachelor's degree in photography, and has been a professional photographer for 30 years, owning and operating studios in Alabama and Tennessee. He currently resides in Nashville, where he operates his downtown commercial studio. Commercial clients include Coca-Cola, Gibson Guitar, Reynolds Aluminum, Levi Strauss, North Beach Leather, Russell Athletic Wear and Ping Golf Corporation. He has had images published in People, TV Guide, Elle, Rolling Stone, Guitar Player, Music Row, Southern Living

# Faculty and Staff

and Nashville Lifestyles magazines. Today, Grant produces images for various fashion clients and works with numerous record labels, creating images for album covers and music promotion.

### Myers, Sandford – B.A.
SMyers@nossi.edu

Sanford Myers received his Bachelors degree in photography in1990. Before moving to Nashville in 2003, Sanford first worked as a freelance photographer for newspapers and wire services before landing his first staff job at the Stuart News in Florida in 1993. After working in Florida for four years, Sanford took a staff photographer position at The Times-Picayune newspaper in New Orleans. Sanford photographed news, breaking news, hurricanes and sports for both papers. In 2003 Sanford took a position as a staff photographer with The Tennessean in Nashville. Sanford covered all aspects of Nashville and was the beat photographer for the Nashville Predators NHL hockey team. Sanford was also part of the team that covered the 2010 Nashville flood, considered a Pulitzer Prize finalist. Sanford's work has been recognized with many national, regional and state awards. In 2014 Sanford left The Tennessean and is currently working as a freelance commercial photographer in the Nashville area.

### Oneal, Sheri – A.A., A.S., B.S.
SOneal@nossi.edu

Sheri Oneal has established herself as a national, award-winning photographer renowned for work in the advertising, corporate and editorial markets. For 20 years, she's captured poetic, unique and memorable images as a commercial photographer specializing in editorial, lifestyle, corporate and advertising photography. Her imagery includes a variety of work such as environmental portraits, executives, food, architecture, business, healthcare and still life. She has earned recognition in such events as the PDN/Nikon Self-Promotion Awards, the American Advertising Federation competition and the Florida Magazine Association Charlie Awards. Her clients include Cracker Barrel, CBS, Discovery Channel, National Arthritis Foundation, United Way and Scholastic Book Fairs, among others. Outside of commercial photography, Oneal is a mixed media artist, a writer, an educator, an inspiration seeker and the founder of a 2010 Nashville flood relief organization called ReTune Nashville.  A Florida native, Oneal relocated to Nashville in 2001. She received an A.A. degree in journalism; earned an A.S. degree in photography and graduated with a B.S. in art education in 1994.

### Stanford, Tom – B.A.
TStanford@nossi.edu

Tom Stanford has a bachelor's degree in Photography and has worked for newspapers in Texas and Louisiana before assuming the Photography Director role at The Tennessean in 1996. He has extensive experience in digital photography, videography and creating multimedia for online viewing. While at The Tennessean he was a mentor, photo editor and considered a leader in the newsroom. He was integral in transitioning the photography department from film to digital, adding videography in 2005 and later training newsroom staff to capture photos and video on iPhones. He's most proud of the recognition The Tennessean received as a Pulitzer Prize Finalist for its coverage of the 2010 flood.  A critical part of the coverage was the amazing photography work.

He's been an onsite photo editor for many events including CMA Awards, Tennessee Titans, Bonnaroo, CMA Music Festival, 2008 Presidential Debate at Belmont, NHL All-Star Game, SEC Basketball Championships and the 1998 UT National Championship.

Tom's been published in Time, Sports Illustrated, Forbes and numerous magazines. In addition, he worked for USA Today covering Major League Baseball games, PGA Championship, College Bowl Games, NFL and CFL football, Super Bowl XXIV, Presidential campaigns, the Cuban Prison Riot in Oakdale, LA, capping it off by being part of the elite team covering the Olympics in Sydney, Australia in 2000. He has been involved in several book projects including Nashville: Hills of Harmony, Flood 2010: Chronicled By The Tennessean, Tennessee Titans: Celebrating the First and he photographed Historic Presbyterian Churches of Tennessee.

He's passionate about photography, loves to discuss it, discover new talent and put new techniques to use in his own photography and videography.

