
DEGREE PROGRAMS

VMCAD

I'vim-kad I college

where design and business converge™

the **NEW** Virginia Marti College of Art and Design

2016/2017

11724 Detroit Avenue, Lakewood, Ohio 44107
216.221.8584 | www.VMCAD.edu

Cover art created by graphic design student David Torrence



VMCAD 50th Anniversary logo
designed by graphic design student, Brent Potts



2016/2017 **ACADEMIC** CATALOG

Table of Contents

THE VMCAD DIFFERENCE.....	4	FASHION MERCHANDISING – AAB.....	20	INTERIOR DESIGN – BFA.....	33
History of VMCAD	4	Program Description	20	Program Description	33
About VMCAD	4	Program Outline	20	Program Outline	33
About Our Instructors	4	Course Descriptions	22-23	Course Descriptions	34-37
Unique Features.....	5	FASHION MERCHANDISING – BS.....	21	CAREER OPPORTUNITIES.....	38
Message from the President, Dr. Milan Milasinovic.....	5	Program Description	21	GENERAL COLLEGE INFORMATION.....	39
Mission Statement	6	Program Outline	21	Accreditation, Approval and Affiliations	39
Vision Statement	6	Course Descriptions	22-23	Admission Information	39-40
Values Statement.....	6	FASHION MARKETING – BS.....	24	Student Activities.....	41
LAKEWOOD, OHIO INFORMATION.....	7	Program Description	24	College Trips.....	41
THE FACILITY.....	8	Program Outline	24	Student Services	41-42
MEET THE DEPARTMENT CHAIRS.....	9	Course Descriptions	25-26	Financial Information.....	42
GENERAL EDUCATION COURSES.....	10	GRAPHIC DESIGN – AAB.....	27	Financial Aid Services.....	42
General Education Course Descriptions.....	10-13	Program Description	27	Policies and Procedures	46
Developmental Courses.....	13	Program Outline	27	Grading System.....	50
Business & Entrepreneurship	14-15	Course Descriptions	29-31	Lost and Found Procedures.....	52
Career Development	16	GRAPHIC DESIGN – BFA.....	28	Judicial Procedures	53
FASHION DESIGN – AAB.....	17	Program Description	28	Minors on Campus	54
Program Description	17	Program Outline	28	Requirements for Graduation	55
Program Outline	17	Course Descriptions	29-31	Student Complaint Procedure.....	55
Course Descriptions	18-19	INTERIOR DESIGN – AAB.....	32	FACULTY & STAFF.....	56
		Program Description	32	BOARD OF DIRECTORS	56
		Program Outline	32	ACADEMIC CALENDAR.....	57-58
		Course Descriptions	34-37		

The VMCAD Difference

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

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



History of VMCAD

Virginia Marti-Veith envisioned a place for students to learn, grow and improve their own lives, as well as the communities they lived in. She was always a visionary woman with a passion for quality fabrics and fashion. After studying Haute Couture design in Paris, with its emphasis on custom fitting and details, Mrs. Veith returned to Cleveland, eager to train qualified fashion design professionals. In 1966, she founded Virginia Marti College of Art and Design (VMCAD). Interest in the college flourished as students from all over the country began to inquire about its unique programming. One of Cleveland's first female entrepreneurs, Mrs. Veith stayed focused on her passion throughout her life: providing students with personalized training in quality design.

On February 1st 2015, VMCAD welcomed a new president, Dr. Milan Milasinovic succeeding Mrs. Virginia Marti-Veith. Under his vision, the College is now offering Bachelor degrees, emphasizing use of modern technology, and building pedagogically advanced learning methods. The college is focused on building an exceptional and unique student

support system, composed of six layers: mentoring, coaching, tutoring, counseling, financial, and career development advising. Students and faculty have become a constitutional part in shared governance partaking in the College's transformation to a global school with offices overseas and exchange programs to support students who wish to experience foreign cultures.

Success in any design field combines hard work, technical skill and personal attention; the basis of haute couture design and service. VMCAD offers accredited degrees in concentrated areas of Fashion Design, Fashion Marketing, Fashion Merchandising, Graphic Design, and Interior Design.

About VMCAD

VMCAD College, in Lakewood, Ohio, is a college committed to providing academic excellence for students who want to specialize in selected areas of the design industry and explore the business side of art and design. We provide accredited degrees in Graphic Design, Interior Design, Fashion Design, Fashion Marketing and Fashion Merchandising. We prepare students to be successful in their chosen professions by empowering them with business and design knowledge, along

with hands-on experience. Students are surrounded by caring instructors and staff committed to their success.

VMCAD serves the individual needs of high school graduates, students with prior college credits, and college graduates who are seeking academic excellence, specialized knowledge and internship opportunities. Our small faculty-to-student ratio encourages student growth and success. VMCAD is committed to preparing students in the core competencies of the creative industries, so that its graduates can meet today's marketplace demands for technical skill, innovation and problem-solving ability.

About Our Instructors

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



Our Unique Features:

- ▲ Individualized Instruction:
 - Small class size - 10-15 students per instructor in all technical and lab courses.
- ▲ Student career placement is provided
- ▲ Placement Services for all Graduates & Alumni
- ▲ Employment Networking
- ▲ Parallel Art and Business Curriculum:
 - Professional faculty are hired from the design industries.
 - Work experience teaches problem-solving and collaboration skills with actual customer design projects.
 - Job Placement Services (2015/2016) – 79.3% of graduates work in their field of study.



Message from the President, **Dr. Milan Milasinovic**

Dear Prospective and Current VMCAD Students,

I am honored to welcome you to our vibrant and modern community, and I commend all of you for taking initiative to start a new chapter in your life. Higher education is no doubt a vehicle for a better life. VMCAD has come a long way from 1966 and its first Fashion Design class of five to become an established and nationally accredited college with almost 50 years of graduating generations of successful professionals. We take pride in our history, but we look forward, as we are launching new bachelor degrees, both on site and online, using the latest technologies for online education.

VMCAD is the College with a strong focus on experiential learning and a place where the skills are honed from convergence of creative and logical. Our College is student centered and students participate in shared governance. Our operations are designed to support students with a unique six layers of student support: mentorship for academic success, coaching, counseling, tutoring, career and financial advising. We have designed a college around you and for you.

Wishing you all the best on your higher education journey,

Sincerely,

Dr. Milan Milasinovic, President

VMCAD: Mission, Vision, Values

Mission Statement

Our mission is to implement innovative and effective educational techniques while providing a cost-effective education to all students passionate about pursuing careers in the design and art industries or in the management of design and art enterprises.

We strive to create a learning environment where both the creative and business sides of the design and art industry converge. We provide aspiring artists and designers strong foundations in business and entrepreneurship, enabling them to successfully establish their own business opportunities and launch their own enterprises. Likewise, we provide future managers of creative industries with a strong foundation in art and design so they can effectively inspire, motivate and guide their creative teams and cultivate innovative thought.

Furthermore, we aim to create globally experienced and customer oriented artists, designers and managers using the most technologically advanced and culturally sophisticated online learning environment. This, combined with real world experiential learning will develop their 21st century skills.

Vision Statement

Our belief is that our new economy will build a competitive advantage in innovation. Innovation requires creativity, which our country's business education lacks. On the other hand, our artists and designers lack linear, logical education, which is needed to make innovation useful. Hence, the vision at VMCAD is balanced education. Our programs' goals will be to trigger creativity and to learn how to manage innovation.

VMCAD will become a unique college known as a place where art and design converge with business, and where technologically advanced online learning is complemented with experiential learning.

Our vision is that we will become a place known for a unique student support system composed of six layers: mentoring, coaching, tutoring, counseling, career development and financial advising. VMCAD will become a college where global education is a part of the curriculum, international experiences will be offered to all students, and overseas internship and studying opportunities will be available. VMCAD will be known for internationalization of domestic students, aiming to culturally enrich our society.

Values Statement

- ▲ Our values are based upon our respect for all people. We pay equal respect to the person-hood of all human beings. We consider it a duty to ourselves and duty to others to promote general knowledge and education as a special obligation to our own freedom and well-being.
- ▲ We also promote the ability to pursue these goals.
- ▲ Our chief values include truthfulness, trust, self-control, empathy, compassion, equal opportunities, fairness and humanity to all.
- ▲ We are committed to fight complacency and a 'know it all' attitude.
- ▲ We are committed to promote character development and work ethic in our students through modeling positive attitudes, collaboration, drive, motivation, and the worth of all people.
- ▲ We treat all students and employees with dignity and encouragement in order to nurture a genuine respect for the diversity of people, ideas, cultures, and abilities.

Located in **Lakewood**, Ohio

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

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

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

- Daniel Derouchie, Travel + Leisure Magazine.



Message from MRS. VIRGINIA MARTI-VEITH

It is an honor working with students and seeing them grow and succeed in their chosen fields. The college was founded in 1966 on the basis of hard work and education. After studying Haute Couture design in Paris, I returned to Cleveland and saw the increasing need for a college focused on training qualified fashion design professionals. Thus began the Virginia Marti College of Art and Design. The College has expanded significantly since its inception and now offers degrees in Fashion Design, Fashion Marketing, Fashion Merchandising, Interior Design, and Graphic Design.

We are deeply committed to the success of every student. If you are dedicated, disciplined, determined, and passionate, nothing will stop you from being successful. I would like to welcome you to the Virginia Marti College of Art and Design family.

Virginia Marti



Our Facility

Main Level

Lobby Area: Visitors and Guests sign in and wait in the Lobby Area. Fashion Merchandising students use the display cases to showcase visual merchandising ideas.

The Gallery: The Gallery area is also used to display student work. Tables are available for student use.

Administrative Offices: First floor offices include: Main Office, President, Director of Operations, Finance Manager, Admissions, Director of Career Services, Financial Aid, Registrar, Instructional Designer and the Department Chairs' offices.

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

Labs: First floor labs include two computer labs, used for a variety of classes. Both computer labs have industry recommended software.

Studios: There are two studio classes on the first floor: The Fashion Design studio and the artist's studio, which is used for a variety of drawing classes.

Upper Level

Interior Design Studio: The Interior Design Studio provides students with a studio environment for coursework and a diverse library of fabrics and materials. Students are encouraged to use library materials in their projects. The Interior Design Department Chair has office space in this studio.

Lower Level

Learning Resource Center: The Learning Resource Center provides students with computers, books, reference materials, DVDs, periodicals, wi-fi access and a quiet place to study.

Classrooms: Two traditional lecture classrooms, one art studio and one computer lab are located at the lower level of the main building.

Student Lounge: The Student Lounge has tables, vending machines and a microwave for students. Students gather here to eat, study or make cellular phone calls.

The Fashion Archives: Fashion Design students study garment construction and design theories by examining garments from the Fashion Archive.

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



Meet The **Department** Chairs



Patrick Melnick **DEAN OF ACADEMIC AFFAIRS**

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

Judy Gannon **ASSISTANT FASHION DESIGN DEPARTMENT CHAIR**

Judy Gannon has an Associate of Applied Business in Fashion Design Degree from Virginia Marti College of Art and Design. She has worked for local retailers as a designer and pattern maker specializing in swimwear, career wear and bridal. Ms. Gannon has also been employed as a store manager, operations specialist and merchandise manager in traditional and superstore formats and led store optimizations, working as a project coordinator. Ms. Gannon began teaching at VMCAD in 1978.

Mindy Paradise **FASHION DEPARTMENT CHAIR**

Mrs. Paradise is a graduate of Kent State with a Bachelor of Science Degree in Fashion Merchandising and Business Management. She is also a graduate of Cleveland State University with a Master of Education Degree in Adult Learning and Development with a focus on Higher Education and Organizational Behavior. Mrs. Paradise has retail experience at the store and corporate levels concentrating on product development at companies including Gap, Target, Dillards, and Coldwater Creek. She is currently the Fashion Design, Fashion Marketing and Fashion Merchandising Department Chair at VMCAD.

Todd Saperstein **GRAPHIC DESIGN DEPARTMENT CHAIR**

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

Cristina McCarthy **INTERIOR DESIGN DEPARTMENT CHAIR**

Cristina McCarthy holds a Master of Science in Urban Planning and Design Degree from Cleveland State University and a Bachelor of Science in Architecture Degree from the Federal University of Bahia, Brazil. While pursuing her studies, Ms. McCarthy focused on architectural details and interior design. She has worked for architecture firms in the USA and in Brazil and has been teaching at VMCAD since 1990. She is also currently working as an independent designer/space planner. Ms. McCarthy has been actively involved with the American Society of Interior Designers Ohio North Chapter, and acted as its President in 2012-13.

General Education

The General Education Program is a unique component of VMCAD's bachelor degree studies. Its broad knowledge base of diverse course content intersects with the deep knowledge study of our students' majors to develop the "T shape mind" of the 21st century. Depth in one area of study and breadth in many provides our students with the necessary 21st century competency skills: cognitive interconnectivity between knowledge domains, which produces creative problem-solving abilities; and, analytical critical thinking skills to effectively communicate innovative thought. Relevance, transference, and convergence of knowledge are paramount to VMCAD's General Education Program. These intellectual skills will provide our students with the competitive resource of cognitive adaptability, which is a necessary 21st century competency in the global marketplace of design and business.

Course Descriptions

ART103 Basic Color Theory – 3 Credits

The course introduces and analyzes the Four Contrasts of Color Theory—value, intensity, hue, and temperature—as the cornerstone of understanding color schemes, color interaction, color relationships, and color's compositional effects for purposes of creating color organization.

Prerequisite: Recommended 1st quarter

ART128 Anatomy and Figure Drawing I – 3 Credits

The course emphasizes the use of human skeletal anatomy as a fundamental base of knowledge to accurately and aesthetically draw the human form's complex surface definitions, proportions, and three-dimensionality. Each class begins with an anatomical lecture of a specific skeletal region which is then integrated with drawing from a live model. The procedural methods of the course are based on Renaissance and Beaux Arts figure drawing traditions.

ART129 Anatomy and Figure Drawing II – 3 Credits

The course builds upon the anatomical knowledge, drawing skills, and procedural methods of Anatomy and Figure Drawing I. Each class begins with an anatomical lecture of a specific muscular region and reviews the relevant, connective skeletal structure of that muscle group. The theoretical knowledge of the anatomy lecture is then incorporated into the experiential practice of drawing from a live model. The course structure emphasizes the importance of human anatomy as a necessary and efficient means to correctly draw the complex and dynamic nature of the human form.

Prerequisite: ART128 Anatomy and Figure Drawing I

General Education Electives

ENG210	Shakespeare's Art and Design
SS223	The Social Context of Innovation
HUM360	History of Art III: 1950's to Now
ART128	Anatomy & Figure Drawing I
ART129	Anatomy & Figure Drawing II
ART144	Digital Photography



ART144 Digital Photography-3 Credits

The course is an introduction to digital photography which emphasizes the aesthetic and technical concerns of image capture and content. Lectures discuss digital camera use, applications, and functions; computer and camera equipment requirements; file and memory formats; aspects of the digital medium; digital camera lenses; digital editing, saving, sizing, posting and printing; and, shutter speed effects. Lectures and instructional demonstrations also include information on lighting, composition, photographic rendering, publishing, and portfolio preparation. Additional course content covers the history of photography and its impact on society.

CUL300 Idea Generation and Applied Creativity – 3 Credits

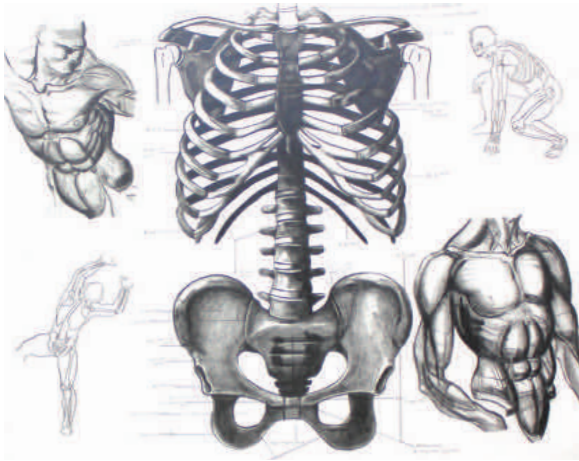
This course teaches creative thinking and problem solving techniques. Using a variety of tools and methods, students learn approaches that will give them the skills to truly "think out of the box". Finding unique and unexpected connections while exploring problems from new angles will result in individualized and improved solutions.

CUL301 Design Principles: Theory and Practice – 3 Credits

A practical study of the basic fundamental elements of design and the concepts used to understand, arrange and organize the elements of design. Lectures and assignments explore subject, form and content as it applies to message, meaning and design intent. Class projects also explore design awareness and viewers' response, unifying principles and individual design elements.

ENG101 English Writing – 3 Credits

This course explores essay styles, reviews MLA fundamentals, business writing formats, and improves oral and written communication skills.



ENG102 Verbal Communication of Visual Concepts – 3 Credits

This course acknowledges the intangible quality of art and the difficulty of verbally communicating visual concepts. The course utilizes benchmarks of aesthetic terms and definitions to provide a communication bridge between the visual properties used to create design and the verbal language needed to understand, evaluate, and critique design. Class lectures, written assignments and oral presentations focus on the necessary verbal skills to speak knowledgeably about design and art.

Prerequisite: ENG101 English Writing

ENG201 Principles of Rhetoric – 3 Credits

This course is meant to synthesize and develop the tools of rhetoric and reasoning students practiced in previous quarters in Basic English, Communication of Visual Concepts, and Critical Thinking. In those courses, students learned the fundamentals of clear expression in English; the aesthetic language for communicating ideas in the visual arts; and the reasoning skills for disciplined and fruitful habits of thinking. This course continues that trajectory of learning by immersing the students in the study of rhetoric common to all forms of communication (visual, written, oral) and in the rigorous argumentation needed to advance a researched point of view, culminating in a capstone project that applies a three-term suite of skills to a portfolio of the student's work.

Prerequisite: PHIL144 The Power of Critical Thinking

ENG210 Shakespeare's Art & Design – 3 Credits

The Elizabethan Age was an era of formal and intricate design in the arts, including language arts. Shakespeare's poetry – like Elizabethan clothing, gardens and dance – prized elaborate structures, sophisticated patterns, and human ingenuity that went into making complex designs. This course will introduce the students to Shakespeare's language as a product of particular design era, focusing first on the poetic and dramatic forms that were common to the late sixteenth century.

Prerequisite: ENG201 Principles of Rhetoric

HUM160 History of Art I – 3 Credits

The course provides a survey of art and architecture from prehistoric times to the Gothic period. A selected number of paintings, sculptures, and buildings is presented in the weekly lectures as the embodiments of a culture's political, social, and technological historical context. The lectures will explore the paradigmatic shifts of religious and scientific beliefs among cultures and civilizations to explain the different appearances and purposes for the artifacts, art, and architecture created by humanity.