### Whitman, Alan – B.A., M.S.
AWhitman@nossi.edu

Alan Whitman has extensive experience as an artist and educator. He is a professional visual artist experienced in the design, production and presentation of information and learning systems. He has an in-depth understanding of computer hardware and operating system software. Alan has years of practical experience working in the computer industry. He is also a professional photographer who worked as an advertising photographer and owned his own commercial photography studio. Alan has produced multimedia programs for commercial clients all across the country.

# Staff

### Alexander, Mary – A.A., B.A.
### Admissions Director
Admissions@nossi.edu

Admissions director Mary Alexander graduated with an associates degree in business with an accounting major. She also holds a bachelor's degree in business management. Mary's background includes working in the placement department at Belmont, in accounting with American General and Safeco Insurance and 12 years in sales with several major corporations. She joined Nossi College of Art in 2000.

### Atkins, Greg
### Admissions Recruiter
GAtkins@nossi.edu

Greg Atkins joined Nossi College of Art with a 22-year background in business management and administration. Greg has worked with College students as a Food & Beverage Director with a liberal arts college in Birmingham, AL and as a College Representative with a well known Culinary College before joining Nossi College of Art. He says helping students identify their goals and talents in choosing careers and colleges is the most rewarding work he has experienced.

### Binkley, Kristi
### Business Office Manager
KBinkley@nossi.edu

With more than 25 years of professional experience, Kristi Binkley heads the business office at Nossi. She attended college to pursue business and accounting. As business office manager, Kristi makes sure the everyday business of Nossi runs smoothly. She has a positive attitude and keen sense of humor. When she isn't roaming through the halls of Nossi, she is a proud Grandmother and spoils her three grand babies.

## Buckley, Janet
### Financial Aid Advisor
JBuckley@nossi.edu

Janet Buckley started at Nossi College of Art in January of 2015 as a Financial Aid Advisor with 12 years of prior experience in student financial aid. She is a member of the Tennessee Association of Student Financial Aid Administrators (TASFAA) and Tennessee Educational Association of Veteran Program Administrators (TEAVPA). She is also trained as a School Certifying Official (SCO) for our veterans and knowledgeable about TSAA state grants. She enjoys working with students and helping them understand the financial aid process of funding their higher education.

## Edwards, Byron – B.S.Ed., M.Ed., Ed.S, Ph.D
### Vice President for Academic Affairs and
### Board Member of the Crimson Corporation
Dredwards@nossi.edu

Dr. Byron Edwards is vice president for academic affairs. With nine years of college teaching experience, as well as service as a school principal, superintendent of schools and director of teacher education at a private college, Dr. Edwards brings many educational experiences to Nossi College of Art. He has a bachelor's in secondary education; a master's in education and an education specialist degree and a doctorate in educational administration and supervision. Dr. Edwards enjoys spending time with Mother Nature. He has a private pilot's license and a scuba diving license. He loves to read and is the author of six books.

## Funke Luff, Libby – B.A.
### Student Activities and Communications Coordinator
LFunke@nossi.edu

Libby Funke Luff moved from Evansville, Ind., to enjoy life in Music City about a decade ago. She earned a Bachelor of Arts in journalism, and was was introduced to Nashville while attending college. She began her career at The Tennessean in 2006. She currently lives in the downtown Nashville and is actively involved in several organizations including the Griffin Design and Technology Academy at Hunter's Lane, committee member for the Nashville Downtown Partnership, volunteers for NextUP Martha O'Bryan and is involved with the Urban Residents Association, the Nashville Fashion Alliance and the Film, Television and Transmedia Council. When she is not working with Nossi students, she is on the lookout for the best new restaurants in the area!

## Gilbert, Mindy – B.S., M.A.
### Registrar
MGilbert@nossi.edu

Registrar Mindy Gilbert has a master's in agency counseling and a bachelor's in sociology, both earned at Tennessee Tech University in Cookeville, Tenn. Mindy came to Nossi College with 10 years of nonprofit experience, most of which dealt with providing in-home counseling services to at-risk youth and families in crisis. She has been with Nossi since October 2009, and enjoys helping Nossi College students advance their academic careers and reach their goals. She completed the Young Leaders Program and served on the board of the Tennessee Coalition Against Domestic & Sexual Violence.

## Gomez, Dax – B.A.
### Career Services Director
DGomez@nossi.edu

Dax Gomez came to Nossi with a background in career services, human resources and recruiting. His previous experience in career services includes student job placement, internships, teaching and professional development. Dax has also held various positions as a human resources representative, corporate recruiter and staffing manager, with a strong knowledge of interviewing, hiring and training employees and students. He has been assisting job seekers and teaching career development at every stop. He has earned a professional in human resources certification and is certified by TPI to teach individuals the tools to succeed in goal-setting and future careers. Dax is active in groups such as the American Advertising Federation, American Marketing Association and Nashville Area Chamber of Commerce. He was raised in the Southeast and has spent most of his professional career here. He enjoys the outdoors, the arts and sports, and he takes pride in assisting students and graduates.

**The faculty and staff of Nossi College of Art are carefully selected on the basis of practical experience, teaching ability and educational background. Our instructors are all authorized by the Tennessee Higher Education Commission and are working professionals in their respective fields.**

# Staff

**Harris, Caitlin**
**Cage Manager, Night**
Caitlin Harris graduated from NCA in 2014 with a BGA in Photography and Videography. She specializes in photographing music, live events and portraits and was the recipient of the 2013 CMA Close Up Award of Merit in Photography. Caitlin's work has been featured by The Tennessean, CMA, CMT, NASH Country Weekly, Cheekwood Botanical Gardens, The American Cancer Society, Nashville PITTIE, Nashville Zoo, Nossi College of Art, Riverwood Mansion among others.

**Hatfield, Mitzi**
**Senior Admissions Representative**
MHatfield@nossi.edu
Mitzi Hatfield came to Nossi with a 15year background in college admissions. She has a strong desire to assist both local and international students with their educational goals and strives to make a difference in students' lives. She believes it is rewarding to see student become successful in a field that allows them to be creative.

**Hilliard, Russell – A.O.S**
**Cage Manager, Day**
Russell Hilliard is a graduate of Nossi College of Art, earning an associate degree in commercial digital photography. Russell owns Hilliard Photography, a wedding portrait company serving Nashville, Murfreesboro and Middle Tennessee. He retired from Bridgestone Firestone with 33 years of service, and he loves his current job assisting students and faculty to help achieve their goals in the photo studios at Nossi College.

**Kidd, Mary**
**Financial Aid Director**
MKidd@nossi.edu
Mary Kidd, financial aid director, has more than 24 years of professional experience in the financial aid field and more than 26 years in accounting. Her career memberships include the Tennessee Association of Student Financial Aid Advisors, National Association of Student Financial Aid Advisors and Tennessee Association of Veteran Program Administrators. She has also served as chairperson of the Goodlettsville Chamber of Commerce's Education Committee.

**Longmire, Kolleen – B.A., M.Ed.**
**Learning Resources Center Director**
KLongmire@nossi.edu
Kolleen Longmire received her bachelor's degree in communication and print journalism and her Master of Education with an emphasis in library science. A native of Mississippian, Kolleen has worked as a newspaper reporter and a real estate agent. She enjoys helping students utilize the Learning Resources Center to enhance their learning experiences at Nossi College.

**Norman, Rocky**
**Admissions Recruiter**
RNorman@nossi.edu
Rocky Norman is originally from Knoxville where he grew up and lived most of my life. He moved to the Middle Tennessee area about 11 years ago and spent 25 years in active law enforcement in Tenn. and Fla. Rocky has been married to Donna Norman for five years and he also has a grandson in Knoxville he get to visit and spoil. Beginning his career at 18-years-old, Rocky has been a college instructor for 11 years and a teacher for almost 15 of these combined years. He has earned both his bachelor of science degree and a masters degree in Tennessee.

**Pentecost, Schyler**
**Admissions Recruiter**
SPentecost@nossi.edu
Schyler Pentecost, originally from Greenville, Ky., graduated from college in May 2014 with a Bachelor of Arts degree with an emphasis in Studio Art. She previously worked for Brescia University as an Admissions Counselor and Social Media Specialist. In her spare time, Schyler considers herself an avid golfer, and in college, she played for the Women's Golf Team and helped lead the Lady Bearcats to the NAIA National Golf Championship. It was there where she received the National Champion of Character Award. Schyler is also employed by the City of Owensboro and works at Ben Hawes Golf Course. She is highly involved with her alma mater and stays active by being the Secretary of the Alumni Board and a member of the Society of the Arch. Schyler can't wait to meet new students and be apart of the Nossi College team!