HUM260 History of Art II – 3 Credits

The course examines the arts of the broad Western tradition from the Early Renaissance to Abstract Expressionism. Its lectures focus on the arts as the expression of a culture's political, economic, social, and technological historical context. The course provides an understanding and explanation of art's function in society, as well as, different ways that scholars (such as Panofsky, Hughes, and Smith) approach a work of art and grasp its various levels of meaning. The lectures also emphasize an art work's utilitarian purpose as an expression of a particular cultural belief and as a psychological construction that reflects the analytical and emotional processes of an artist's mind.

General **Education:** Course Descriptions

HUM360 History of Art III: 1950'S to Now – 3 Credits

This course charts moments in art history from the 1950's to the present. Lectures highlight key artists and their accomplishments. The focus of class lectures is placed on the aesthetics of late modernism to the beginnings of the post-modern period including Abstract Expressionism, Pop, Minimalism, Conceptual, and Post-Modern art. Special emphasis will focus on the art's historical context during the past 60 years, the evolution of the artist's role in society and the affect the art and artist have on our culture.

HUM400 History of Revolutionary Ideas – 3 Credits

The course examines the revolutionary ideas of western civilization that redefined humanity's participation in the world for the 21st century. Lectures focus upon historical writings such as John Locke's 1689 essay on religious tolerance, James Madison's 1776 Bill of Rights, Mary Wollstonecraft's 1792 letter on women's rights, Nietzsche, Darwin, Marx and others who imagined a radically different social and economic paradigm for humanity in the future. A further exploration of the class lectures discusses the ongoing transformation of these "dangerous ideas" in today's society and, their influence on the new revolution of ideas like biomimicry, Systems Thinking, and The Law of Accelerating Returns which will define humanity's social and economic evolution in the 22nd century.

MATH143 Foundations of Quantitative Literacy – 3 Credits

The course is designed for non-math major students. It is an introductory course which broadens a student's appreciation of mathematics' interdisciplinary nature by exploring ways in which its principles develop quantitative reasoning skills. Students will learn mathematics and basic statistics as a necessary tool of analytical problem-solving skills for success in future college courses, careers, and life-strategies. Topics include computational skills, basic concepts of algebra and geometry, statistics, and probability.

MATH343 Functional Math – 3 Credits

This course explores an advanced application of mathematical solution strategies, processes of conversions, and the integration of equative problem solving techniques.

Prerequisite: MATH143 Foundations of Quantitative Literacy

PHIL144 The Power of Critical Thinking – 3 Credits

The course discusses the 21st century's deluge of media-driven information, so-called big data and social networking, which requires an objective, intellectual ability to evaluate the validity of source information as well as detect biases, prejudices, and motives that are based on subjective beliefs and emotions. Topics of the course include: an analysis of logical and deductive reasoning; identification of an argument's structure- premise, proposition, demonstration, and proof; common fallacies of reasoning; and, the manipulation and abuse of language to prove a fallacious argument.

Prerequisite: ENG102 Verbal Communication of Visual Concepts

SCI300 Physics and Art – 3 Credits

The course introduces the basic principles of Physics, analyzes the revolutionary theories of Physics from Ptolemy to Einstein, and explains the way these themes changed humanity's perception of the universe. Additional lecture content juxtaposes Physics' revolutionary theories with the simultaneous and parallel revolutionary concepts of Art. The interconnectivity of simultaneous and equivalent ideas from these two disparate fields of study provides a frame of reference and zeitgeist which makes the complex theories of Physics accessible and relevant.

SCI400 The Neuroscience of Creativity – 3 Credits

The course provides a neuroscientific explanation for the mystery of human creativity. Lectures will explore the brain's large network areas and its hemispheric interconnectivity, neural architecture, and neurotransmitters which makes it possible for an individual to receive, process, organize, and reformulate the information of "crystallized intelligence" into cognitive patterns of "fluid intelligence" necessary for the generation of original ideas and innovative thought.

SS121 Emotional Intelligence – 3 Credits

The course introduces the growing body of social science research which acknowledges Emotional Intelligence (EQ) as a crucial component of emotional adjustment, interpersonal relationships, personal well-being, and overall success in various contexts of everyday life. Lectures of the course examine: the concepts and practical applications of EQ; the difference between Emotional Intelligence (EQ) and Cognitive Intelligence (IQ); the four fundamental elements of EQ which provide the ability to successfully navigate through the social environment; and the scientific documentation that establishes EQ as the foundational construct of emotion. Further exploration of the class lectures provides a rationale for the development of Emotional Intelligence skills as a necessary 21st century parallel to Cognitive Intelligence that is necessary for business managers and creative designers because of its insistence on adaptive behavior traits such as resilience and flexibility.

SS210 General Principles of Law – 3 Credits

An introduction to the American Legal System and those issues that affect business most, including the judicial system, torts, contracts, business organizations and debtor-creditor relations.

SS223 The Social Context of Innovation – 3 Credits

This course explores the social context of innovation and creativity as the basis of success for many of today's leading companies. Class lectures analyze the creative industries recognized standard of 'fluid intelligence', the new social class of "creative" people, and the competitive advantage they bring to the marketplace. The course analyzes the impact of the creative class on social relationships, the growth of innovation, new technologies and public policy. Lectures also focus on the struggles of certain members of the creative class and their efforts to reinvent themselves.

SS260 Principles of Economics – 3 Credits

The goal of this course is to learn how to use economic analysis to reach reasoned conclusions about the big issues of the day from the implications of globalization to the causes of economic growth, financial crises, and unemployment.

SS401 Ethics – 3 Credits

An intensive exploration of enduring theoretical issues in ethics such as relative and absolute moral laws, subjective and objective components of moral knowledge, the relation of facts in nature to human values, the moral concepts of goodness, right, and obligation and the ways in which they operate in society, religion, law, and the use of reason in forming ethical decisions.

SS430 Globalization – 3 Credits

This course aims to provide students with current global trends that shape an international dialog of commonality between divergent cultures and nationalities.

Developmental Courses

No credits are given toward degrees/certificates for developmental courses. There is no letter grade earned—developmental courses are PASS/FAIL. There is a two-credit tuition charge for each, except X011 which has a three-credit tuition charge and X017 which has a four-credit tuition charge.

X011 Developmental English

The course is a detailed course focusing on spelling, grammar, punctuation, and writing structures (improvement of sentence and paragraph structure) necessary to succeed in today's competitive global market. Class lectures, group discussions and real-world application assignments serve as a prerequisite for English Writing.

X017 Developmental Sewing – 4 Credits

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

X020 Developmental Mathematics

A basic overview of simple arithmetic. In-class drills, homework, and exams prepare students for MATH143. Placement in this course is dependent on the entrance exam, SAT or ACT test scores.

X040 Intro to Computers

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

X050 Art Fundamentals

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



Business & Entrepreneurship

Course Descriptions

BUS101 Principles of Marketing – 3 Credits

This course deals with concepts in the development of the proper promotional mix of product, place, promotion, and price are presented. The course includes the principles of market research and consumer preference, needs and desires. Students will learn the STP as the basic marketing concepts (Segmentation, Targeting and Positioning). In addition, students will learn about basic concepts of branding and international marketing. This is an introductory marketing course, which will usher students into the discipline of marketing.

BUS110 Organizational Behavior Management – 3 Credits

This course provides a comprehensive analysis of individual and group behavior in organizations. Its purpose is to provide an understanding of how organizations can be managed more effectively and at the same time enhance the quality of employees work life. Topics include motivation, rewarding behavior, stress, individual and group behavior, conflict, power and politics, leadership, job design, organizational structure, decision-making, communication and organizational change and development. This course aims to improve students understanding of human behavior in organization and the ability to lead people to achieve more effectively toward increased organizational performance.

BUS200 Developing Entrepreneurial Opportunities – 3 Credits

This course will provide you with an overview of opportunity assessment and the entrepreneurial process that will enable you to define, develop and promote innovative initiatives either through the creation of a new for-profit or non-profit venture or as a value added component to an existing venture or within the corporate environment. We will explore the basic elements of idea generation, the entrepreneurial process, and the innovative business model, through readings, lectures, case analysis and discussion. This is a tactical and results oriented exercise, designed to be applied to a new venture concept or to discover a fresh and innovative approach to a 'current and real-world' business problem.

BUS201 Design Thinking – 3 Credits

Design thinking is an iterative problem solving process of discovery, ideation, and experimentation that employs design based techniques to gain insight and yield innovative solutions for virtually any type of organizational or business challenge, prominently including those within public service. This course also offer new insights into and understanding of design thinking, based on evidence from observation and investigation of design practice.

BUS202 Information Technology in the 21st Century – 3 Credits

Increasingly organization survival and/or efficiency are related to the ability to acquire and maintain excellent information about itself and competing organizations. Information treated as a resource for strategic planning and operational management has a value like other assets in the organization. The information asset must be quantified and accounted for as such assets as land and equipment. This course will explore necessary management actions, which will insure that information is available, correct, protected, and archived in proper forms. The objective of this course is to meet the challenges which are seemingly unending. Information Technology Services departments will be required to increase system performance and improve availability while simultaneously cutting costs and improving quality, measured by customers' satisfaction.

BUS210 Financial Accounting – 3 Credits

This course is an introduction to the basic concepts and standards underlying financial accounting systems. Several important concepts will be studied in detail, including: revenue recognition, inventory, long-lived assets, present value, and long-term liabilities. The course emphasizes the construction of the basic financial accounting statements - the income statement, balance sheet, and cash flow statement - as well as their interpretation.

BUS220 Business Finance – 3 Credits

This course introduces the student to the fundamentals of business finance. The course requires an understanding of mathematics as well as economic concepts and accounting principles. The course is corporate-oriented with emphasis on practical applications and problem solving techniques. The primary objective is to provide the student with the tools to understand and solve the basic financial problems confronting business today. The topics covered include the time value of money, valuation of assets, capital budgeting techniques, capital structure theory and dividend policy assessment. The application of the topics to international markets will be made whenever possible.

Prerequisite: BUS210 Financial Accounting

BUS300 Entrepreneurship and Business Plan – 3 Credits

The essence of entrepreneurship is starting something from nothing. The journey of taking an idea from its conceptual stage and turning it into a product/service applicable to the marketplace demands a comprehensive understanding for the different components of starting a business. This course teaches about the fundamental concepts, processes and tools of starting an entrepreneurial venture, with an emphasis of developing a business plan from concept.

We will cover the entrepreneurial perspective (challenges, characteristics, self-assessment), starting a new venture, developing the business idea, the business plan, including the marketing/financial/organizational plans, financing the new venture, managing the new venture and coverage of issues such as legal, franchising and international entrepreneurship.

BUS301 Entrepreneurial Finance – 3 Credits

Entrepreneurship requires innovation, strategy, reiteration and execution. Within this process it also demands aptitude with the language of commerce. Entrepreneurs must be able to speak fluently with those who fund, oversee, and support them about the financial dynamics of their operations. This course teaches essential financial terms, tools and concepts.

We will cover the entrepreneurial process, key accounting terms / concepts, valuation, expectations of investors / funders and the practical application of these topics to financial planning and performance analysis. Students will become familiar with financial statements (income statements, balance sheets, statements of cash flows) and with related accounting issues. While learning key concepts and practices, students will apply this knowledge by constructing integrated financial plans for proposed (or hypothetical) ventures.

BUS330 Statistics for Managers – 3 Credits

This course examines how managers use data for systematic business problem-solving. Topics include collecting data, describing and presenting data, probability, statistical inference, regression analysis, forecasting and risk analysis. Special emphasis will be given to computer techniques, especially using Microsoft Excel, for statistical analysis and problem solving. Common business processes and business skills practiced are gathering and organizing data, quantitative data analysis, forecasting, decision-making under uncertainty and communicating or presenting results.

BUS410 Managing Growth and Failures – 3 Credits

Growing a business beyond the start up stage can be equally as daunting and challenging a task as the creation of a business. However, to transition to this stage of growth as a small and medium size business requires the entrepreneur, owner/manager to adopt a very different, almost opposing, set of management skills to be successful. The course is focused on the challenges and opportunities of managing a growing company and emphasizes practical management methods and techniques. Failure is simply inevitable. We all make mistakes! The second part of the course focuses on analyzing failure and managing it to take advantage of it. Failure is demystified and also analyzed in a social context across different cultures. Finally, the positive outcomes of failure are discussed, such as failure boosted research in each field, influencing the designs of all models, and technological advancement has been contingent on learning from previous failures.

BUS420 Strategic Management – 3 Credits

This course introduces the key concepts, tools, and principles of strategy formulation and competitive analysis. It is concerned with managerial decisions and actions that affect the performance and survival of business enterprises. The course is focused on the information, analyses, organizational processes, and skills and business judgment managers must use to devise strategies, position their businesses, define firm boundaries and maximize long-term profits in the face of uncertainty and competition. Strategic Management is an integrative and interdisciplinary course. It assumes a broad view of the environment that includes buyers, suppliers, competitors, technology, the economy, capital markets, government, and global forces and views the external environment as dynamic and characterized by uncertainty.



Career Development

Acquiring and developing career-related skills and experiences is an important part of the curriculum at VMCAD. Through a series of Seminars and Internships, students will learn the critical employment skills and knowledge necessary as a part of their selected career path. In the classroom, students will learn updated resume writing skills for their industry, practice interviewing techniques and tap into the power of social media to enhance their personal branding and employment network. These classes are an extension to the services provided by Career Services to all active students and alumni. The internship experience, which takes place in the final quarter of study, provides an experiential learning opportunity where students apply the technical skills and conceptual knowledge of the classroom in real world industry experiences.



Course Descriptions

CD119 Career Development Seminar I – 3 Credits

The Career Orientation/Development Seminar I is designed to increase new student's success in career development and college studies by providing them with the academic, industry, career, and time-management tools needed to function effectively in the academic and business worlds. A variety of experiential exercises inside and out of the classroom will be employed throughout the course.

CD290 Career Development Internship (AAB) – 3 Credits

Internship is a cooperative venture between the industry and the college to provide the student with on-the-job training. Skills learned in the classroom will be utilized in the placement as much as possible. Students must maintain a regular work schedule and attend regular Internship Reviews with Career Services.

Prerequisite: CD119 Career Development Seminar I, Pending Graduate status

CD319 Career Development Seminar II – 3 Credits

Career Development II is designed to explore various topics related to long term career success. These topics include effective leadership, team-building, further industry exploration. The class culminates in a group project that addresses the human capital side of business.

Prerequisite: CD119 Career Development Seminar I

CD419 Career Development Internship (BS/BFA) – 3 Credits

Internship is a cooperative venture between the industry and the college to provide the student with on-the-job training. Skills learned in the classroom will be utilized in the placement as much as possible. Students must maintain a regular work schedule and attend regular Internship Reviews with Career Services.

Prerequisite: CD319 Career Development Seminar II

Continuing Education

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

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

Non-Degree Seeking

Those that do not want to become a matriculated student, but wish to take a course that is part of one of VMCAD's degree programs, may do so as a non-degree seeking student. The enrollment form can be obtained from the Registrar's Office for this option. Financial aid is not available to these students and tuition is due in full at the time of registration.

Fashion Design – AAB

VMCAD's Fashion Design program is for the student interested in developing the many skills required to execute original designs from concept to consumer. The curriculum combines an artistic approach with current technology and intellectual skills. It is designed to provide students the expertise needed to be successful in a career in the global fashion industry.

Students are encouraged to develop their individual design voice through a balance of construction and design education combined with creative, innovative knowledge and practices. A strong emphasis is placed on haute couture practices in sewing and pattern making, and design development in studio classes. A small student-to-teacher ratio allows students to receive individualized instruction as needed.

Enroll in VMCAD's **Associate of Applied Business in Fashion Design** program that features 108 credits and can be completed in eight quarters or 24 months. *(Students who lack sewing fundamentals must take a developmental sewing course, which is not part of the intended eight-quarter program.)*



Program Outline: AAB

108 TOTAL CREDIT HOURS For Fashion Design AAB Program

Quarter 1:			Credit Hours	QUARTER 4:			Credit Hours	QUARTER 7:			Credit Hours	FD Electives	
ENG101	English Writing	3		ENG201	Principles of Rhetoric	3		CUL300	Idea Generation and Applied Creativity	3		FM314	Fashion Show Production
ART103	Basic Color Theory	3		HUM260	History of Art II	3		CUL301	Design Principles: Theory and Practice	3		FM204	Fashion Styling
FD198	Fashion Illustration I	3		BUS200	Developing Entrepreneurial Opportunities	3		FD342	Fabric Manipulation II	3		FD303	Sustainable Fashion
FD141	Intro to Fashion	3		FD233	Integrative Design Studio III – Mass Production	6		FD386	Fashion Product Development	3		BUS201	Design Thinking
CD119	Career Development Seminar 1	3										FM336	Social Responsibility in the Global Market
QUARTER 2:			Credit Hours	QUARTER 5:			Credit Hours	QUARTER 8:			Credit Hours	FM207	Fashion Writing, Blogging & Criticism
ENG102	Verbal Communications of Visual Concepts	3		SS210	General Principles of Law	3		CD290	Career Development Internship	3		FMK410	Fashion Branding
MATH143	Foundations of Quantitative Literacy	3		FD204	Fashion Illustration II	3		FD352	Research & Design Development I	3		FM300	Consumer Behavior
HUM160	History of Art I	3		FD234	Integrative Design Studio IV – Construction & Costing	6							
FD131	Integrative Design Studio I – Fitting	6		FD235	Techniques of Tailoring	3							
QUARTER 3:			Credit Hours	QUARTER 6:			Credit Hours						
SS121	Emotional Intelligence	3		SS260	Principles of Economics	3							
PHIL144	The Power of Critical Thinking	3		FD241	Fabric Manipulation I	3							
FD132	Integrative Design Studio II – Haute Couture	6		FD223	Illustrator & Photoshop for Fashion Design	3							
FD102	Textiles	3		FD227	History of Costume I	3							
				FD Elective		3							



Required for all FD Students:

X017	Developmental Sewing – 4 credits
X040	Intro to Computers – 2 credits
X050	Art Fundamentals – 2 credits



Fashion **Design** Studies:

Course Descriptions

FD102 Textiles – 3 Credits

This course is designed to give students an in-depth examination of fibers, yarns, fiber performance properties and fabric construction. It focuses on the study of the production of textiles from raw materials stage to finished product.

Prerequisite: FD141 Introduction to Fashion

FD131 Integrative Design Studio I – Fitting – 6 Credits

This course is designed to set the groundwork for the perfect fit of a garment. The focus is on fitting at the haute couture standards as well as mass production standards. There will also be an introduction to basic pattern-making.

FD132 Integrative Design Studio II – Haute Couture – 6 Credits

This course is designed to learn the theories and practices of haute couture design and standards. Students will gain knowledge of cutting, hand stitching, finishes, and construction by executing 3-Dimensional garments.

Prerequisite: FD131 Integrative Design Studio I and 3rd quarter requirements of a 24 credit hour minimum

FD141 Introduction to Fashion – 3 Credits

The purpose of this course is to introduce students to the many facets of the fashion industry from concept to consumer. The course focuses on the fashion industry as a whole with emphasis on the structure of the fashion industry, consumer demand and acceptance, fashion research, forecasting trends, product acquisition and development.