**Qualls, Roger**
**Recruiting and Housing Director**
RQualls@nossi.edu
Roger Qualls has been in college admissions for 15 years. His favorite aspect includes taking personal pride in helping people achieve their educational goals – allowing them to have the life they want and deserve. He strives everyday to be better than the day before. He wants you to remember, no obstacle is too great to overcome with the support of those who truly have your best interest at heart.

**Shivers, Marilyn**
**Night Front Desk Receptionist**
MShivers@nossi.edu
Before coming to Nossi College of Art as the evening receptionist, Marilyn Shivers had 10 years of experience in general office work and 22 years of experience in accounting. She graduated from Isaac Litton High School in Nashville. She has two beautiful grandchildren, who are her pride and joy. She enjoys her job and especially likes meeting and greeting the students and helping everyone with their needs.

**Webb, Bonnie**
**Day Front Desk Receptionist**
FrontDesk@nossi.edu
Bonnie Webb has more than 30 years of experience in the administrative field. She is a graduate of Hendersonville High School in Middle Tennessee, and she attended Nashville State Technical Institute. Her background includes banking, insurance and real estate. She enjoys meeting new people and making Nossi's students feel welcome. Bonnie also enjoys spending time with family and being a grandmother.

**Vatandoost, Nossi – B.A.**
**Founder and President of Nossi College of Art and**
**CEO of the Crimson Corporation**
Nossi@nossi.edu

Nossi Vatandoost is the founder and president of Nossi College of Art. The first class of fine art was organized in Madison, Tenn. in 1973, and was called Nossi School of Art. The school accepted students of all ages and taught classes in drawing and painting on all levels. Nossi is an accomplished artist, listed in Who's Who of American Women and Who's Who of America. She is a charter member of the National Women's History Museum, as well as the National Museum of Women in the Arts. In addition to her art training in the Middle East and Europe, she holds a college degree in art education from Western Kentucky University. She taught art in the Metropolitan Nashville Public Schools system before opening her own art school.

**Vatandoost, Cyrus – B.S.**
**Executive Vice President of Nossi College of Art and**
**Executive Vice President of the Crimson Corporation**
Cyrus@nossi.edu

Cyrus Vatandoost is the executive vice president at Nossi College of Art. With a bachelor's in corporate finance and a minor in economics from Western Kentucky University, Cyrus worked in the mortgage industry before coming to Nossi. He has worked at Nossi College of Art since 1993, and currently manages the operations of the college on a daily



basis. As the son of founder, Nossi Vatandoost, Cyrus's passion for the college runs deep. He is often overheard stating that an important aspect of his job is to protect the integrity of the college and his mother's name associated with it.

# schedule & calendar

# College Schedule

The college is in session five days per week, Monday through Friday, with the exception of college holidays.

Morning classes meet Monday through Thursday, from 8 a.m. to 12 p.m. Afternoon classes meet Monday through Thursday, from 1 p.m. to 5 p.m. Evening classes meet Monday through Thursday, from 6 p.m. to 10 p.m. Remedial classes meet on Friday. Office hours are from 8 a.m. to 5 p.m., Monday through Thursday, and 8 a.m. to 4 p.m. on Friday.

Classes are assigned at the complete discretion of the college and are based on class availability. Scheduling is done with the student's work schedule and classroom space in mind. All courses may not be offered every semester for each class time.

Nossi College of Art reserves the right to close a class when circumstances require it. In such a case, the students affected will be offered the opportunity to change classes or wait until the following semester to take the course.

**College Holidays**

| | |
|---|---|
| Independence Day | 1 day |
| Labor Day | 1 day |
| Veterans Day | 1 day |
| Thanksgiving | 2 days |
| Christmas | 2 days |
| New Year's Day | 1 day |
| Martin Luther King Day | 1 day |
| Good Friday | 1 day |
| Memorial Day | 1 day |

**Inclement Weather**

If the college administration determines that the weather or other conditions necessitate the closing of the college, an attempt shall be made to announce the information on local television. Students will be notified through several avenues including the Nossi.edu website and the Nossi texting system.

# Academic Calendar

## SPRING 2016

| | | |
|---|---|---|
| January 7, 2016 | Thursday | Orientation |
| January 11, 2016 | Monday | First Day of Classes |
| January 18, 2016 | Monday | M.L.K. Holiday |
| March 25, 2016 | Friday | Good Friday |
| April 21, 2016 | Thursday | Last Day of Classes |

## SUMMER 2016

| | | |
|---|---|---|
| May 5, 2016 | Thursday | Orientation |
| May 9, 2016 | Monday | First Day of Classes |
| May 30, 2016 | Monday | Memorial Day Holiday |
| July 4, 2016 | Monday | Independence Day |
| August 18, 2016 | Thursday | Last Day of Classes |

## FALL 2016

| | | |
|---|---|---|
| September 5, 2016 | Monday | Labor Day Holiday |
| September 1, 2016 | Thursday | Orientation |
| September 6, 2016 | Tuesday | First Day of Classes |
| November 11, 2016 | Friday | Veterans Day Holiday |
| November 24-25, 2016 | Thur/Friday | Thanksgiving Holiday |
| December 15, 2016 | Thursday | Last Day of Classes |

## SPRING 2018

| | | |
|---|---|---|
| January 4, 2018 | Thursday | Orientation |
| January 8, 2018 | Monday | First Day of Classes |
| January 15, 2018 | Monday | M.L.K. Holiday |
| March 30, 2018 | Friday | Good Friday |
| April 19, 2018 | Thursday | Last Day of Classes |

## SUMMER 2018

| | | |
|---|---|---|
| May 3, 2018 | Thursday | Orientation |
| May 7, 2018 | Monday | First Day of Classes |
| May 28, 2018 | Monday | Memorial Day Holiday |
| July 4, 2016 | Wednesday | Independence Day |
| August 16, 2018 | Thursday | Last Day of Classes |

## FALL 2018

| | | |
|---|---|---|
| September 3, 2016 | Monday | Labor Day Holiday |
| September 6, 2018 | Thursday | Orientation |
| September 10, 2018 | Monday | First Day of Classes |
| November 12, 2018 | Monday | Veterans Day Holiday Observed |
| November 22-23, 2018 | Thur/Friday | Thanksgiving Holiday |
| December 20, 2018 | Thursday | Last Day of Classes |

## SPRING 2017

| | | |
|---|---|---|
| January 5, 2017 | Thursday | Orientation |
| January 9, 2017 | Monday | First Day of Classes |
| January 16, 2017 | Monday | M.L.K. Holiday |
| April 14, 2017 | Friday | Good Friday |
| April 20, 2017 | Thursday | Last Day of Classes |

## SUMMER 2017

| | | |
|---|---|---|
| May 4, 2017 | Thursday | Orientation |
| May 8, 2017 | Monday | First Day of Classes |
| May 29, 2017 | Monday | Memorial Day Holiday |
| July 4, 2017 | Tuesday | Independence Day |
| August 17, 2017 | Thursday | Last Day of Classes |

## FALL 2017

| | | |
|---|---|---|
| August 31, 2017 | Thursday | Orientation |
| September 4, 2017 | Monday | Labor Day Holiday |
| September 5, 2017 | Tuesday | First Day of Classes |
| November 10, 2017 | Friday | Veterans Day Observed |
| November, 23-24/2017 | Thur/Friday | Thanksgiving Holiday |
| December 14, 2017 | Thursday | Last Day of Classes |

## SPRING 2019

| | | |
|---|---|---|
| January 3, 2019 | Thursday | Orientation |
| January 7, 2019 | Monday | First Day of Classes |
| January 21, 2019 | Monday | M.L.K. Holiday |
| April 19, 2019 | Friday | Good Friday |
| April 18, 2019 | Thursday | Last Day of Classes |

## SUMMER 2019

| | | |
|---|---|---|
| May 2, 2019 | Thursday | Orientation |
| May 6, 2019 | Monday | First Day of Classes |
| May 27, 2019 | Monday | Memorial Day Holiday |
| July 4, 2019 | Thursday | Independence Day |
| August 15, 2019 | Thursday | Last Day of Classes |

## FALL 2019

| | | |
|---|---|---|
| September 5, 2019 | Thursday | Orientation |
| September 2, 2019 | Monday | Labor Day Holiday |
| September 9, 2019 | Monday | First Day of Classes |
| November 11, 2019 | Monday | Veterans Day Observed |
| November, 28-29/2019 | Thur/Friday | Thanksgiving Holiday |
| December 19, 2019 | Thursday | Last Day of Classes |

# Catalog Certification

**NOSSI COLLEGE OF ART** is committed to the principle of equal opportunity. It is the policy of the college not to discriminate on the basis of race, sex, color, national origin, religion or handicap with regard to its students, employees or applicants for admission or employment. This discrimination is also prohibited by federal law. Any complaint alleging failure of this institution to follow this policy should be brought to the attention of the Executive Vice President.