FD198 Fashion Illustration I – 3 Credits

Introduction to the enhancement of figure drawing by subtly altering proportions of the human form and simplifying realistic details. The course emphasizes controlled and descriptive drawing techniques to suggest texture, pattern, fabric behavior, and a variety of poses.

Prerequisite: X050 Art Fundamentals

FD204 Fashion Illustration II – 3 Credits

This course is an advanced study of fashion figures required by the industry, with an emphasis on the use of different mediums to illustrate pattern and texture.

Prerequisite: FD198 Fashion Illustration I

FD223 Illustrator and Photoshop for Fashion Design – 3 Credits

This course is designed to allow students to immediately begin creating digital fashion presentations using Illustrator and Photoshop. Students learn to take an integrated approach to design allowing them to master the three-dimensional benefits of combining the two software programs

Prerequisite: X040 Introduction to Computers

FD227 History of Costume I – 3 Credits

This course traces the historical development of western costume from 3000 B.C. through the 18th century. We will be examining the social, economic, artistic and cultural influences that have shaped each period's fashion. Emphasis will be placed on costume silhouette recognition and the vocabulary of historical clothing and accessories. Special consideration will be given to the Early American Colonial/Federal periods interpretations of European design.

FD233 Integrative Design Studio III- Mass Market Production – 6 Credits

This course is designed for students to take original couture designs and translate them into digitized mass production garments. Students will also have an introduction to the Gerber software to gain a familiarity with grading and marking.

Prerequisite: FD132 Integrative Design Studio II and 4th quarter requirements of a 36 credit hour minimum

FD234 Integrative Design Studio IV – Construction and Costing – 6 Credits

This course is designed for students to understand the process of technical design from inception to production including all aspects of garment design, construction and costing. There will be a focus on technical packets that center on measurements, specifications and costing.

Prerequisite: FD233 Integrative Design Studio III and 5th quarter requirements of a 48 credit hour minimum

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

~ Judy Gannon, Fashion Design Assistant Department Chair

FD235 Techniques of Tailoring – 3 Credits

This course is designed for students to expand their drafting skills to tailoring principles producing suits, coats and capes. Using precise drafting, sewing, and fitting skills, students create an original tailored garment using traditional methods of inner construction, pressing and hand stitching.

Prerequisite: FD132 Integrative Design Studio II

FD241 Fabric Manipulation I – 3 Credits

This course is designed to introduce students to the principles and techniques of draping to realize 3-Dimensional garments.

Prerequisite: FD132 Integrative Design Studio II

FD303 Sustainable Fashion – 3 Credits

This course provides an overview of past, present and future sustainability issues. The course focuses on investigating the relationship between fashion and the environment.

Prerequisite: 9th quarter requirements of a 96 credit hour minimum

FD342 Fabric Manipulation II – 3 Credits

This course is an advanced draping course that allows students to utilize the haute couture methods of fabric manipulation and translate into multiple price point categories for various markets.

Prerequisite: FD241 Fabric Manipulation I

FD352 Research and Design Development I – 3 Credits

This course allows students the opportunity to showcase their design and construction abilities in a creation of a collection.

Prerequisite: FD234 Integrative Design Studio IV

FD386 Fashion Product Development – 3 Credits

This course is designed to apply the knowledge of the theory of product development by developing an apparel line from inception to production.

Prerequisite: FD198 Fashion Illustration I

Recommended Enrichment Courses:

FD365 Millinery I: Fall/Felts – 2 credits

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

FD366 Millinery II: Winter/Fur and Leather – 2 credits

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

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

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

FD368 Millinery IV: Summer/Bridal Headpieces and Turban – 2 credits

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

FD369 Millinery V: Advanced Millinery Technique – 2 credits

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

Prerequisite: FD365 - FD368

Fashion Merchandising – AAB

The **Associate of Applied Business Degree in Fashion Merchandising** prepares students for the million dollar global industry of fashion. We develop our students to be successful in the 21st century marketplace with a skill set that incorporates an entrepreneurial spirit, critical thought process and innovative ideas. This is accomplished by exposure to experiential learning, industry leaders and a faculty of working professionals. Our program offers a curriculum that develops students' awareness of the career opportunities beyond fashion apparel.

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



Program Outline: AAB

108 TOTAL CREDIT HOURS For Fashion Merchandising AAB Program

QUARTER 1: Credit Hours			QUARTER 3: Credit Hours			QUARTER 5: Credit Hours			QUARTER 7: Credit Hours		
ENG101	English Writing	3	SS121	Emotional Intelligence	3	SS210	General Principles of Law	3	CUL300	Idea Generation and Applied Creativity	3
ART103	Basic Color Theory	3	PHIL144	The Power of Critical Thinking	3	BUS210	Financial Accounting	3	CUL301	Design Principles: Theory and Practice	3
BUS101	Principles of Marketing	3	BUS110	Organizational Behavior Management	3	FM274	Visual Merchandising I	3	FM336	Social Responsibility in the Global Market	3
FM141	Intro to Fashion	3	FM102	Textiles	3	FM282	Accessories, Beauty, and Home	3	FM361	Retail Store Planning & Design	3
CD119	Career Development Seminar 1	3	FM198	Planning & Allocation	3	FM265	Product Costing & Analysis	3			
QUARTER 2: Credit Hours			QUARTER 4: Credit Hours			QUARTER 6: Credit Hours			QUARTER 8: Credit Hours		
ENG102	Verbal Communications of Visual Concepts	3	ENG201	Principles of Rhetoric	3	SS260	Principles of Economics	3	CD290	Career Development Internship	3
MATH143	Foundations of Quantitative Literacy	3	HUM260	History of Art II	3	BUS220	Business Finance	3	FM386	Fashion Product Development	3
HUM160	History of Art I	3	BUS200	Developing Entrepreneurial Opportunities	3	FM275	Visual Merchandising II	3			
FM171	Principles of Retailing	3	BUS202	Info Tech. in the 21st Century	3	FM207	Fashion Writing, Blogging & Criticism	3			
FM164	Quantitative Retail Math	3	FM205	Fashion Buying & Merchandising	3	FM208	Fashion Communications	3			

Required for all FM Students: X040 Intro to Computers – 2 credits

Fashion Merchandising – BS

The **Bachelor of Science in Business Administration with a concentration in Fashion Merchandising** program is designed to develop students with a convergence of business and fashion knowledge of the 21st century marketplace in a multi-billion dollar industry. Our intent is to expose students to experiential learning to foster their entrepreneurial spirit, critical thought process and fluid intelligence. Our cost-effective and technologically advanced education will ensure a successful completion of their BS in Business Administration degree. The program is designed to prepare students with a skill set that understands an ever changing marketplace. The curriculum develops an awareness of career opportunities beyond fashion apparel and exposes students to multiple skill sets that bring entrepreneur endeavors as well as corporate functions.

The program covers 12 quarters taken through 48 months. However, the program can be completed in 36 months by attending year round.



Fashion Merchandising Electives

FM204	Fashion Styling
FD198	Fashion Illustration I
BUS201	Design Thinking
ID152	Introduction to Interior Design
GD363	Designing for Personal Brand
FMK415	Luxury Branding
FMK330	Pop Culture & Media

Program Outline: BS

180 TOTAL CREDIT HOURS For Fashion Merchandising BS Program

QUARTER 1: Credit Hours			QUARTER 4: Credit Hours			QUARTER 7: Credit Hours			QUARTER 10: Credit Hours		
ENG101	English Writing	3	ENG201	Principles of Rhetoric	3	CUL300	Idea Generation and Applied Creativity	3	SCI400	The Neuroscience of Creativity	3
ART103	Basic Color Theory	3	HUM260	History of Art II	3	CUL301	Design Principles: Theory and Practice	3	HUM400	History of Revolutionary Ideas	3
BUS101	Principles of Marketing	3	BUS200	Developing Entrepreneurial Opportunities	3	BUS330	Statistics for Managers	3	BUS420	Strategic Management	3
FM141	Introduction to Fashion	3	BUS202	Information Technology in the 21st Century	3	FM336	Social Responsibility in the Global Market	3	FM410	Fashion Branding	3
CD119	Career Development Seminar 1	3	FM205	Fashion Buying and Merchandising	3	FM314	Fashion Show Production	3	FM Elective		3
QUARTER 2: Credit Hours			QUARTER 5: Credit Hours			QUARTER 8: Credit Hours			QUARTER 11: Credit Hours		
ENG102	Verbal Communication of Visual Concepts	3	SS210	General Principles of Law	3	General Education Elective		3	BUS410	Managing Growth and Failures	3
MATH143	Foundations of Quantitative Literacy	3	BUS210	Financial Accounting	3	CD319	Career Development Seminar II	3	SS401	Ethics	3
HUM160	History of Art I	3	FM274	Visual Merchandising I	3	BUS300	Entrepreneurship and Business Plan	3	FM420	Environmental Scanning	3
FM171	Principles of Retailing	3	FM282	Accessories, Beauty and Home	3	FM386	Fashion Product Development	3	FM407	Convergence of Digital Technology and Fashion	3
FM164	Quantitative Retail Math	3	FM265	Product Costing and Analysis	3	FM361	Retail Store Planning and Design	3	General Education Elective		3
QUARTER 3: Credit Hours			QUARTER 6: Credit Hours			QUARTER 9: Credit Hours			QUARTER 12: Credit Hours		
SS121	Emotional Intelligence	3	SS260	Principles of Economics	3	SCI300	Physics and Art	3	SS430	Globalization	3
PHIL144	The Power of Critical Thinking	3	BUS220	Business Finance	3	MATH343	Functional Math	3	CD419	Career Development Internship	3
BUS110	Organizational Behavior Management	3	FM275	Visual Merchandising II	3	BUS301	Entrepreneurial Finance	3	FM450	Fashion Merchandising Capstone	3
FM102	Textiles	3	FM207	Fashion Writing, Blogging and Criticism	3	FM300	Consumer Behavior	3	FM440	Fashion Selling and Sales Management	3
FM198	Planning and Allocation	3	FM208	Fashion Communications	3	FM Elective		3	General Education Elective		3

Required for all FM Students: X040 Intro to Computers – 2 credits



Fashion Merchandising Studies:

Course Descriptions

FM102 Textiles – 3 Credits

This course is designed to give students an in-depth examination of fibers, yarns, fiber performance properties and fabric construction. It focuses on the study of the production of textiles from raw materials stage to finished product.

Prerequisite: FM141 Introduction to Fashion

FM141 Introduction to Fashion – 3 Credits

The purpose of this course is to introduce students to the many facets of the fashion industry from concept to consumer. The course focuses on the fashion industry as a whole with emphasis on the structure of the fashion industry, consumer demand and acceptance, fashion research, forecasting trends, product acquisition and development.

FM164 Quantitative Retail Math – 3 Credits

This course is designed to introduce the student to the multi-faceted world of contemporary business and accounting practices. An in depth understanding of these principles will be gained as the student produces various accounting documents.

Prerequisite: X040 Intro to Computers

FM171 Principles of Retailing – 3 Credits

This course introduces students to retailing principles best practices, and career opportunities. They will also explore multi-channel retailing, management and control functions, merchandising fashion products, and communicating with, and servicing, the fashion clientele.

Prerequisite: FM141 Introduction to Fashion or taken concurrently with FM141 Introduction to Fashion

FM198 Planning and Allocation – 3 Credits

This course is designed to introduce students the process of planning and allocation. They will learn the principles and techniques that retailers use to set and maintain sales and inventory performance goals. Also, they will analyze merchandise trends to understand the impact/power of brand and promotions/advertising.

Prerequisite: FM164 Quantitative Retail Math

FM204 Fashion Styling – 3 Credits

This course is designed to prepare students with image management tools for online campaigns in the fashion industry.

Prerequisite: FM141 Introduction to Fashion

FM205 Fashion Buying and Merchandising – 3 Credits

This course is designed to help students examine and analyze current buying practices and techniques. They will learn the fundamentals of fashion buying with an emphasis on planning, sourcing, procuring, and pricing of retail fashion inventories.

Prerequisite: FM198 Planning & Allocation

FM207 Fashion Writing, Blogging and Criticism – 3 Credits

The purpose of this course is to support critical and creative thinking, fostering the improvement of oral and written communication skills.

Prerequisite: ENG102 Verbal Communication of Visual Concepts

FM208 Fashion Communications – 3 Credits

This course explores the various factors involved in taking your vision to creation of marketing strategies for products/services. This course focuses on the process of marketing goals, strategies and tactics and executing a marketing plan for a fashion brand.

Prerequisite: FM171 Principles of Retailing

FM265 Product Costing and Analysis – 3 Credits

This course is designed to analyze historic and contemporary garments in regards to construction, fabrication and costing.

Prerequisite: FM102 Textiles and FM164 Quantitative Retail Math

FM274 Visual Merchandising I – 3 Credits

This class will introduce students to visual merchandising and environmental design, and explore the design basics required for effective merchandise presentation. This class will address the ways in which merchandise presentation impacts store windows and interior applications, while selling a brand's image.

Prerequisite: 5th quarter requirements of a 48 credit hour minimum

FM275 Visual Merchandising II – 3 Credits

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

Prerequisite: FM274 Visual Merchandising I

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

~ Mindy Paradise, Fashion Merchandising Department Chair

FM282 Accessories, Beauty & Home – 3 Credits

This course provides an overview of the accessory industry, past and present. Students will also study the beauty industry, origins and best practices. In addition, home store fashion accessories and trends will be analyzed.

Prerequisite: FM141 Introduction to Fashion and FM171 Principles of Retailing

FM300 Consumer Behavior – 3 Credits

This course is designed to assess the psychology of different markets and to understand purchasing patterns and consumer decision making.

Prerequisite: 5th quarter requirements of a 48 credit hour minimum

FM314 Fashion Show Production – 3 Credits

This course is to lead students through the process of planning and presenting a fashion show and to outline the steps necessary for organizing a successful event. The techniques discussed throughout the course will provide a foundation for fashion show planners to organize this enormous project and that the additional community in-house/outside opportunities support and enhance the information.

Prerequisite: 6th quarter requirements of a 60 credit hour minimum

FM336 Social Responsibility in the Global Market – 3 Credits

This course is designed to understand the supply chain management system and develop strategies for environmental and social responsibility. It also focuses on fair-trade initiatives in the global landscape of domestic and global sourcing.

Prerequisite: 5th quarter requirements of a 48 credit hour minimum

FM361 Retail Store Planning & Design – 3 Credits

This course is designed to expose students to the process of designing retail environments. Students will explore the relationship between retail store planning and fashion merchandising, especially in the area of image.

Prerequisite: 8th quarter requirements of an 84 credit hour minimum

FM386 Fashion Product Development – 3 Credits

This course is designed to apply the knowledge of the theory of product development by developing an apparel line from inception to production.

Prerequisite: FM205 Fashion Buying and Merchandising

FM407 Convergence of Digital Technology and Fashion – 3 Credits

This course is designed to assess the emerging area of intelligent/performance textiles, wearable technologies and the transformational products in fashion's future.

Prerequisite: 10th quarter requirements of a 108 credit hour minimum

FM410 Fashion Branding – 3 Credits

This course is designed to understand the fundamentals of branding. It will look at what a fashion brand is, why companies position themselves in the marketplace with certain products, and why they identify with certain customers. Additional studies will focus on brand landscape, brand equity and pricing strategies.

Prerequisite: 5th quarter requirements of a 48 credit hour minimum

FM420 Environmental Scanning – 3 Credits

This course is designed to evaluate how political, social, technological and economical trends influence the fashion industry on a macro and micro level.

Prerequisite: 5th quarter requirements of a 48 credit hour minimum

FM440 Fashion Selling and Sales Management – 3 Credits

This course is designed to enable the student to create a customer-centric focus with selling techniques and build a culture that maintains customer and brand loyalty to generate new sales.

Prerequisite: 10th quarter requirements of a 108 credit hour minimum

FM450 Fashion Merchandising Capstone – 3 Credits

This course is designed to allow the student to participate in an experiential project where they create a retail store brand from inception to production including product mix, store design, planning and budgeting.

Prerequisite: Final quarter standing

Fashion Marketing – BS

The **Bachelor of Science in Business Administration with a concentration in Fashion Marketing** program is designed to develop students to understand the 21st century marketplace and allow them to create, position and evaluate businesses with innovative ideas. To develop students with a convergence of business and fashion knowledge of the 21st century marketplace in a multi-billion dollar industry. Our intent is to expose students to experiential learning to foster their entrepreneurial spirit, critical thought process and fluid intelligence. Our cost-effective and technologically advanced education will ensure a successful completion of their BS in Business Administration degree.

The program covers 12 quarters taken through 48 months. However, the program can be completed in 36 months by attending year round.



Fashion Marketing Electives

FMK330	Pop Culture & Media
FMK335	Fashion Publishing
FM300	Consumer Behavior
FMK325	Promotional Initiatives
FD198	Fashion Illustration I
FD227	History of Costume I
BUS201	Design Thinking
GD363	Designing for Personal Brand
ID152	Introduction to Interior Design
FMK415	Luxury Branding

Program Outline: BS

180 TOTAL CREDIT HOURS For Fashion Marketing BS Program

QUARTER 1: Credit Hours			QUARTER 4: Credit Hours			QUARTER 7: Credit Hours			QUARTER 10: Credit Hours		
ENG101	English Writing	3	ENG201	Principles of Rhetoric	3	CUL300	Idea Generation and Applied Creativity	3	SCI400	The Neuroscience of Creativity	3
ART103	Basic Color Theory	3	HUM260	History of Art II	3	CUL301	Design Principles: Theory and Practice	3	HUM400	History of Revolutionary Ideas	3
BUS101	Principles of Marketing	3	BUS202	Information Technology in the 21st Century	3	BUS330	Statistics for Managers	3	BUS420	Strategic Management	3
FMK141	Introduction to Fashion	3	BUS200	Developing Entrepreneurial Opportunities	3	FMK336	Social Responsibility in the Global Market	3	FMK410	Fashion Branding	3
CD119	Career Development Seminar I	3	FMK Elective		3	FMK340	Mobile Marketing	3	FMK405	Social Marketing Strategies	3
QUARTER 2: Credit Hours			QUARTER 5: Credit Hours			QUARTER 8: Credit Hours			QUARTER 11: Credit Hours		
ENG102	Verbal Communications of Visual Concepts	3	SS210	General Principles of Law	3	General Education Elective		3	BUS410	Managing Growth and Failures	3
MATH143	Foundations of Quantitative Literacy	3	BUS210	Financial Accounting	3	CD319	Career Development Seminar II	3	SS401	Ethics	3
HUM160	History of Art I	3	FMK200	The Art of Advertising	3	BUS300	Entrepreneurship and Business Plan	3	FMK420	Environmental Scanning	3
FMK171	Principles of Retailing	3	FMK282	Accessories, Beauty and Home	3	FMK350	Omni-Channel Marketing	3	FMK407	Convergence of Digital Technology & Fashion	3
FMK164	Quantitative Retail Math	3	FMK Elective		3	FMK Elective		3	General Education Elective		3
QUARTER 3: Credit Hours			QUARTER 6: Credit Hours			QUARTER 9: Credit Hours			QUARTER 12: Credit Hours		
SS121	Emotional Intelligence	3	SS260	Principles of Economics	3	SCI300	Physics and Art	3	General Education Elective		3
PHIL144	The Power of Critical Thinking	3	BUS220	Business Finance	3	MATH343	Functional Math	3	SS430	Globalization	3
BUS110	Organizational Behavior Management	3	FMK206	Public Relations	3	BUS301	Entrepreneurial Finance	3	CD419	Career Development Internship	3
FMK102	Textiles	3	FMK207	Fashion Writing, Blogging and Criticism	3	FMK300	Fashion E-Commerce & Website Design	3	FMK450	Fashion Marketing Capstone	3
FMK152	Design Principles and Applications	3	FMK208	Fashion Communications	3	FMK Elective		3	FMK440	Fashion Selling & Sales Management	3

Required for all FM Students: X040 Intro to Computers – 2 credits



Fashion Marketing Studies:

Course Descriptions

FMK102 Textiles – 3 Credits

This course is designed to give students an in-depth examination of fibers, yarns, fiber performance properties and fabric construction. It focuses on the study of the production of textiles from raw materials stage to finished product.

Prerequisite: FMK141 Introduction to Fashion

FMK141 Introduction to Fashion – 3 Credits

The purpose of this course is to introduce students to the many facets of the fashion industry from concept to consumer. The course focuses on the fashion industry as a whole with emphasis on the structure of the fashion industry, consumer demand and acceptance, fashion research, forecasting trends, product acquisition and development.

FMK152 Design Principles and Applications – 3 Credits

This course is designed to give students an understanding of Adobe® Photoshop and Adobe® Illustrator, how they can be integrated into the work flow of a fashion marketer and how to create documents specific to the needs of a fashion marketer.

Prerequisite: X040 Intro to Computers

FMK164 Quantitative Retail Math – 3 Credits

This course is designed to introduce the student to the multi-faceted world of contemporary business and accounting practices. An in depth understanding of these principles will be gained as the student produces various accounting documents.

Prerequisite: X040 Intro to Computers

FMK171 Principles of Retailing – 3 Credits

This course introduces students to retailing principles best practices, and career opportunities. They will also explore multi-channel retailing, management and control functions, merchandising fashion products, and communicating with, and servicing, the fashion clientele.

Prerequisite: FMK141 Introduction to Fashion or taken concurrently with FMK141

FMK200 The Art of Advertising – 3 Credits

This course educates and engages the student to many concepts and techniques of Advertising and Promotions. The course will give the student the opportunity to test methods and gain confidence and expertise. The students will create an advertising campaign and promotion for a client.

Prerequisite: FMK141 Introduction to Fashion

FMK206 Public Relations – 3 Credits

Public Relations for fashion educates and engages the student to many concepts and techniques of securing publicity, working with stakeholders, handling crisis, building relationships with media and planning community engagement activities. The course will give the student the opportunity to test methods and gain confidence and expertise. The students will create a public relations campaign for a client with a press conference/event on the last day of class.

Prerequisite: FMK208 Fashion Communications or taken concurrently with FMK208

FMK207 Fashion Writing, Blogging & Criticism – 3 Credits

The purpose of this course is to support critical and creative thinking, fostering the improvement of oral and written communication skills.

Prerequisite: ENG102 Verbal Communication of Visual Concepts

FMK208 Fashion Communications – 3 Credits

This course explores the various factors involved in taking your vision to creation of marketing strategies for products/services. This course focuses on the process of marketing goals, strategies and tactics and executing a marketing plan for a fashion brand.

Prerequisite: FMK171 Principles of Retailing

FMK282 Accessories, Beauty & Home – 3 Credits

This course provides an overview of the accessory industry, past and present. Students will also study the beauty industry, origins and best practices. In addition, home store fashion accessories and trends will be analyzed.

Prerequisite: FMK141 Introduction to Fashion and FMK171 Principles of Retailing

FMK300 Fashion E-Commerce and Website Design – 3 Credits

This course is designed to understand the evolution and dimensions of an ever-changing channel of distribution known as e-commerce.

Prerequisite: FMK340 Mobile Marketing

FMK325 Promotional Initiatives – 3 Credits

Promotional Initiatives for the fashion industry educates and engages the student to benchmark promotional initiatives. The course will give the student the opportunity to test methods and gain confidence and expertise. The students will create a promotion initiative plan for a client.

Prerequisite: FMK208 Fashion Communications

Fashion **Marketing** Studies: **Course Descriptions**

FMK330 Fashion Pop Culture & Media – 3 Credits

This course is an analysis of media influencers of the fashion industry and the shift of the cultural paradigm.

Prerequisite: FMK141 Introduction to Fashion

FMK335 Fashion Publishing – 3 Credits

Publishing for fashion educates and engages the student to many concepts and techniques of publishing in the fashion industry and media planning and buying. The course will give the student the opportunity to test methods and gain confidence and expertise. The students will create a media campaign and proposal to a fashion publisher/magazine or media outlet. Students will create a media campaign including a full planning guide with media purchases. Students will also create articles and concepts to be presented to publishers/magazines or media outlets. They will research relevant concepts and techniques.

Prerequisite: FMK208 Fashion Communication

FMK336 Social Responsibility in the Global Market – 3 Credits

This course is designed to understand the supply chain management system and develop strategies for environmental and social responsibility. It also focuses on fair-trade initiatives in the global landscape of domestic and global sourcing.

Prerequisite: 5th quarter requirements of a 48 credit hour minimum

FMK340 Mobile Marketing – 3 Credits

This course is designed to train students to evaluate how mobile technology is revolutionizing marketing communications across global markets.

Prerequisite: FMK208 Fashion Communications

FMK350 Omni-Channel Marketing – 3 Credits

This course is designed to examine marketing communications across all channels of distribution.

Prerequisite: FMK208 Fashion Communications

FMK405 Social Marketing Strategies – 3 Credits

This course is designed to examine the intersection where content and commerce collide. There will be a focus on social media marketing and case studies of how organizations of bringing value-added content to their success.

Prerequisite: 10th quarter requirements of a 108 credit hour minimum

FMK407 Convergence of Digital Technology and Fashion – 3 Credits

This course is designed to assess the emerging area of intelligent/performance textiles, wearable technologies and the transformational products in fashion's future.

Prerequisite: 10th quarter requirements of a 108 credit hour minimum

FMK410 Fashion Branding – 3 Credits

This course is designed to understand the fundamentals of branding. It will look at what a fashion brand is, why companies position themselves in the marketplace with certain products, and why they identify with certain customers. Additional studies will focus on brand landscape, brand equity and pricing strategies.

Prerequisite: FMK208 Fashion Communications

FMK415 Luxury Branding – 3 Credits

This course is designed to understand the changing sector of luxury branding currently undergoing an important market evolution and rapid expansion.

Prerequisite: FMK141 Introduction to Fashion

FMK420 Environmental Scanning – 3 Credits

This course is designed to evaluate how political, social, technological and economical trends influence the fashion industry on a macro and micro level.

Prerequisite: 5th quarter requirements of a 48 credit hour minimum

FMK440 Fashion Selling and Sales Management – 3 Credits

This course is designed to enable the student to create a customer-centric focus with selling techniques and build a culture that maintains customer and brand loyalty to generate new sales.

Prerequisite: 10th quarter requirements of a 108 credit hour minimum

FMK450 Fashion Marketing Capstone – 3 Credits

This course is designed to allow the student to participate in an experiential project where they create a marketing plan that identifies a market opportunity, develops strategies, goals and tactics, evaluates those strategies based on success of project.

Prerequisite: Final quarter standing

***Fashion Marketing is understanding the marketplace
by elevating brands under the umbrella of brand identity,
public relations, advertising and marketing.***

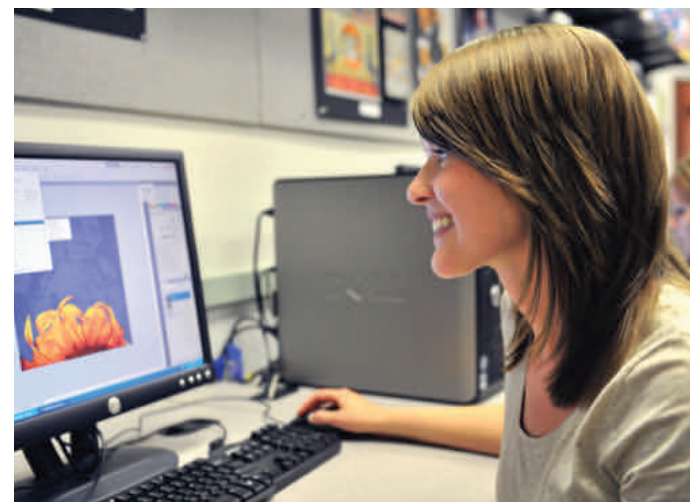
-Mindy Paradise, Fashion Marketing Department Chair

Graphic Design – AAB

VMCAD's **Graphic Design** faculty consists of various industry professionals, from illustration and ad layout to creative marketing and web design. The instructors and hands-on curriculum heightens both creative instincts and software capabilities. This 108 credit hour **Associate of Applied Business Degree** can be completed in eight quarters or 24 months.

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

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



Program Outline: AAB

108 TOTAL CREDIT HOURS For Graphic Design AAB Program

QUARTER 1: Credit Hours

ENG101	English Writing	3
ART103	Basic Color Theory	3
GD103	History of Graphic Design	3
GD104	Typography 1: Foundations of Typography	3
CD119	Career Development Seminar I	3

QUARTER 2: Credit Hours

ENG102	Verbal Communications of Visual Concepts	3
MATH143	Foundations of Quantitative Literacy	3
HUM160	History of Art I	3
GD105	Concept Development: Print	3
GD106	Typography 2: Information Architecture	3

QUARTER 3: Credit Hours

SS121	Emotional Intelligence	3
PHIL144	The Power of Critical Thinking	3
GD114	Design & Layout 1: Advertising Design	3
GD115	Design & Layout 2: Business Graphics	3
GD116	Design & Layout 3: Product & Packaging	3

QUARTER 4: Credit Hours

ENG201	Principles of Rhetoric	3
HUM260	History of Art II	3
BUS200	Developing Entrepreneurial Opportunities	3
GD221	Portfolio Lab 1: GD Portfolio Preparation	3
GD205	Concept Development: Web	3

QUARTER 5: Credit Hours

SS210	General Principles of Law	3
GD291	Web Design 1: The Anatomy of a Web Page	3
GD211	Writing for Web	3
GD224	Design & Layout 4: Logos, Symbols & Icons	3

QUARTER 6: Credit Hours

SS260	Principles of Economics	3
GD292	Web Design 2: Designing for Interaction	6
GD Elective		3

QUARTER 7: Credit Hours

CUL300	Idea Generation and Applied Creativity	3
CUL301	Design Principles: Theory and Practice	3
GD393	Web Design 3: Beyond the Web	6

QUARTER 8: Credit Hours

CD290	Career Development Internship	3
GD363	Designing for Personal Brand	3
GD331	Portfolio Lab 2: Final Graphic Design Portfolio	3
GD Elective		3

Graphic Design Electives

GD225:	Design & Layout 5: Strategic Design
GD226:	Design & Layout 6: Design Adaptability
GD212:	Principles of Motion
GD213:	Digital Motion Design
GD310:	Principles of Animation
GD311:	Digital Animation
GD141:	Principles of Illustration
GD241:	Digital Illustration
GD231:	Apparel Design 1: Concept Development & Production Process
GD232:	Apparel Design 2: Advanced Design & Production
BUS135:	Design Methods
BUS215:	Design Management
BUS201:	Design Thinking
BUS340:	Managing Innovation and Change
BUS305:	Managing Creative Minds

Required for all GD Students: X040 Introduction to Computers - 2 credits
X050 Art Fundamentals or Portfolio Review - 2 credits

Graphic Design – BFA

The **Bachelor of Fine Arts in Graphic Design** program will develop students to be creatively efficient and technically proficient in graphic design, web design, mobile & responsive design, digital video production, and motion graphics. The VMCAD graphic design student will value the convergent nature of design and business in the 21st Century, the creative power of divergent idea generation, and the unlimited potential of collaboration. Their exposure to experiential learning, total immersion training, and the entrepreneurial mindset, will develop their fluid intelligence, enhance their critical thinking, and ignite their entrepreneurial spirit.

The program covers 12 quarters taken through 48 months. However, the program can be completed in 36 months by attending year round.

Graphic Design Electives

GD225: Design & Layout 5: Strategic Design	GD232: Apparel Design 2: Advanced Design & Production
GD226: Design & Layout 6: Design Adaptability	BUS135: Design Methods
GD212: Principles of Motion	BUS215: Design Management
GD213: Digital Motion Design	BUS201: Design Thinking
GD310: Principles of Animation	BUS340: Managing Innovation and Change
GD311: Digital Animation	BUS305: Managing Creative Minds
GD141: Principles of Illustration	
GD241: Digital Illustration	
GD231: Apparel Design 1: Concept Development & Production Process	

Program Outline: BFA

180 TOTAL CREDIT HOURS For Graphic Design BFA Program

QUARTER 1: Credit Hours			QUARTER 4: Credit Hours			QUARTER 7: Credit Hours			QUARTER 10: Credit Hours		
ENG101	English Writing	3	ENG201	Principles of Rhetoric	3	CUL300	Idea Generation and Applied Creativity	3	SCI400	The Neuroscience of Creativity	3
ART103	Basic Color Theory	3	HUM260	History of Art II	3	CUL301	Design Principles: Theory & Practice	3	HUM400	History of Revolutionary Ideas	3
GD103	History of Graphic Design	3	BUS200	Developing Entrepreneurial Opportunities	3	GD393	Web Design 3: Beyond the Web	6	GD405	Concept Development: Video	3
GD104	Typography 1: Foundations of Typography	3	GD221	Portfolio Lab 1: GD Portfolio Preparation	3	GD Elective		3	GD435	Sound Design	3
CD119	Career Development Seminar I	3	GD205	Concept Development: Web	3				GD436	Digital Video Production	3
QUARTER 2: Credit Hours			QUARTER 5: Credit Hours			QUARTER 8: Credit Hours			QUARTER 11: Credit Hours		
ENG102	Verbal Communications of Visual Concepts	3	SS210	General Principles of Law	3	CD319	Career Development Seminar II	3	BUS410	Managing Growth and Failures	3
MATH143	Foundations of Quantitative Literacy	3	GD291	Web Design 1: The Anatomy of a Web Page	3	BUS300	Entrepreneurship and Business Plan	3	SS401	Ethics	3
HUM160	History of Art I	3	GD211	Writing for Web	3	GD363	Designing for Personal Brand	3	GD437	Cinematography & Lighting	3
GD105	Concept Development: Print	3	GD224	Design & Layout 4: Logos, Symbols & Icons	3	GD331	Portfolio Lab 2: Final Graphic Design Portfolio	3	GD438	Digital Video Editing	3
GD106	Typography 2: Information Architecture	3	GD Elective		3	General Education Elective		3	General Education Elective		3
QUARTER 3: Credit Hours			QUARTER 6: Credit Hours			QUARTER 9: Credit Hours			QUARTER 12: Credit Hours		
SS121	Emotional Intelligence	3	SS260	Principles of Economics	3	SCI300	Physics and Art	3	SS430	Globalization	3
PHIL144	The Power of Critical Thinking	3	GD292	Web Design 2: Designing for Interaction	6	MATH343	Functional Math	3	CD419	Career Development Internship	3
GD114	Design & Layout 1: Advertising Design	3	GD Elective		3	BUS301	Entrepreneurial Finance	3	GD450	Digital Video Capstone	6
GD115	Design & Layout 2: Business Graphics	3	GD Elective		3	GD302	History of Film and Digital Video	3	General Education Elective		3
GD116	Design & Layout 3: Product & Packaging	3				GD303	Digital Video Gear & On-Set Fundamentals	3			

Required for all GD Students: X040 Introduction to Computers - 2 credits
X050 Art Fundamentals or Portfolio Review - 2 credits



Graphic Design Studies:

Course Descriptions

GD103 History of Graphic Design – 3 Credits

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

GD104 Typography 1: Foundations of Typography – 3 Credits

An in depth examination of the role typography plays in design. As a designer, it's our job to create the best solution for the job at hand. Knowing how to use type as the starting point in the development of a concept, using hand drawn type, computer generated type to create page elements and an understanding of typesetting principles will ensure good readable results.

GD105 Concept Development: Print – 3 Credits

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

Prerequisite: GD103, History of Graphic Design, GD104 Typography 1: Foundations of Typography

GD106 Typography 2: Information Architecture – 3 Credits

A more in depth examination of typography as the foundational building block of great design. Understanding the laws that govern great typographic choices will enhance a designer's ability to deliver a message that is impactful, focused, and easy to understand. In addition, mastering the art and science of visual hierarchy will help a designer deliver the right message in its intended order of importance.

Prerequisite: GD104 Typography 1: Foundations of Typography

GD114 Design & Layout 1: Advertising Design – 3 Credits

An overview of the principles, processes, and procedures that govern great advertising design. Students will focus on the design and execution of an original ad campaign.

Prerequisite: GD105 Concept Development: Print

GD115 Design & Layout 2: Business Graphics – 3 Credits

An overview of the principles, processes, and procedures that govern great business graphics design. Students will focus on the design and execution of an original business stationary system, media kit, and process graphic.

Prerequisite: GD105 Concept Development: Print

GD116 Design & Layout 3: Product & Packaging – 3 Credits

An overview of the product label and package design process. Students will focus on the design and execution of original product labels and package designs.

Prerequisite: GD105 Concept Development: Print

GD141 Principles of Illustration – 3 Credits

An overview of the basic principles of illustration and a variety of traditional illustration tools and techniques. Students will learn the foundations of illustration, going from concept to completion. They will learn how to import those illustrations into Adobe® Photoshop to edit, enhance, or add content or additional graphic elements.

Prerequisite: GD105 Concept Development: Print

GD205 Concept Development: Web – 3 Credits

An overview of the user experience (UX) design process. Students will learn how to design a website and/or mobile site based on the needs and preferences of the intended user.

Prerequisite: GD105 Concept Development: Print

GD211 Writing for Web – 3 Credits

An overview of key content development techniques specifically designed for web. Students will focus on the creation of dynamic, engaging, and user focused content to enhance SEO of the websites that they design.

GD212 Principles of Motion – 3 Credits

This course introduces students to the industry leading motion graphics software Adobe® After Effects® CS6. This course will teach students how to create motion graphics and visual effects for digital video projects using effects, filters, presets, scripts, plug-ins, particle generators, and text/object animation.

Prerequisite: GD105 Concept Development: Print

Graphic **Design** Studies: **Course Descriptions**

GD213 Digital Motion Design – 3 Credits

This course covers basic video compression and formatting choices used in the graphic design industry using Apple® Compressor® and Adobe Encoder. Students will also be introduced to more advanced motion graphics techniques using Adobe® After Effects.