This catalog is current as of the time of printing. Nossi College of Art reserves the right to make changes in course content, equipment, materials, organization, policy and curriculum as circumstances dictate, subsequent to publication. The college expects its students to have knowledge of the information presented in this catalog and in other college publications. NOSSI COLLEGE OF ART is in compliance with the following: Title IV (The Civil Rights Act), Title IX (Discrimination of the Basis of Sex), The Equal Opportunity Act (Discrimination in Lending) and the Age Discrimination Act. The facility provides special parking and a ramp for physically challenged individuals.

I certify that this catalog is true and correct in content and policy and states progress requirements for graduation.

Cyrus Vatandoost
*Executive Vice President*
*Nossi College of Art*

*Students who wish to review the license, accreditation or approvals of the institution may contact the Executive Vice President via email - Cyrus@nossi.edu.*

# Gallery Credits and Student Recognitions

**2016 AAF - Local Student ADDY Winners**
Katherine Segheres, Silver, Photography
Hector Mendez, Silver, Photography

**2015 AAF - Local Student ADDY Winners**
Emily Shafer, Silver, Photography
Emily Shafer, Silver, Photography
Brandi Leath, Silver, Interactive Graphic Design
Brandi Leath, Silver, Interactive Graphic Design
Katherine Seghers, Silver, Photography
Russell Ewings, Gold, Illustration
Russell Ewings, Gold, Illustration
Russell Ewings, Silver, Illustration
Elisabeth Hunt, Gold, Graphic Design Media
Dusty Draper, Silver, Photography
Dusty Draper, Silver, Photography
Richard Norris, Silver, Interactive Graphic Design
Steven Hudson, Gold, District Gold, Illustration

**2014 AAF - National Student ADDY Winners**
Dusty Draper, Silver, Photography

**2014 AAF - District Student ADDY Winners**
Richard Norris, Gold, Illustration
Dylan Hunt, Gold, Photography
Dusty Draper, Silver, Photography

**2014 AAF - Nashville Student ADDY Winners**
Richard Norris, Silver, Illustration
Dylan Hunt, Gold, Photography
Mascha Muenzesheimer, Silver, Photography
Mascha Muenzesheimer, Silver, Photography
Dusty Draper, Gold, Photography
Dusty Draper, Gold, Photography
Becki Mastrian, Silver, Photography
Becki Mastrian, Silver, Photography

**2014 Award of Merit Winner, CMA Fest**
Dusty Draper, Photography

**2013 Award of Merit Winner, CMA Fest**
Caitlin Harris, Photography

**2013 AAF - Nashville Student ADDY Winners**
Antonio Fajardo, Silver, Photography

**2012 Adobe Design Achievement Awards Semifinalist**
Tracy Ratliff, Graphic Design

**2012 AAF - Nashville Student ADDY Winners**
April Bowen, Gold, Photography
R. K. Thompson, Gold, Graphic Design
Christina Peace, Gold, Photography
Jack O'Callaghan, Silver
Tracy Ratliff, Silver

**2011 AAF - Nashville Student ADDY Winners**
Lori Ward, two Silver, Photograhy
Molly Kirkpatrick, two Silver, Photography
Jeremy Hodges, Gold
Lyncoya Stephens, Silver

**2010 AAF - Nashville Student ADDY Winners**
Jessica Appel, Gold, Photography
Adam Baker, Silver, Illustration
Holley Bimson, Silver, Single Consumer/Trade Magazine
Heather Brothers, Silver, Digitally Enhanced Illustration
Michael Bromley, two Silver, Digitally Enhanced Photography
Kristy Buchanan, two Gold, Digitally Enhanced Photography
Kristy Buchanan, Silver, Photography
Jimi Button, Gold, Photography
Jacqueline Cowan, Silver, Photography
Michael Curran, Gold, Digitally Enhanced Illustration
Michael Curran, Judge's Choice Award, Digitally Enhanced Illustration
Jason Dodson, two Silver, Photography
Josh Fuqua, Silver, Animation
Tonda LeGarde, two Silver, Digitally Enhanced Photography
Natalie Martin, Silver, Point of Purchase
Scott Reeves, three Silver, Illustration
Jacob Rhoades, Silver, Illustration
Cheryl Swanson, two Silver, Photography
Gerald Sieberling, Silver, Illustration
Lori Ward, Gold, Digitally Enhanced Photography
Patrick Webster, Silver, Digitally Enhanced Photography
Sheri Wornath, Silver, Photography