Prerequisite: GD105 Concept Development: Print

GD221 Portfolio Lab 1: GD Portfolio Preparation – 3 Credits

Explore, analyze and prepare a professional portfolio. A portfolio is essential to meet with future employers. It will promote student's talents and skills as a Graphic Designer. Students will learn methods and techniques that create a polished presentation of their work. Decisions will be made on content selection, strategy and structure of individual print design pieces.

Prerequisite: GD114 Design & Layout 1, GD115 Design & Layout 2, GD116 Design & Layout 3

GD224 Design & Layout 4: Logos, Symbols & Icons – 3 Credits

An overview of the logo, symbol, and icon design process. Students will focus on the design and execution of a series of original symbols and icons, and an original logo design.

Prerequisite: GD105 Concept Development: Print

GD225 Design & Layout 5: Strategic Design – 3 Credits

An overview of the strategic marketing planning process from the designer's perspective and the designer as product. Students will focus on the design and execution of their own personal strategic marketing plan.

Prerequisite: GD105 Concept Development: Print

GD226 Design & Layout 6: Design Adaptability – 3 Credits

An overview of environmental design and the environmental design process. Students will focus on solving a series of original environment design challenges.

Prerequisite: GD105 Concept Development: Print

GD231 Apparel Design 1: Concept Development & Production Process – 3 Credits

An overview of screen-printing fundamentals, processes, procedures, tools, and design set up. Students will learn about the apparel design business from some local screen-printing heroes, such as: Jeff Finley (Author of Thread Is Not Dead) and Mike Kubinski (Founder of CLE Clothing and VMCAD Graphic Design Alumni)

Prerequisite: GD105 Concept Development: Print

GD232 Apparel Design 2: Advanced Design & Production – 3 Credits

A continuation of Apparel Design 1. Students will learn advanced apparel design, printing, and production techniques. Students will apply learned skill in the creation, branding, and marketing of an original line of printed tees.

Prerequisite: GD105 Concept Development: Print

GD241 Digital Illustration – 3 Credits

An overview of the basic principles of digital illustration and a variety of digital illustration tools and techniques. Students will learn the foundations of computer illustration, going from concept to completion. They will learn how to use Adobe® Illustrator, Adobe® Photoshop, and a Wacom® Tablet, to concept, develop, edit, enhance, and finalize a variety of original digital illustrations.

Prerequisite: GD105 Concept Development: Print

GD291 Web Design 1: The Anatomy of a Web Page – 3 Credits

What is different about designing for the web? In this course we will look beneath the surface of a web page to get a better understanding of its underlying code structure.

Prerequisite: GD205 Concept Development: Web

GD292 Web Design 2: Designing for Interaction – 6 Credits

A deeper dive into techniques and considerations for designing across multiple devices.

Prerequisite: GD291 Web Design 1

GD302 History of Film and Digital Video – 3 Credits

This course covers the evolution of the Film and Digital Video Industry which includes the history of animation, film, special effects, communications, computers and the internet. We will observe Digital Media's role in the modern culture as an expressive, educational and communicative medium.

GD303 Digital Video Gear & On-Set Fundamentals – 3 Credits

This course will prepare students to function effectively on a film set. Students will learn key roles on a film set as well as the responsibilities associated with each role. They will also learn proper on-set etiquette, familiarity with the tools associated with each department.

GD310 Principles of Animation – 3 Credits

An overview of cartoon character development and the basic principles of animation. Students will learn the foundations of drawing cartoon characters for animation, going from sketch to full color drawing. They will learn how to import those character drawings into Adobe® Flash, digitize, and make them come to life.

Prerequisite: GD105 Concept Development: Print

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

~ Todd Saperstein, Graphic Design Department Chair

GD311 Digital Animation – 3 Credits

A continuation to Principles of Animation. Students will create an animation short from start to finish.

Prerequisite: GD105 Concept Development: Print

GD331 Portfolio Lab 2: Final Graphic Design Portfolio – 3 Credits

Your Graphic Design presentation book and online portfolio is an extension of your brand. In this course, Students will take the concepts learned in Portfolio Development: Print, add on to and complete their final branded Graphic Design presentation book, and finalize their personal portfolio website.

Prerequisite: 8th quarter requirements of an 84 credit hour minimum

GD363 Designing for Personal Brand – 3 Credits

An overview of the personal brand identity design process. Students will learn the importance that a strong personal brand plays in their career success. Students will design and develop a brand mark that communicates the unique creative vision and professional values. Finally, students will learn and develop the personal and professional character attributes consistent with and supportive of their vision and values.

Prerequisite: 8th quarter requirements of an 84 credit hour minimum

GD393 Web design 3: Beyond the Web – 6 Credits

Digital design involves more than the web. In this class, we will explore interface design for other platforms, including mobile and tablet applications and emerging devices.

Prerequisite: GD292 Web Design 2

GD405 Concept Development: Video – 3 Credits

Covers techniques and approaches for developing original documentary, narrative and commercial media projects. With an emphasis on narrative theory, documentary theory and story structure, students will learn the various approaches, steps and processes that go into story development.

GD435 Sound Design – 3 Credits

This course introduces students to audio production using Adobe® Sound Booth CS5 software. Students will create loop-based music, learn how to fix and enhance audio, record dialogue and create dynamic audio podcasts using professional software.

GD436 Digital Video Production – 3 Credits

This course is an overview of Video/Film Recording, framing and studio lighting techniques within the context of Corporate and Commercial Media productions. Students will learn both in-studio techniques and on-location lighting strategies.

Prerequisite: GD437 Cinematography/Lighting, GD435 Sound Design

GD437 Cinematography & Lighting – 3 Credits

This course will teach advanced lighting and video techniques in the context of Digital Video/Film production. Students will learn techniques to solve challenging lighting scenarios as well as create art inspired lighting and cinematography. Students will also learn the green screen video process and will conclude this course by producing a multi layered digital composite.

Prerequisite: GD303 Digital Video Gear & On-Set Fundamentals

GD438 Digital Video Editing – 3 Credits

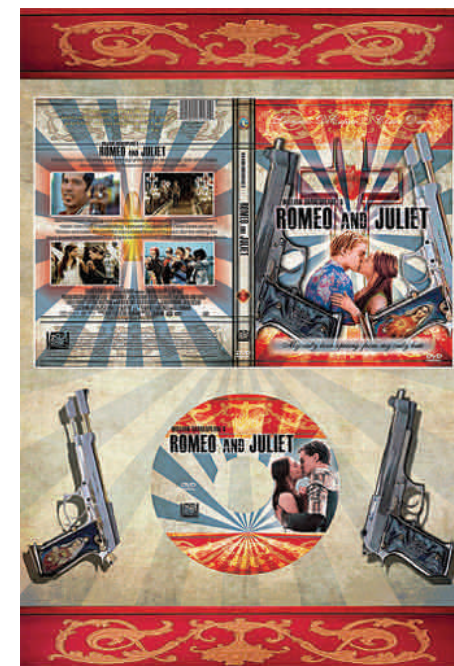
This course introduces students to the art of editing using Adobe Premiere Pro® CS6. Digital media students will learn to communicate concepts effectively through video via the practice of arranging media clips on a timeline using transitions, filters, effects, motion, sound, and rhythm.

Prerequisite: GD436 Digital Video Production

GD450 Digital Video Capstone – 6 Credits

This course will guide students as they prepare their body of work for the purpose of seeking a career in the Video Production field. Students will develop a personal brand identity, create a logo, business cards, and create a Demo Reel or Portfolio Website. Student will develop and complete their Capstone Projects. All aspects of production will be reviewed and assessed for each phase of development.

Prerequisite: Final quarter standing



Interior **Design** – AAB

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

VMCAD's Interior Design program promotes understanding of the human experience in a space. A series of studio classes provide students with the tools needed to explore, identify, and creatively resolve a variety of design problems. A strategic sequence of courses enable graduates to thrive in a variety of entry-level Interior Design positions. Students are required to complete additional documented internship hours in the Kitchen and Bath industry to qualify to take the Associate of Kitchen and Bath Design (AKBD) exam upon graduation.

The department has an active student chapter of the American Society of Interior Designers (ASID) and National Kitchen and Bath Association (NKBA).



Program Outline: AAB

108 TOTAL CREDIT HOURS For Interior Design **AAB** Program

QUARTER 1:		Credit Hours
ENG101	English Writing	3
ART103	Basic Color Theory	3
ID152	Introduction to Interior Design	3
ID113	Element of Aesthetics for Interior Design	3
CD119	Career Development Seminar I	3

QUARTER 2:		Credit Hours
ENG102	Verbal Communications of Visual Concepts	3
MATH143	Foundations of Quantitative Literacy	3
HUM160	History of Art I	3
ID104	Architectural Drafting	3
ID123	Rendering for Interior Design	3

QUARTER 3:		Credit Hours
SS121	Emotional Intelligence	3
PHIL144	The Power of Critical Thinking	3
ID198	Computer Aided Design I	3
ID115	History of Architectural Interiors I	3
ID121	Space Planning I - Residential	3

QUARTER 4:		Credit Hours
ENG201	Principles of Rhetoric	3
HUM260	History of Art II	3
BUS200	Developing Entrepreneurial Opportunities	3
ID298	Computer Aided Design II	3
ID215	History of Architectural Interiors II	3

QUARTER 5:		Credit Hours
SS210	General Principles of Law	3
ID269	Lighting	3
ID261	Interior Design Studio I - Residential	3
ID Elective		3

QUARTER 6:		Credit Hours
SS260	Principles of Economics	3
ID250	Materials and Methods	3
ID230	Sustainable Design for Interior Environments	3
ID Elective		3

QUARTER 7:		Credit Hours
CUL300	Idea Generation and Applied Creativity	3
CUL301	Design Principles: Theory and Practice	3
ID317	Building Systems	3
ID331	Communication and Practice for the Design Professional	3

QUARTER 8:		Credit Hours
BUS300	Entrepreneurship and Business Plan	3
CD290	Career Development Internship	3
ID362	Interior Design Studio II – Universal Design – Mixed Use	3
General Education Elective		3

ID Electives

- ID206: Computer Aided Design for Kitchen and Bath (2020)
- ID205: Kitchen and Bath Business and Project Management
- ID399: Advanced BIM / Revit Architecture
- ID130: Textiles
- GD363: Designing for Personal Brand
- GD211: Writing for Web
- FM207: Fashion Writing Blogging and Criticism
- FD198: Fashion Illustration I
- BUS135: Design Methods
- BUS215: Design Management

Required for all ID Students/or test out or Portfolio Review:

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

Interior Design – BFA

VMCAD's **Bachelor of Fine Arts in Interior Design** program prepares a student for entry level positions while building a successful career in a variety of opportunities within the field of interior design; commercial and residential (including the Kitchen and Bath Design industry, a fast growing field of design in the nation). Our students will gain knowledge in both the creative and business sides of the interior design industry. Students graduating from the program will be prepared to apply for certification testing/credentials such as NCIDQ (National Council of Interior Design Qualification); NKBA (National Kitchen and Bath Association), and LEED (Leadership in Energy & Environmental Design). The BFA program offers students a technological advanced and cost effective education ensuring successful completion of the degree.

The program covers 12 quarters taken through 48 months. However, the program can be completed in 36 months by attending year round.



Program Outline: BFA

180 TOTAL CREDIT HOURS For Interior Design BFA Program

QUARTER 1: Credit Hours			QUARTER 4: Credit Hours			QUARTER 7: Credit Hours			QUARTER 10: Credit Hours		
ENG101	English Writing	3	ENG201	Principles of Rhetoric	3	CUL300	Idea Generation and Applied Creativity	3	SCI400	The Neuroscience of Creativity	3
ART103	Basic Color Theory	3	HUM260	History of Art II	3	CUL301	Design Principles: Theory and Practice	3	HUM400	History of Revolutionary Ideas	3
ID152	Introduction to Interior Design	3	BUS200	Developing Entrepreneurial Opportunities	3	ID317	Building Systems	3	ID402	Codes for Interiors	3
ID113	Elements of Aesthetics for Interior Design	3	ID298	Computer Aided Design II	3	ID396	Digital Presentation and Techniques for Interiors I	3	ID403	Digital Presentation and Techniques for Interiors II	3
CD119	Career Development Seminar I	3	ID215	History of Architectural Interiors II	3	ID331	Communication and Practice for the Design Professional	3	ID404	Detailing for Interiors	3
QUARTER 2: Credit Hours			QUARTER 5: Credit Hours			QUARTER 8: Credit Hours			QUARTER 11: Credit Hours		
ENG102	Verbal Communications of Visual Concepts	3	SS210	General Principles of Law	3	General Education Elective			BUS410	Managing Growth and Failures	3
MATH143	Foundations of Quantitative Literacy	3	ID269	Lighting	3	CD319	Career Development Seminar II	3	SS401	Ethics	3
HUM160	History of Art I	3	ID261	Interior Design Studio I	3	BUS300	Entrepreneurship and Business Plan	3	ID463	Interior Design Studio III – Commercial	3
ID104	Architectural Drafting	3	ID213	History of Furniture and Interiors	3	ID362	Interior Design Studio II – Universal Design – Mixed Use	3	ID405	Global Design Overview	3
ID123	Rendering for Interior Design	3	ID Elective		3	ID397	Building Information Modeling Process/REVIT Architecture Essentials	3	General Education Elective		
QUARTER 3: Credit Hours			QUARTER 6: Credit Hours			QUARTER 9: Credit Hours			QUARTER 12: Credit Hours		
SS121	Emotional Intelligence	3	SS260	Principles of Economics	3	SCI300	Physics and Art	3	SS430	Globalization	3
PHIL144	The Power of Critical Thinking	3	ID223	Space Planning II – Commercial	3	MATH343	Functional Math	3	CD419	Career Development Internship	3
ID198	Computer Aided Design I	3	ID250	Materials and Methods	3	BUS301	Entrepreneurial Finance	3	ID464	Interior Design Studio IV – Student Chosen Capstone	3
ID115	History of Architectural Interiors I	3	ID230	Sustainable Design for Interior Environments	3	ID350	Materials and Specifications	3	ID483	Digital Packaging	3
ID121	Space Planning I - Residential	3	ID Elective		3	ID301	Evidence- Based Design	3	General Education Elective		



Interior **Design** Studies:

Course Descriptions

ID104 Architectural Drafting – 3 Credits

This studio course presents the concept of graphic communication techniques used by the interior design professional. Hand drafting and documentation, plans, sections, elevations, reflected ceiling, details and lettering. The course investigates scaled drawings and basic space planning as a vital tool to the designer in developing design ideas and documenting solutions. Students will also complete furniture and finish schedules. NKBA design presentation standards are also discussed. These techniques learned are the basis for expressing the students' creativity in terms of interior design.

Prerequisite: ID152 Introduction to Interior Design

ID113 Elements of Aesthetics for Interior Design – 3 Credits

This course covers the fundamental concepts of design principles with emphasis on developing creative abstract design thinking and interpreting it into the three dimensional composition of form and space within architectural organization. The course develops diagrammatic studies, design explorations, abstract ideation, and architectural compositions within the evolution process of design. Class projects covers the understanding of massing, composition, balance, form, interest, negative and positive spaces, color definition, and the ability to recognize quality design. This course is intended and designed to broaden the student's design/conceptual perception and skills.

ID115 History of Architectural Interiors I – 3 Credits

This course will study early examples of architecture and design from ancient Egypt through European developments, ending with late Renaissance. Students will become familiar with key facilitators of various design movements, and will develop the ability to analyze feature of design within the context of commonly defined attributes of each style.

ID121 Space Planning I – Residential – 3 Credits

This studio course explores the concepts and methods of programming and planning the design solution to a problem for residential spaces including kitchens and baths. Students will use a sequence of tasks to analyze, organize and interpret the problem given, creating practical, safe and comfortable spaces that serve their intended purposes. Students will incorporate knowledge of design theory and principles, human behavior and ergonomics, universal design and related codes and constraints.

Prerequisite: ID104 Architectural Drafting

ID123 Rendering for Interior Design – 3 Credits

This studio course introduces the basics of perspective drawing representation and construction. The course covers effective and dramatic interior design presentation graphics, including perspective drawings, rendering of floor plans and elevations, interior finish materials, emphasizing media techniques and rendering style refinement. Students practice rapid illustration techniques in various media and maintain a sketchbook journal.

Prerequisite: ID152 Introduction to ID

ID130 Textiles – 3 Credits

This course studies overall textile technology issues in a systematic manner to identify fibers, yarns and textiles types used in both residential and commercial interiors. Students will be introduced to basic categories of types of weaves, weights, descriptive information and suitable applications. Presentation of trim and fittings, coloring methods, and finishing options available. This lecture course also discusses how decisions as a designer affect the economic, visual and comfort of the environments created.

Prerequisite: ID152 Introduction to Interior Design

ID152 Introduction to Interior Design – 3 Credits

Students are introduced to the interior design profession, and provided with a comprehensive understanding of its history, customer base, operations, trends, and the direction of this ever-changing field. This course includes lectures, discussions and drawing exercises encompassing the elements and principles of design, design theory, and the phases of the design process. Design application projects further explore the interior design profession.

ID198 CAD I – Introduction to AutoCAD – 3 Credits

This course is an introduction to AutoCAD as a drafting tool to produce 2D drawings for interior design applications. The course introduces the setup and command structure of the program and tutorials to develop the required skills to produce digital drawings. Students develop a project from start to finish demonstrating the capabilities of the AutoCAD tools.

Prerequisite: ID104 Architectural Drafting

ID205 Kitchen and Bath Business and Project Management – 3 Credits

This course focuses on the business practices of managing and/or owning a kitchen and bathroom design business. Students will be introduced to documents and forms necessary to operate a successful kitchen and bath company, including its business basics, accounting and finance, human resource management, marketing, advertising, and how to manage client expectations. Course will be presented through a series of lectures, discussions, class projects, guest speakers and/or field trips.

Prerequisite: ID104 Architectural Drafting

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

~ Cristina McCarthy, Interior Design Department Chair

ID206 CAD for Kitchen and Bath – 3 Credits

This course is an introduction to 2020 Design, the premier CAD program used in the Kitchen and Bath industry. The course introduces the setup and command structure of the program and tutorials to develop the required skills to produce digital drawings. Students develop drawings, quotes and bill of materials for kitchen and bath projects.

Prerequisite: ID104 Architectural Drafting

ID213 History of Furniture and Interiors – 3 Credits

This course presents an in-depth examination of furniture history and interiors beginning with the prehistoric period and continuing through to the present day. Students will be introduced to the art, architecture, furnishings, interiors and the cultural/societal influences of each period. Key facts pertaining to the life and works of select architects and designers who have impacted the design profession will also be studied.

ID215 History of Architectural Interiors II – 3 Credits

History of Architectural Interiors II introduces the history of architecture, design, fine arts, decoration, and the effects of technology, culture, and political, social and economic influence in design in the 20th Century. The course begins at the end of part one (Neoclassicism) and moves from the 19th century, Art Nouveau and Arts and Crafts Movement to the present. It is remarkable and inspiring to move through modern design, which enables us to better understand current design.

ID223 Space Planning II – Commercial – 3 Credits

This studio course emphasizes the development of space planning and problem solving skills related to commercial spaces. The course provides further programming and planning for commercial spaces by stressing accessibility and barrier-free design - American with Disabilities Act (ADA). Students work on creative and practical use of spaces with a concept basis. The course will practice various exercises following a program requirement, including adjacencies among spaces, egress, and ADA compliance/ Universal Design.

A Space Planning exercise is part of the Section 3 Practicum exam through NCIDQ.

Prerequisite: ID121 Space Planning I

ID230 Sustainable Design for Interior Environments – 3 Credits

This lecture course will explore how sustainability affects the interior design profession. Students will be introduced how to integrate the principles of sustainability into design process; how to specify products that embody principles of sustainability; as well as to provide the basis to follow with professional credential testing.

Prerequisite: ID104 Architectural Drafting

ID250 Materials and Methods – 3 Credits

This course covers interior finishes and furnishings used in the interior design industry. Proper construction, application, and composition for surface materials and furnishings are examined through a series of lectures, discussions, demonstrations, class projects and field trips.

ID261 Interior Design Studio I – 3 Credits

This studio course includes a residential plan and program to be studied by the student while exploring critical thinking, conceptual design, schematics and design development phases. The goals, preference and demographics of the client are outlines with the student completing the plan with furniture layout, selection of furniture styles and fixtures, fabrics, and interior finishes. Presentation will include NKBA drawings for Kitchen and Bath, rendered plan, rendering or elevations and finishes/material presentation /boards/arrangement. A verbal presentation will be made and the project will be critiqued by faculty.

Prerequisite: ID121 Space Planning I

ID269 Lighting – 3 Credits

This course covers the basics of lighting layout, lighting types, and the effects of lighting in spaces. Studies include the applications in both residential and commercial settings.

Prerequisite: ID104 Architectural Drafting

ID298 CAD II – Advanced AutoCAD – 3 Credits

This course continues the study and practice of 2-D Computer Aided Drafting and design (CAD software) with extensive drawing exercises and complex shapes and commands.

Prerequisite: ID198 CAD I – Introduction to AutoCAD

ID301 Evidence Based Design – 3 Credits

Students will be introduced to the theory of Evidence-Based Design; the process of basing design decisions about the built environment on research to achieve the best long-term outcome. Students will develop an understanding of research methods through coursework and participation in Evidence-Based Design research assignments. This course will go through the process of understanding, developing and applying evidence-based design to a project.

Prerequisite: ID104 Architectural Drafting

Interior **Design** Studies: **Course Descriptions**

ID317 Building Systems – 3 Credits

Interior designers must understand the aspects of construction in order to communicate with sub-contractors. This course introduces the study of basic construction systems, including mechanical, electrical, plumbing and finishing components. Students will be introduced to the fundamental principles that govern how buildings are put together and the relationship between design and construction. This lecture course will combine practical exercises to reinforce learning outcomes.

Prerequisite: ID104 Architectural Drafting

ID331 Communication and Practice for the Design Professional – 3 Credits

This course will provide a practical investigation of effective expository and argumentative writing and oral presentation. As tomorrow's design professionals conduct business, they will need to have the writing and oral skills to enable them to communicate their ideas in providing information to colleagues, subordinates, clients, communities, vendors, consultants and constructors. Delivered in a project based format for the business communication of letters, memos, proposals, reports, other deliverables and conveyance of verbal directives, motivations and rationale for interviews, testimony, discussions, speeches, negotiations and support cases, the course will provide students an opportunity to understand the importance and impact of these elements in successful practice environment.

Prerequisite: ENG101 English Writing

ID350 Materials and Specifications – 3 Credits

The course continues to examine building materials and finishes that are used in interior applications. This will be explored with consideration for environmental impact, health and safety, and potential contribution to the design of architectural interiors. The effort is organized around the Construction Specifications Institute (CSI) Format as well as Furniture, Furnishings and Equipment (FF&E) standards, specification and procurement.

Prerequisite: ID250 Materials and Methods

ID362 Interior Design Studio II – Universal Design – Mixed Use – 3 Credits

This studio course is a continuation of a studio problem in interior design. This course presents a program for a mixed-use space. Students work with the architectural shell for the space and develop complete space planning and furniture layout for the given project; considerable interior styling and detailing required. Emphasis is placed on research and analysis of existing building structure, function and furniture and materials specifications. This is a more complex project than Studio I involving floor plan modifications.

Presentation will include rendered plans, Kitchen and Bath drawings (including lighting and electrical plans), and perspective and/or elevations and finish/color boards. A verbal presentation will be made and the project critiqued by faculty.

Prerequisite: ID261 Interior Design Studio I

ID396 Digital Presentation and Techniques I – 3 Credits

This studio course introduces digital design tools and software applications used to enhance communication of design concepts and solutions. Students will learn basic tools and techniques along with scanning and digitizing images, rendering effective 2-D and 3-D drawings. The course introduces a variety of software used in the business.

Prerequisite: ID198 CAD I – Introduction to AutoCAD

ID397 BIM Process / REVIT Architecture Essentials – 3 Credits

The intent of Revit Architecture Essentials is to investigate the principles of Building Information Modeling (BIM) to explore, create, design, and document an interior design project. The aim is to produce complete 3D models, introducing parametric design tools and from that model, create drawings. In this regard, the students will discover special features such as schedules, tags, design options, materials and phasing that emphasize the "I" in BIM. In addition, students will explore the software substantial graphics capabilities in order to assist the interior designer to communicate design intentions.

Prerequisite: ID198 CAD I

ID399 Advanced BIM / REVIT Architecture – 3 Credits

The intent of Advanced BIM / Revit Architecture is to investigate advanced topics of Building Information Modeling (BIM) to explore, create, design, and document an interior design project. The aim is to produce complete 3D models, using parametric design tools and from that model, create drawings. In this regard, the students will discover special features that emphasize the "I" in BIM which combine the graphics information with the object data. Further, the students will explore the additional software graphics capabilities to assist the interior designer to communicate design intentions.

Prerequisite: ID397 BIM Process / Revit Architecture Essentials

ID402 Codes for Interiors – 3 Credits

This lecture course presents the basics of the codes and requirements that are encountered during planning and can directly affect the interior design process of a project. It is intended to provide a sufficient level of history, background and understanding which will enable the student to become a responsible designer in areas related to building codes, regulations and requirements, life safety issues, and accessibility to persons with one or more disabilities.

Prerequisite: ID104 Architectural Drafting

ID403 Digital Presentation and Techniques for Interiors II – 3 Credits

This studio course introduces additional digital design tools and a variety of software applications used to enhance communication of design concepts and solutions; presentation boards, templates, portfolio set up for the interior design profession. Students will be exposed to techniques to produce effective graphic presentation.

Prerequisite: ID396 Digital Presentation and Techniques I

ID404 Detailing for the Interior – 3 Credits

This course is a studio class and an introduction to finish detailing. The intent is to sensitize the student to the aspects of detailing an interior space. The detailing process illuminates the design intention by defining and refining all facets of the interior environment; i.e. visible and hidden.

Prerequisite: ID104 Architectural Drafting

ID405 Global Design Overview – 3 Credits

This course will examine theories and existing research on global perspectives influencing design. This course will focus on global design discussion within the parameters of ecological, socio-economic, human behavior and cultural contexts. Through this course students will have the ability to use their research skills to think creatively and develop their own research and presentation on a variety of global design issues.

Prerequisite: ID104 Architectural Drafting

ID463 Interior Design Studio III – Commercial – 3 Credits

This course will provide students with an in-depth understanding of commercial design in multiple concentrations while enhancing their overall design ability. Students explore design of a commercial floor plan of a commercial space. Course will focus on the manipulation of space, including open areas, private offices, meeting rooms, lounge areas, reception station, café areas, restrooms, etc. The approach to interior design focuses on the selection of appropriate furniture, materials and finishes for this high traffic student center.

Prerequisite: ID362 Interior Design Studio II

ID464 Interior Design Studio IV – Capstone – 3 Credits

This course will provide students with the ability to choose a design concentration of their choice. Students will choose an existing building; they are required to visit the site, take notes and photographs for inspiration and work within the space limitations. Students will be required to present their in-depth knowledge and understanding of that concentration through initial design process, space planning, finish selection and project execution. Students will work at advanced level in articulating and presenting design solutions.

Prerequisite: ID463 Interior Design Studio III

ID483 Digital Packaging – 3 Credits

This course provides the student with an understanding of branding as a mechanism for personal and group identity; the job market, versatility of the profession, and industry expectations, professional associations and trends in the industry such as licensing; students will polish their work and set up a portfolio in preparation for marketing themselves and their work.

Prerequisite: Final Quarter Standing



Career Opportunities



Fashion Design

Entry level positions as a(n):

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

Fashion Marketing

Entry level positions in:

- Public Relations
- Direct Marketing
- Advertising
- Fashion Magazine, newspaper
- Internet marketing companies
- Wholesale
- Consumer Product
- E-commerce
- Product Management
- Brand Management
- Marketing Strategy Management
- Consumer Product
- Manufacturer Representation
- Sales Management
- Promotion
- Strategy
- Content Planning
- Community Management
- Marketing and Promotions
- Blogging
- Copy Writing
- Search Engine Marketing

Fashion Merchandising

Entry level positions in:

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

Graphic Design

Entry level positions as a(n):

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

Interior Design

Entry level positions as a(n):

- Interior Designer
- Residential Designer
- Commercial Designer
(Office, Retail, Hospitality, Health Care)
- Design Specialist
(Kitchen and Baths, Lighting, Green Design, Elder Design)
- Space Planner
- CAD Specialist
- Draftsperson
- Sales Consultant
- Manufacturer's Representative
- Showroom Manager
- Facilities Planner
- Design Journalist
- Sustainable Designer
- Project Manager
- Renovation Designer

Accreditation, Approval and Affiliations

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

Approved by:

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

Member of:

- COSE - Council of Smaller Enterprises
- Lakewood Chamber of Commerce
- Ohio Association of Student Financial Aid Administration
- The American Historical Society
- The American Institute of Graphic Arts
- ASID – American Society of Interior Designers
- NKBA – National Kitchen and Bath Association (ID Supported Program)

Admission Information

Admissions Requirements and Procedures

Applicants must submit the following to be considered for admission:

1. Application for Admission – Applicants must apply online at vmcad.edu
2. Essay (typed) – In one to two pages applicants must describe their reason for wanting to attend VMCAD. Then they shall describe how they will have a positive influence on the college.
3. Provide documentation of High School Graduation or General Educational Development (GED) – Applicants must submit their official High School transcripts or passing GED scores.
4. ACT, SAT or Wonderlic Entrance Test – Applicants must submit their ACT or SAT results. If an applicant has not taken the ACT or SAT they must take the Wonderlic Standardized entrance test.

Applicants must also complete an informative interview and are encouraged to tour the campus prior to enrollment. Parents, spouses, and friends are encouraged to be present for this session.

Transfer Credits: Applicants that want to transfer credits from other colleges must submit an official transcript from those institutions. Please refer to the Credit Transfer Policy in the Policies and Procedures section of the catalog.

Online Admissions Requirements

Complete 1-4 of the Admission Requirements under Admission Requirements and Procedures.

In addition to completing the Admission Requirements, online applicants will be required to complete a technology assessment and orientation course on Canvas. The orientation module explains the best practices for conducting online learning, overall operation of the online platform, procedures for troubleshooting problems and contacting the technical support team. At the end of the orientation course, students will need to complete a checklist that confirms the students have received sufficient instruction.

Applicants will also be required to complete a self assessment of online learning readiness. This assesses whether the student has the necessary skills, competencies, and access to technology to succeed in a distance education environment. Applicants

to online degree programs are required to have access to a reliable computer capable of running multimedia applications and navigating media-rich websites. Applicants are also required to have access to a reliable high-speed Internet connection.

Out-of-State Admissions Procedures

Out-of-state applicants wishing to apply should follow the same procedures to be considered for admission to the College.

Please note: Ohio and non-Ohio residents are charged the same tuition rate.

Requirements for International Student Applicants:

Before an international student may be considered for acceptance into VMCAD, he/she must submit the following:

1. Transcripts of grades from high school and college (if applicable) translated to English and evaluated for United States High School equivalency by a reputable educational evaluation company.
2. Proof of income/financial status (Affidavit of Financial Responsibility Form).
3. Proof of proficiency in the English language. Minimum TOEFL score of 61 IBT (Internet-based test), 450 PBT (Paper-based test), or IELTS score of 6.
4. Application for Admission into VMCAD. Please apply online at vmcad.edu.
5. Student must attend full-time, if accepted (be sure to specify "full-time" on the application).
6. Applicants are required to submit an Essay. In one to two pages applicants must describe their reason for wanting to attend VMCAD. Then they shall describe how they will have a positive influence on the college.
7. Take the Wonderlic Entrance Test

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

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

Please note: All international students will be charged the same rate as domestic students.

General **College** Information

Acceptance to the College

Upon completion of all admission requirements, the Acceptance Committee will review the information in order to determine acceptance. Applicants will be notified in writing as to their acceptance status.

Fashion Design, Graphic Design, and Interior Design students may bring in a portfolio to be reviewed prior to scheduling classes. This review will determine any advanced placement. The criteria for acceptance in to VMCAD is as follows:

1. High School and College (if applicable) GPA or GED evaluation (5 – 30 points)
2. SAT, ACT or Entrance Evaluation Test Score (5 – 30 points)
If an applicant has a college degree from another accredited college, the overall GPA may be used in this section in place of a test score.
3. Personal Statement (5 – 30 points)
4. Work Experience (5 – 10 points)
5. Portfolio Review *recommended but not mandatory* (up to 5 additional points)

Each of the five criteria will be awarded points towards acceptance. Applicants must have an overall score of 75 or better to be admitted to VMCAD.

If an applicant scores in the remedial range on the ACT, SAT or Entrance Evaluation Test, the applicant will be notified and placed in the appropriate developmental class(es).

Fashion Design applicants are required to take the Sewing Fundamentals class (X019) prior to their first quarter if there is not a portfolio to be reviewed (4 – 6 finished garments). Acceptance to VMCAD is contingent upon the successful completion of the Sewing Fundamentals class.

Class Test-Out Policy

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

1. The student must have life experience in the course for which the test-out is being requested.
2. The student must have completed a course, at a previous college or university, with similar course content. The test-out may be approved if the course did not transfer into VMCAD due to a lower grade, lower credit value or a remedial level VMCAD entrance test score in the same subject.

A test-out will not be approved, under any circumstances, if the class was attempted by the student at VMCAD: i.e. dropped, failed, or withdrawn due to absence. Test-out request forms can be obtained from the Registrar's Office. It is the student's responsibility to contact their Admission Representative to set up a time and date for the test-out.

A \$50 test-out fee will be applied to all test-outs and must be submitted along with the official request form.

All test-outs must be completed within 30 days of the start of the student's first term. A minimum letter grade of "D" (60%) must be achieved to pass the test-out. If the student does not complete the test-out within the allotted time, or if the student does not pass the test-out, the class must be taken at the next available course offering. Test-outs cannot be re-taken.

VMCAD reserves the right to approve or deny any and all test-out requests.

Written Articulation Agreements with Other Colleges

The Art Institute of Charlotte, NC

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

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

312-280-3500
www.ilic.artinstitutes.edu

AI Philadelphia, PA

(FM, FD, GD and Media Arts and Communication)
215-567-7080
www.aiph.artinstitutes.edu

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

Contact: Melinda Trempus
412-291-6366
www.aip.aaii.edu

AI Schaumburg, Chicago, IL

(GD, ID, Fashion Marketing & Management)
Contact: Judy Dunne
800-351-3450
www.ilis.artinstitutes.edu

Collins College, Phoenix, AZ

(2 + 2/B.A., GD, B.A. Film & Video, B.A. Interior Design)
Contact: George Fitzpatrick
480-377-9524
www.collinscollege.edu

Harrington College of Design, Chicago, IL

Contact: Sue Kirkman
312-939-4975

The agreement with Harrington is not in writing, they prefer that the student interview and show their portfolio. Acceptance will be on an individual basis.

DeVry University, Cleveland, OH

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

University of Phoenix

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

Westwood College

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

Student Activities

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

Student Council

Student government is a crucial component to the VMCAD campus. The council consists of a president, vice-president and secretary. Elections are held annually and student candidates are on a volunteer basis. A minimum cumulative grade point average is required to hold a position in student government. The student body elects these officers digitally through an open election process. The student officer holds this position for one year.

These council members represent the student body by addressing their ideas and implementing new initiatives for the betterment of student life. The student president sits on the President's Cabinet in an effort to promote the shared governance that VMCAD prides itself on. Student Council is responsible for creating and maintaining various student groups throughout campus. These groups are designed to engage students and enrich their college experience. There are both professional and social groups and students are encouraged to offer ideas and suggestions for new groups.

Student Award Programs

Presidential Academic Achievement Award

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

Who's Who in American Universities and Colleges

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

Perfect Attendance

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

College Trips

European Trip (optional)

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

U.S. Trips (optional)

Throughout the year, the college offers cultural and educational trips that offer our students the opportunity to gain cultural awareness and knowledge that cannot be experienced merely from the walls of a classroom. These destinations include local visits such as The Cleveland Museum of Art, Museum of Contemporary Art (MOCA) and The Ohio Design Center. On a national level, the college offers students the opportunity to visit various cities, among them, New York City and Chicago with stops at The Metropolitan Museum of Art, the United Nations as well as 5th Avenue and Navy Pier. VMCAD continues to add new destinations to provide a diverse cultural experience for our students. All expenses for the trips are in addition to regular tuition and fees.

Interior Design Related Trips (optional)

Throughout the year, the Interior Design department plans various trips in relation to interior and architecture design. These trips include homes designed by architect Frank Lloyd Wright, The Ohio Design Center, Cleveland Museum of Art and NEOCON in Chicago. All expenses for the trips are in addition to regular tuition and fees.

Student Services

Career Services

The Career Services Department at VMCAD provides students and alumni with career advice, resume assistance, and current opportunities in their field. The development of professional, career-building skills is at the core of VMCAD and our placement program. To facilitate this, Career Services hosts a number of events throughout the year including job fairs, resume workshops, and networking events. As part of an experience-based curriculum, Career Services offers several courses required for all programs, Career Development Seminar I and II, and Internship. With a focus on building professional skills in tandem with program-specific technical courses, the goal of Career Services is to provide all students with the skills needed to develop a comprehensive career strategy. While VMCAD makes a reasonable effort to work with graduates seeking employment, this does not constitute a promise or guarantee of employment. Assistance may be suspended in the event that a student's financial requirements are not met or in the case of unprofessional behavior on the part of the student/graduate. Relocation for specific industries/employers may be necessary for certain career paths.