**2010 District Student ADDY Winners**
Jessica Appel, Gold, Photography
Adam Baker, Silver, Illustration
Michael Bromley Jr., Silver, Digitally Enhanced Photography
Kristy Buchanan, two Gold, Digitally Enhanced Photography
Kristy Buchanan, Silver, Photography
Jimi Button, Silver, Photography
Michael Curran, Silver, Digitally Enhanced Illustration
Jason Dodson, Gold, Photography
Jason Dodson, Silver, Photography
Natalie Martin, Silver, Point of Purchase
Scott Reeves, Gold, Illustration

**2010 District Student ADDY Winners**
Scott Reeves, two Silver, Illustration
Jacob Rhoades, Silver, Illustration
Gerald Seiberling, Silver, Illustration

**2010 National Student ADDY Winners**
Jessica Appel, Silver, Photography
Kristy Buchanan, Silver, Digitally Enhanced Photography
Jimi Button, Gold, Photography
Michael Curran, Silver, Digitally Enhanced Illustration
Jacob Rhoades, Silver, Illustration
Scott Reeves, Silver, Illustration

**2009 AAF - Nashville Student ADDY Awards**
Stephanie Hines, two Gold, Photography
Stephanie Hines, Silver, Photography
Stephanie Hines, Judge's Choice Award, Photography
James Aaron Lindsey, Silver, Illustration
Michael "Keekle" Rodriguez, Silver, Animation
Jose Javier Semidei, Silver, Non-Traditional Advertising

**2009 7th District AAF Student ADDY Awards**
Stephanie Hines, Gold, Photography

**2009 National AAF Student ADDY Awards**
Stephanie Hines, Gold, Photography

**2009 AAF - Nashville Student ADDY Awards**
Stephanie Hines, two Gold, Photography
Stephanie Hines, Silver, Photography
James Aaron Lindsey, Silver, Illustration
Jose Javier Semidei, Silver, Non-Traditional Advertising
Michael "Keekle" Rodriguez, Silver, Animation
Stephanie Hines, Judge's Choice Award, Photography

**2008 7th District AAF  Student ADDY Awards**
Ashley Gilbert, Gold, Photography
Robert Fleckenstein, Gold, Illustration
Lisa Galipeau, Gold, Illustration
Adam Baker, three Silver, Illustration
Ashley Gilbert, Judge's Choice Award, Photography

**2008 AAF - Nashville Student ADDY Awards**
Ashley Gilbert – Gold, Photography
Lisa Galipeau – Silver, Illustration

**2008 Nashville Advertising Federation Student ADDY Awards**
Adam Baker, Gold, Illustration
Lisa Galipeau, Gold, Illustration
Ashley Gilbert, Gold, Photography
Ashley Gilbert, Silver, Photography
Hunter Dodson, Gold, Illustration
Adam Baker, Silver, Poster
Adam Baker, two Silver, Illustration
Robert L. Fleckenstein, Silver, Illustration
Sean Fletcher, Silver, Illustration
Stephanie Hines, Silver, Photography
Aaron Matheson, Silver, Photography
Xavier Terrell Payne, Silver, Illustration
Mike Williams, Silver, Photography
Lisa Galipeau, Judge's Choice Award, Illustration
Ashley Gilbert, Judge's Choice Award, Photography

# Map To Nossi College of Art

## nōssi
### COLLEGE OF ART

590 Cheron Road I Nashville, Tennessee 37115



**FROM DOWNTOWN NASHVILLE**
I65 North
Exit 90B–Briley Parkway East
Exit 15A–Briarville Road
First Left–Cheron Road (across fr. Shell Gas)

**FROM OPRYLAND**
Briley Parkway North
Exit 15A–Briarville Road
First Left–Cheron Road (across fr. Shell Gas)

**FROM CLARKSVILLE/KY**
I24 East
Briley Parkway
Exit 15A–Briarville Road
First Left–Cheron Road (across fr. Shell Gas)

**FROM KY**
I65 South
Exit 90B–Briley Parkway East (Airport)
Exit 15A–Briarville Road
First Left–Cheron Road (across fr. Shell Gas)