Learning Resource Center

The Learning Resource Center, located on the lower level, provides books, periodicals, and internet-enabled workstations to assist and enrich the education of all currently enrolled VMCAD students. The Learning Resource Center is staffed for student assistance. Students are required to complete an application before they may borrow materials from the Learning Resource Center. There is a two-week loan period for most books. Students are responsible for all materials borrowed from the Learning Resource Center. If materials are not returned by the end of the quarter, a charge for the replacement of such materials will be added to the student's account. Graduation will be postponed until all fines are paid in full. All materials must be returned to the Learning Resource Center. Additionally, VMCAD students have access to the Lakewood Public Library and Cleveland Public Library through established relationships between VMCAD and these institutions. Both provide additional and supplemental services including work/study areas, workstations with print access, and the largest fine-arts collection in Ohio. The CPL also provides access to its MakerLab, which includes

General **College** Information

3D printers and large-scale printing services. The VMCAD Learning Resource Center staff assists students with access to these services.

Online students have access to the library catalog via the student portal. Bound materials can be picked up locally on campus. Additional digital resources are added frequently and the LRC staff is available to assist with research needs of online students. Digital resources are also often directly included within online course modules.

Academic Assistance/Tutoring

Students at VMCAD have several options to receive academic assistance. Each department chair and faculty member has the responsibility to advise students in the area of their academic needs. In addition, each student is assigned a mentor who will continue to support and encourage the student until graduation.

Tutoring is available to students who experience academic difficulty. A student requesting tutoring should contact the Director of Student Affairs who will partner him/her with a student-tutor.

Students who volunteer their services to tutor others, must meet a minimum GPA and are compensated for their time.

Mentorship

Each student will be assigned a mentor during their first quarter at VMCAD. This mentor will be the student's point of contact should they need academic related advice, guidance or support throughout their time at the College. The mentor will also focus on the mentee's total development including the sharing of resources and networks.

Counseling Services

A primary responsibility of the College is to offer every possible aid to students so they can utilize their own capabilities. Students experiencing emotional and mental health concerns may reach out to the Department of Student Affairs for referral to the College Counselor. Communication between the College Counselor and the student will remain confidential and does not affect the student's academic or social standing within the College Community.

Required Study Time

Outside study time is crucial to successfully complete the required course assignments. The amount of time will vary

according to the individual student's abilities. All assignments must be turned in at the designated time. Students are responsible for reading any study materials issued by their instructors.

Make-Up Standards

It is mandatory that a student attend their scheduled classes. It is the student's responsibility to learn the material covered while absent and to ensure that all missed work is made up in compliance with the college's attendance policy.

Notice of Non-Discriminatory Policy

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

ADA/Handicap Facilities

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

Housing Locator Assistance

Although the College does not provide student housing, we do offer assistance in locating housing. Many times, students find themselves working with a limited budget for living expenses and that includes housing. The Student Affairs department maintains a database of area housing communities that range in cost and size to allow new and existing students to locate housing that meets their needs. A majority of the communities listed in the database offer a student discount and are located within a mile radius of the campus. The College is not affiliated with any housing community and therefore does not persuade students on where they choose to live.

Child Care

The Department of Student Affairs maintains a list of local child care providers within a mile radius of the campus and any incentives that they offer to our students. VMCAD is not affiliated with any of these care providers.

Transportation Assistance

The College can assist students in locating bus tickets for the Regional Transit Authority (RTA) which is the most convenient form of public transport in the area.

Financial Information and Policies

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

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

Tuition is subject to change if a student does not maintain his/her enrollment status (ex. full-time, part-time etc.) per the most recently signed enrollment agreement, fails to remain in school on a consecutive quarterly basis, or changes his/her program of study.

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

- Financial Aid and Student Accounts Office hours of operation and contact information
- Procedures in applying for financial aid
- Current forms needed for packaging
- Website links to government sites such as FAFSA, NSLDS, Loan Calculators, etc.

Financial Aid Services

Student Financial Aid Services

Prior to enrolling in the College as a degree seeking student, applicants are encouraged to explore the availability of financial aid funding through State and Federal agencies. Financial aid information and application assistance is provided by VMCAD's Financial Aid Office to help students and parents understand the financial aid process. Please go to www.fafsa.ed.gov to complete your FAFSA.

While attending VMCAD, students must maintain Satisfactory Academic Progress (SAP) and maintain a specific amount of credit hours per term in order to qualify for and receive financial aid. Students not actively attending VMCAD due to Suspension, Termination, or Withdrawal may not receive financial aid award disbursements.

Students are strongly encouraged to complete the FAFSA and all required verification documentation at least four weeks prior to the first day of classes. The deadlines for FAFSA filing and verification paperwork are:

Summer Quarter	June 10th
Fall Quarter	September 10th
Winter Quarter	December 10th
Spring Quarter	March 10th

VMCAD is approved for the following grants and loans:

Grants:

Federal Pell Grant
Federal Supplemental Educational Opportunity Grant (FSEOG)
Federal Work Study

Federal Student Loans:

William D. Ford Direct Subsidized Loan
William D. Ford Direct Unsubsidized Loan
William D. Ford Direct Parent Loan (PLUS)
Private Education Loans:

Many private lenders offer alternative education loans to fund education after federal limits have been utilized

County and State Sponsorship:

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

Federal Sponsorship:

Veterans Administration (VA) Yellow Ribbon
GI Bill

Institutional Grants:

Displaced VMCAD Student Grant
VMCAD Institutional Grant

** Financial Aid is available to those who qualify.*

Additional information on eligibility requirements, alternative financing, amounts available, interest rates and scholarships can be obtained from the Financial Aid Office. Financial aid is awarded based on enrollment status for full time, three-quarter time, half time, or less-than half time and may be re-evaluated based on individual classes dropped once the quarter begins. Students who do not post attendance in individual classes may jeopardize their financial aid disbursement amounts.

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

Any student receiving financial assistance must comply with the Financial Aid Satisfactory Academic Progress (SAP) policy, as stated in the SAP Policies and Procedures section of the catalog, in order to receive Title IV federal assistance.

Financial Aid Enrollment Status

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

- Full Time Enrollment: 12 credit hours or more per quarter
- Three-Quarter Time Enrollment: 9-11 credit hours per quarter
- Half Time Enrollment: 6-8 credit hours per quarter
- Less-Than Half Time Enrollment: 1-5 credit hours per quarter

Students who are classified as less-than half time may qualify for very limited amounts of financial aid.

The Veterans Administration may have different definitions for full-time and part-time status. Students receiving veterans'

benefits should speak with the Veterans' Certifying Official on campus to clarify enrollment status requirements.

Student Accounts Services

The Student Accounts Office is available to assist students in meeting their financial obligations and keeping their student account in good standing. Student account information and payment guidance is provided to help students and parents understand and adhere to VMCAD's Student Accounts Policy.

Tuition and Fees

Tuition and fees are due by the tenth of the month before the month each quarter begins. For example, if a quarter begins in October, the tuition payment due date is September 10th.

- VMCAD accepts cash, money order, check, and credit cards such as MasterCard, Discover, and Visa.
- Students may not attend classes if tuition is not paid before the first day of classes. Any student with outstanding financial obligations due to the College may be locked out of College IT System capabilities, withdrawn from classes, and not permitted to take final exams.
- Personal checks must clear before academic transcripts can be released. There is a 10 day maximum hold on checks.
- All students' financial obligations must be met within 30 days of complete withdrawal or separation from the College. If financial obligations are not met, the student may be sent to collections.

Books and Supplies

Books and supplies are provided to VMCAD students through Ambassador Bookstore and will be billed to the student's account once orders have been processed. The book and supply list is updated quarterly and posted on www.vmcad.edu with current pricing.

Books and supplies payments are due by the first day of classes. Infrequent accommodations may be made for late book orders or back orders. However, once any late transactions are updated on a student's ledger, the student's account must be brought current as soon as possible. Any student with outstanding financial obligations due to the College may be locked out of College IT System capabilities, withdrawn from classes, and not permitted to take final exams.

General College Information

All students' financial obligations must be met within 30 days of any complete withdrawal or separation from the College. If financial obligations are not met, the student may be sent to collections.

Non-Degree Tuition and Fees

Payments for non-degreed registered classes are due upon registration. Non-degree seeking students are charged a quarterly registration, general and technology fee based on the number of credits taken and the programs with which their courses are associated. These fees are to be paid along with the tuition amount at the time of registration.

Other Cost of Attendance Expenses

Other expenses such as transportation, meals, books, supplies, and entertainment will vary according to the student's individual budget.

\$420/credit hour**

***Effective Winter Quarter 2017*

Quarterly Fees per Program:

FASHION DESIGN (FD):

Technology Fee	\$90.00 (Full-time)/\$45.00 (Part-time)
General Fee	\$410.00 (Full-time)/\$205.00 (Part-time)

FASHION MARKETING (FMK):

Technology Fee	\$110.00 (Full-time)/\$55.00 (Part-time)
General Fee	\$285.00 (Full-time)/\$143.00 (Part-time)

FASHION MERCHANDISING (FM):

Technology Fee	\$100.00 (Full-time)/\$50.00 (Part-time)
General Fee	\$285.00 (Full-time)/\$143.00 (Part-time)

GRAPHIC DESIGN (GD):

Technology Fee	\$300.00 (Full-time)/\$150.00 (Part-time)
General Fee	\$200.00 (Full-time)/\$100.00 (Part-time)

INTERIOR DESIGN (ID):

Technology Fee	\$100.00 (Full-time)/\$50.00 (Part-time)
General Fee	\$305.00 (Full-time)/\$153.00 (Part-time)

For degree seeking students, a one-time Registration Fee of \$100 is charged to the student's account for the first quarter. For non-degree seeking students, a recurring \$20 Registration Fee is charged every quarter to the student's account upon registration.

VMCAD Electronic Billing Notification

VMCAD uses the student Portal and VMCAD email to provide billing and payment notifications electronically. Students can select to receive electronic billing notifications by signing the Electronic Billing Notification permission form.

On Portal, students have immediate real time access to view and make electronic payments. They can also view their financial aid packaging and student accounts ledger. Email notification of scheduled online payments will be sent through the students' VMCAD email once the students' class schedules have been approved by the Registrar's Office. Email billing notifications are also sent when books and supplies have been ordered. These notifications will include a link to the student Portal and instructions on how to make payments online. It is very important for students to check their VMCAD emails regularly because failure to receive an e-billing notification before a payment due date may prompt late fees and College dismissal for delinquent accounts. The electronic billing notification also provides instructions on how to request a paper billing statement, if it is preferred.

Refund and Cancellation Policy

Standard 10 Week Term Refund and Cancellation Policy

1. Students that have not visited VMCAD prior to enrollment may withdraw without penalty within three days following either attendance at the new student orientation or following a tour of the college facilities and inspection of the equipment available.
2. All monies paid by an applicant will be refunded within three days after making an initial payment and canceling an enrollment.
3. All tuition and fees will be refunded for students that do not post attendance. Students will be financially responsible for books and supplies not returned to Ambassador Bookstore.
4. A student who begins classes and withdraws during the first calendar week of the quarter shall be obligated for twenty-five percent of the tuition and refundable fees for that academic term.

5. A student who withdraws during the second calendar week of the quarter shall be obligated for fifty percent of the tuition and refundable fees for that academic term.
6. A student who withdraws during the third calendar week of the quarter shall be obligated for seventy-five percent of the tuition and refundable fees for that academic term.
7. A student who withdraws beginning with the fourth calendar week of the quarter will be obligated for one-hundred percent of the tuition and fees for the academic term. In other words, he/she will not be entitled to a refund of any portion of the tuition and fees for that academic term.
8. The Last Date of recorded Attendance (LDA) is the official withdrawal date for refund purposes. The Date of Determination (DOD) that a student withdraws is used for institutional, state and federal regulatory refund purposes only.
9. Books and supplies are not included in the refund calculations. Students have the option to return books to Ambassador Bookstore for a partial refund through Ambassador's Book Buy Back Program. For questions regarding the Book Buy Back Program you can contact Ambassador at 1-800-431-8913.
10. First-time, first-quarter students may withdraw during the first 2 weeks of the quarter with no financial obligation to the College.

Non-Standard 5 Week 'Fast Track' Term Refund and Cancellation Policy

1. Students that have not visited VMCAD prior to enrollment may withdraw without penalty within three days following either attendance at the new student orientation or following a tour of the college facilities and inspection of the equipment available.
2. All monies paid by an applicant will be refunded within three days after making an initial payment and canceling an enrollment.
3. All tuition and fees will be refunded for students that do not post attendance. Students will be financially responsible for books and supplies not returned to Ambassador Bookstore.
4. A student who starts class and withdraws after attending one to four days of the 5-week term shall be obligated to twenty-five percent of the tuition and refundable fees for that term plus the registration fee.

5. A student who withdraws after attending five to eight days of the 5-week term shall be obligated to fifty percent of the tuition and refundable fees for that term plus the registration fee.
6. A student who withdraws after attending nine to twelve days of the 5-week term shall be obligated to seventy-five percent of the tuition and refundable fees for that term plus the registration fee.
7. A student who withdraws after attending thirteen days or more of the 5-week term will not be entitled to a refund of any portion of the tuition and fees.
8. The Last Date of recorded Attendance (LDA) is the official withdrawal date for refund purposes. The Date of Determination (DOD) that a student withdraws is used for institutional, state and federal regulatory refund purposes only.
9. Books and supplies are not included in the refund calculations. Students have the option to return books to Ambassador Bookstore for a partial refund through Ambassador's Book Buy Back Program. For questions regarding the Book Buy Back Program you can contact Ambassador at 1-800-431-8913.
10. First-time, first-quarter students may withdraw during the first week of the quarter with no financial obligation to the College.

The withdrawal determination date (DOD) is when the College determines a student is no longer in attendance. The DOD can be generated due to a notification from the student's decision to withdraw or it can be generated by the student's non-attendance for two consecutive weeks (14 calendar days).

VMCAD reserves the right to postpone or change the date or time when any class is offered if the minimum percentage of enrolled students agrees to the change. Students who do not want the change may be offered a full refund for the class affected.

Any monies due to an enrolled student shall be refunded within 30 days of the cancellation or failure to appear on or before the first day of classes. Refunds due to students who made cash payments for tuition and fees shall be remitted within 30 days from the withdrawal determination date. Any Title IV Grant monies due to the Department of Education shall be refunded within 30 days of the withdrawal determination date. Also, any Title IV Loan monies due shall be refunded to the lender within 30 days of the withdrawal determination date. Any Title IV refund

monies due to the student will be refunded within 14 days of the determination withdrawal date. The above policy is specific regarding the total withdrawal or termination from VMCAD.

Refund Policy for Withdrawals of Individual Courses for Standard 10 Week Term

1. A student who attends an individual course and withdraws during week one from that course shall be obligated for twenty-five percent of the tuition and fees for that course.
2. A student who attends an individual course and withdraws during week two from that course shall be obligated for fifty percent of the tuition and fees for that course.
3. A student who attends an individual course and withdraws during week three from that course shall be obligated for seventy-five percent of the tuition and fees for that course.
4. A student who attends an individual course and withdraws from that course during week four or later shall be obligated for one-hundred percent of the tuition and fees for that course. In other words, the student will not be entitled to a refund for any portion of the tuition and fees for that course.
5. Tuition and fees will not be refunded for any and all withdrawn classes after week three of the term.

Students can unregister from individual courses prior to the course beginning without financial obligation. Please meet with financial aid before removing a course from your schedule as it may impact your financial aid packaging.

Refund Policy for Withdrawals of Individual Courses for Non-Standard 5 Week 'Fast Track' Term

1. A student who attends an individual course and withdraws from that course prior to the second scheduled class meeting shall be obligated for twenty-five percent of the tuition and fees for that course.
2. A student who attends an individual course and withdraws from that course prior to the third scheduled class meeting shall be obligated for fifty percent of the tuition and fees for that course.
3. A student who attends an individual course and withdraws from that course prior to the fourth scheduled class meeting shall be obligated for seventy-five percent of the tuition and fees for that course.
4. A student who attends an individual course and withdraws from that course prior to the fifth scheduled class meeting

shall be obligated for one-hundred percent of the tuition and fees for that course. In other words, the student will not be entitled to a refund for any portion of the tuition and fees for that course.

Students can unregister from individual courses prior to the course beginning without financial obligation. Please meet with financial aid before removing a course from your schedule as it may impact your financial aid packaging.

Refunds of Third Party Funding

Third party funding refund policies can be found directly on the third party organization's website. Copies of the refund policies can also be obtained in the Office of Student Accounts.

VMCAD Return to Title IV Refund Policy

Students receiving Title IV federal financial aid who withdraw or stop attending may be required to return a portion of Title IV financial aid received. Federal regulations [HEA Section 484B, 34 CFR 668.22, DCL GEN-11-14, July 2011] require Virginia Marti College of Art & Design (VMCAD) to calculate a refund and repayment of federal student aid received by students who withdraw prior to the 60% point of a term for which he/she has received federal financial aid.

Process for Calculating Amounts of Title IV Aid Earned by the Student

VMCAD and the student are allowed to retain only the amount of Federal Title IV Financial Aid that is earned. The last date of attendance (LDA) is the last documented date of attendance in a class. The LDA will be used to calculate the percentage of Title IV financial aid a student has earned to cover the tuition, fees and cost of attendance for that quarter. If a student withdraws or stops attending classes, a portion of the aid received is considered to be unearned and must be returned to the Department of Education (DOE).

For any financial aid recipient who stops attending prior to the 60% point of the quarter, the Financial Aid Office will calculate the Return to Title IV within 14 days of the Date of Determination (DOD). The percentage of aid the student has earned is equal to the percentage of the quarter the student has completed. This percentage calculation is based on the student's LDA. It is calculated by dividing the total number of calendar days completed as of the LDA by the total number of

General **College** Information

calendar days in the academic term. The percentage of Title IV aid to which the student is entitled is equal to this completed percentage. If the withdrawal occurs after the 60% point of the term, the percentage of earned aid is equal to 100%. The amount of Title IV aid, which must be returned, is based on the percentage of unearned aid. That percentage to be returned is calculated by subtracting earned aid from 100%.

Title IV Post-Withdrawal Disbursements (PWD)

If the student received less federal financial aid than the amount earned, this will create a Post-Withdrawal Disbursement (PWD).

If the student is eligible for a PWD of Title IV grant funds, VMCAD will disburse the amount of earned grant money as soon as possible, but no later than 45 days from the date of determination.

If the student is eligible for a PWD of Title IV loan funds, the College will provide notification to the student within 30 days of the date of determination. VMCAD will not disburse any PWD loan funds to the student's account without permission from the student (or parent in cases of the Parent PLUS Loan). The student and/or parent will give permission for a PWD for Direct Loan Funds by returning a signed copy of the Post-Withdrawal Disbursement Request notification that was mailed within 30 days of the student's DOD. Post-withdrawal disbursements will not be made after 180 days of the DOD.

Title IV Aid to be Refunded by VMCAD

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

Title IV Aid to be Refunded by the Student

The student is required to pay the difference between the amount of unearned aid and the amount returned by the College. Federal regulations allow colleges and universities to charge a student for any amount paid on the student's behalf. VMCAD considers a student responsible for any account balance created when the College is required to return the financial aid. The student must repay the unearned aid that the College is not responsible for returning. If the student's portion of the unearned aid includes federal grants such as Pell Grant, FSEOG

etc., they are only required to return the grant amount that exceeds 50% of the original Federal grant aid received for that quarter. If the amount the student owes is less than \$50, then no payment is required.

Financial Aid Overpayments and Loss of Eligibility of Federal Student Aid

If a Return to Title IV calculation determines that a student owes money to the Department of Education, that student is considered to have received an overpayment. The student will be sent a letter within 30 days from the date of determination notifying them of the balance that they owe Department of Education. They will be given 45 days from the date the notification is sent to repay the debt to VMCAD. After the payment is received, VMCAD will then pay Department of Education on behalf of the student.

Any unpaid federal grant overpayments will be reported to the National Student Loan Data System (NSLDS) and turned over to the Debt Resolution Services for collection. Any student considered to have received an overpayment in federal grant aid is not eligible for federal financial student aid at any institution until the overpayment is resolved. The overpayment may be resolved by being paid in full to VMCAD or directly to Department of Education. It can also be resolved by contacting Debt Resolution Services if the account has been referred to DOE collections. The student must pay the overpayment amount in full or make payment arrangements with Debt Resolution Services.

Policies and Procedures

Satisfactory Academic Progress (SAP)

Financial Aid SAP Policy

Various federal and state regulations governing student financial aid assistance require that an institution develop academic standards to measure the students' academic progress towards an accredited certificate or degree. SAP will be reviewed for every student enrolled in an accredited program at the end of each term/payment period. This includes a review of qualitative and quantitative standards of progress. Minimum standards must be achieved at VMCAD to remain in good academic and financial aid standing. These standards apply to all students whether or not they receive financial aid and include all degree

and certificate granting programs, during all terms of enrollment, including the Summer Quarter.

Qualitative Requirements for SAP-Grade Point Average (GPA)

A minimum 2.0 cumulative grade point average (CGPA) is required to graduate from all degree granting programs at VMCAD. A 2.0 CGPA is also required at the end of each payment period to be considered in good SAP financial aid standing.

Quantitative Requirements for SAP-Pace of Progression

Students must successfully complete at least 67% of the cumulative attempted credit hours in a program. Attempted hours include completed, repeated, failed, incomplete, withdrawn, and transferred credit hours.

Pace of Progression is measured by dividing the cumulative number of hours successfully completed by the cumulative number of hours attempted as shown below:

$$\text{Pace} = \frac{\text{Cumulative \# of hours successfully completed}}{\text{Cumulative \# of hours attempted}}$$

Maximum Time Frame

Federal regulations require an institution to establish a maximum number of credit hours to complete a degree or certification while also remaining eligible for federal financial assistance. Considerations of eligibility include all terms of enrollment, whether or not federal, state or institutional aid is received. Students cannot exceed credit hours above 150% of their required courses. For example, students in a 180 credit hour program must graduate by the time they will have attempted 270 credits.

All required courses in a student's program (excluding remedial courses) will apply towards maximum time frame/pace. These include:

- Courses with grades of "W" (Withdrawal), including when a student withdraws completely from a term.
- Courses with grades of "I" (Incomplete). Grades do not stay in an incomplete status. SAP will be re-calculated after an incomplete is finalized.
- Transfer credits accepted towards the completion of a student's program must be counted as both hours attempted and hours completed.
- Test outs

- If a student switches majors within VMCAD, all courses that apply to both majors will be counted as both hours attempted and hours completed in the new major.
- If a student pursues a second degree after the first is completed, all courses that apply to both degrees will be counted as both hours attempted and hours completed in the new degree
- When a student withdraws and returns at a later date, all courses that apply from the prior enrollment will be transferred to the new enrollment and will be counted as both hours attempted and hours completed.
- For repeated coursework, per federal regulations, a student is eligible for Title IV federal financial aid for one repeat of a passed course.

Example: If a student took G101 in Fall 2015 and earned a C, the student can retake the course once and receive Title IV financial aid for that course in an attempt to improve his/her grade. If the student attempts to retake the course again, after taking it a second time, no federal financial aid funds can be used to pay for the class. The grade received from the second attempt will not replace the first grade. Both grades will be calculated in quantitative and qualitative measures.

Financial Aid Academic Warning

- The first time a student fails to meet the qualitative or quantitative SAP requirements, they will be put on a Financial Aid Academic Warning status. A student may still receive Financial Aid while on this status for one payment period/term.

Financial Aid Probation

- If a student fails to meet SAP after the payment period of his/her Financial Aid Academic Warning status, he/she may submit an appeal to be placed on Financial Aid Probation. Please see below for details on the appeal process.
- If the appeal is granted, Financial Aid may be awarded for one additional payment period. The student must meet Financial Aid SAP standards at the end of the Financial Aid Probation period or submit another appeal with additional mitigating circumstances.
- A student will not automatically be placed in a Financial Aid Probation status. If an appeal is not submitted or if the appeal is denied, the student will lose Financial Aid eligibility and

be dismissed from the College. The student may submit a new appeal requesting re-admittance to the College after a minimum one term dismissal. See below for details on the appeal process.

Academic Plan

- It may be determined during the appeal process that a student cannot meet SAP requirements by the end of one term/ payment period. In this situation, the student will meet with an academic advisor and will be required to sign an Academic Plan. The student will remain on Financial Aid Probation and will remain eligible for financial aid during the length of the Academic Plan as long as he/she meets the terms of the plan.
- If a student fails to meet the terms of his/her Academic Plan, Title IV financial aid eligibility will automatically be lost and the student will subsequently be dismissed from the College. See below for details on the appeal process.

SAP Dismissal

A student will be dismissed from the College for the following:

- If he/she fails to submit a letter of appeal for Financial Aid Probation
- If the submitted SAP appeal is denied
- If he/she fails to meet the terms of his/her arranged Academic Plan

Students that have been dismissed may submit a new appeal requesting re-admittance to the College after a minimum one term suspension.

If a student submits an appeal for re-admittance after the required minimum one term dismissal and the appeal is denied, the student will be placed in an expulsion status.

Students are notified of their SAP status on their report card at the completion of every term. If a student fails to meet SAP standards, an additional notification will be included with the report card.

The SAP Appeal Process

If you fail to meet Financial Aid SAP standards, you may submit a typed letter of appeal requesting to be placed on Financial Aid Probation. The appeal must be submitted to the Dean of Academic Affairs along with any supporting documentation

and an explanation of mitigating circumstances that caused a failure to meet SAP standards. The appeal must also include an explanation that addresses a resolution to the adverse situation so as to allow a successful completion of SAP requirements upon the next review. This appeal must be submitted within 5 days of the college's notification of grades or academic standing.

Mitigating Circumstances Include:

- Serious injury of the student and/or the student's immediate family
- Serious extended illness of the student and/or the student's immediate family
- Death of the student's relative
- Unanticipated legal or military obligations beyond the control of the student

After the Appeals Committee reviews the appeal and makes a decision, the notification of approval or denial will be mailed to the student's address on file 1-2 weeks after the appeal was submitted.

Leave of Absence

Leave of Absence (LOA) Policy

The institution permits students to apply for a leave of absence (LOA) as long as the leaves do not exceed a total of 180 calendar days during any 12-month period and as long as there are documented, legitimate extenuating circumstances that require the student to interrupt his/her education.

Extenuating circumstances include but are not limited to: medical (including pregnancy), family care (including unexpected loss of childcare and medical care costs), military obligations and jury duty.

A student must apply for a LOA in advance unless unforeseen circumstances prevent the student from doing so.

In order for the student to be granted an approved LOA, the student must submit a completed, signed and dated Leave of Absence Request Form along with supporting documentation to the Dean of Academic Affairs. VMCAD does not grant LOAs that do not meet the criteria above.

Re-Admission Following a LOA

Upon returning from a LOA, the student will be required to return to the same classes at the point where he/she left off in the previous term. The student will receive final grades for the identical courses from which the student took leave when the courses are next offered. The student will not be charged any fees for the repeat of courses from which the student took leave or for reentry from the leave of absence. The date a student returns to class is scheduled at the same point where they left from the prior term when the LOA began. If the student chooses, he/she may re-enter the program prior to the expected return date, but the dates attended prior to that point in the course where the student started the LOA must be counted in the 180 day maximum.

Failure to Return from a Leave of Absence

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

As required by federal regulations, the student's last date of attendance (LDA) prior to the return from the approved LOA will be used to determine the amount of funds the student has earned. The College will perform refunds for any unearned funds under federal, state and institutional policies. Students who have received federal student loans must understand that failure to return from an approved LOA, depending on the length of the LOA, may have an adverse effect on the student's loan repayment schedules. Federal student loan programs provide students with a grace period that delays the student's obligation to repay his/her loan debt for six months (180 days) from the last date of attendance. If a student takes a lengthy LOA and fails to return to the institution after the LOA's conclusion, some or all of the grace period may be exhausted – requiring the borrower to begin making repayments immediately.

Possible Effects of Leave of Absence

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

1. Students returning from a LOA are not guaranteed that the courses required, maintaining their normal progress in the program, will be available at the time of re-entry.

2. Students may have to wait for the appropriate phase/course to be offered;
3. Students may be required to repeat the entire course for which they elected to withdraw prior to receiving a final grade;
4. Financial aid may be affected.

Withdrawal

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

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

1. Meet with your Mentor, Registrar or Director of Student Affairs to discuss your decision to withdraw. The College will make every effort to assist you in continuing your education.
2. Meet with the Financial Aid and Student Accounts Offices regarding financial obligations to the College and/or student loan repayment obligations. The amount of any refunds and final grade determinations are based upon your last date of class attendance.

Students may withdraw from individual classes through the ninth week of a 10-week quarter or before the final classes in a fast track term. No withdrawals are permitted during final exams.

Withdrawals from individual classes and total withdrawal from the College will abide by VMCAD's Refund Policy. A student must re-apply to the College if his/her withdrawal from a program is 2 year or longer (8 quarters or more).

Security and Building Access

In order to access the College building, students and employees are issued a Security Access Card which also doubles as an ID card. These cards work at the front and rear entrances of the main building. The student card contains a headshot of the student along with the student's name and ID number.

Students have their photo taken during Orientation and their Security Access Cards are issued during the first week of their first quarter. If a card is lost or stolen, it is the users' responsibility to notify the college immediately so the card can be deactivated and a \$25 fee will be assessed to issue a new card. Allowing another individual to use your card is strictly prohibited and doing so can lead to disciplinary sanctions.

Please refer to the VMCAD website for the hours of operation each quarter that the Security Access Card will allow for entry.

During the periods the building is closed, all access points are locked and an internal security system is activated. This system is connected to a central office which calls the Police in the event of an intrusion.

Evacuation Plans and Procedures

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

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

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

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

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

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

The Classroom

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

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

Online Learning

Online programs are available for degrees in the Bachelor of Science in Business Administration with a concentration in Fashion Merchandising and the Bachelor of Fine Arts in Graphic Design.

Students who enroll in online courses must complete a technology assessment and orientation module. Students will also be required to complete an online education readiness evaluation (OERE). The OERE assesses whether the student has the necessary skills, competencies, and access to technology to succeed in a distance education environment. Students in online degree programs are required to have access to a reliable computer capable of running multimedia applications and navigating media-rich websites. They are also required to have access to a reliable high-speed Internet connection. Versions of software change and with those changes, minimum hardware requirements will change as well. See the VMCAD Website for updated minimum technology requirements.

Online students will have access to the same support systems that residential students receive. Please see each department's section of the catalog for more information.

Information Technology

Minimum technology requirements

Specific technology requirements are determined by the program of study. Each program offered uses a variety of software applications such as, Adobe products (Photoshop, Illustrator,

InDesign, etc.), Microsoft Office, AutoCAD, Revit and Accumark by Gerber. Versions of software change and with those changes, minimum hardware requirements will change as well. See the VMCAD Website for updated minimum technology requirements.

VMCAD Portal

All students and faculty have access to the VMCAD Portal. VMCAD Portal allows students to view attendance, grades, degree progression, pay tuition and view VMCAD Policy. Portal allows faculty to post grades and attendance and view VMCAD Policy.

All students and faculty access the VMCAD E-Mail system through Portal. All students who attend hybrid courses or attend courses on-line access Canvas through the My Canvas quick link in Portal. All faculty who teach hybrid courses or on-line courses, access Canvas through the My Canvas quick link in Portal.

VMCAD E-Mail

All end users may access their official VMCAD E-Mail account through the VMCAD Portal. All VMCAD communications to students, faculty and staff go through the VMCAD E-Mail system. Students and Faculty are strongly encouraged to check their VMCAD E-Mail regularly.

Canvas

Canvas is the Learning Management System chosen by VMCAD. Canvas is an intuitive electronic classroom setting that offers hybrid or on-line courses broken down into easy to navigate modules.

All students who attend hybrid courses or attend courses on-line access Canvas through the My Canvas quick link in Portal. All faculty who teach hybrid courses or on-line courses, access Canvas through the My Canvas quick link in Portal.

Internet Professionalism Policy

VMCAD does not allow accessing, downloading, uploading, saving or sending sexually explicit or other offensive materials using vulgar, sexist, racist, threatening or demeaning language.

VMCAD e-mail system is primarily for business use. Occasional and reasonable personal use is permitted, provided that this does not interfere with the performance of your duties.

VMCAD is not responsible for material viewed or downloaded by users from the Internet. Users accessing the Internet do so at their own risk. Users who violate copyright terms do so at their own legal expense.

VMCAD IT Department performs periodic audits of all hardware and software installed to ensure compliance with federal copyright and software installation laws. Unauthorized installation of software will result in disciplinary action up to and including either expulsion or cessation of employment from VMCAD. Violators are also responsible for all penalties and costs associated with such violations as well as their own legal expenses.

Care for Equipment

Students are given daily access to very expensive equipment and are required to respect this equipment and report any potential damage or maintenance requirements to their instructors. Please take special care with loose parts of equipment that may become lost or misplaced. Students who deliberately, or with extreme negligence, are responsible for damage to equipment may be assessed for the cost of the loss. This cost may be added to students' tuition accounts or may subject them to disciplinary review.

Open Labs

Students may use VMCAD computer labs during scheduled Open Labs to work on assignments beyond their class/lab time. Open Lab schedules are subject to change without notice based on the need to accommodate regular or rescheduled lab classes or technical training. Seats in Open Labs are available on a first-come, first-served basis.

Personal Finance Transactions

Computers used in the labs and library are classified as "public". In agreement with financial institutions, VMCAD strongly advises against conducting personal finance transactions, such as checking account balances, paying bills or using a credit card for on-line purchases, etc., on a public computer. Users are advised to conduct these types of transactions on their home computers. VMCAD is not responsible for compromised student or employee personal data.

General College Information

Credit Hours and Clock Hours

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

- Lecture - one-quarter credit hour for each 15 clock hours of classroom contact
- Lab/Studio - one-quarter credit hour for each 20 clock hours of supervised laboratory/shop instruction
- Internship/Work - one-quarter credit hour for not fewer than thirty 30 clock hours of internship or work related experience.
- Homework - one-quarter credit hour for each 60 hours of out of class work

**Clock hour is defined as 50 minutes of instruction.*

***All credit hour to clock hour conversions represent a full quarter requirement.*

Transfer Credit Policy

For those enrolling in a bachelor degree program, the College will accept a transfer of up to 84 quarter credits (out of 180) earned at other accredited colleges and universities. For those enrolling in an associate degree program, the College will accept up to 45 transfer credits (out of 108) earned at other accredited colleges and universities. All applicants anticipating credit transfers for subjects taken at other institutions must arrange to have their transcripts sent to the VMCAD Office of the Registrar.

Applicants may also be asked to provide course descriptions or the catalog(s) from the prior institution(s) so that a transfer credit evaluation may be completed. Students desiring transfer credits must provide the above by the end of their first quarter. Transcripts received after the student's first quarter will not be considered nor reviewed for transfer credit. Please see the Registrar if there are any questions.

The following criteria must be met in order for transfer credit to be awarded:

1. Courses follow the same course description and have an equal number of, or more, credits.
2. Students have earned a grade of "C" or better or 2.00.
3. Skills obtained in Math and English courses play an important role in many design and business courses. For

this reason, transfer credit will not be accepted for these courses if the student scores below average on the VMCAD entrance exam.

Transfer credit is limited to students who have earned credits from an accredited institution for courses that are comparable to existing VMCAD courses or qualify for credit transfer as elective courses. Department Chairs are responsible for establishing course equivalency or transfer to elective courses.

Currently, the college accepts petitions for life experience for credit. Candidates must have either a portfolio that demonstrates the skill level required for the course or life experience in the course for which the petition has been filed. If the petition was approved, candidates must take a test (test-out), before the beginning of the course, and score a minimum letter grade of "D" (60%) to have the course waived. A maximum of 15 credit hours will be awarded via test-out credit. The test-out may be approved if the course did not transfer into VMCAD due to a lower grade or lower credit value.

Transfer of Credit to Other Schools

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

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

Transcripts

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

receive one set of sealed, official transcripts, free of charge, upon graduation.

Graduate Refresher Courses

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

Grading System

Grading Scale

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

Quality Points

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

** All courses require a minimum grade of "D" 60% to pass.*

*** Remedial course codes begin with the letter X (i.e. X040). Remedial courses are pass/fail and receive no letter grade.*

- Grade "F" is included in the cumulative grade point average. However, no credit is entered on the student's record.
- The grade of Incomplete (I) is entered on the grade report if a student is unable to complete all requirements within the normal course of the quarter for emergency or extraordinary

Letter Grade	Quality	Percentage	Quality Points per Credit Hour
A	Excellent	90 - 100	4.00
B	Above Average	80 - 89	3.00
C	Average	70 - 79	2.00
D	Below Average	60 - 69	1.00
F	Failure	Below 60	0.00
W	Withdrawal		
RW			

PD	Withdrawal from a Remedial Course
Passed	applies to Remedial Courses only
FD Failed	Applies to Remedial Courses only
I	Incomplete
AU	Audit

reasons. An Incomplete Grade can only to be determined by the Dean of Academic Affairs. The “I” grade is not included in the cumulative grade point average but must be removed within 21 days of the last day of that class, otherwise the grade will be calculated without the missing assignment(s).

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

Residential Attendance Policy

- Student attendance is mandatory at each class session unless there is a valid reason for being absent.
- Students are not permitted to participate in classes in which they are not registered.
- Any student who has been excessively absent from a course will be administratively withdrawn from that course without credit. An administrative withdrawal will occur upon a student’s fourth absence in a course that meets once per week or upon a student’s eighth absence in a course that meets two or three times per week.
- An administrative withdrawal will result in a grade of “W” for all courses except remedial courses which will receive an “RW”.
- Tardiness will result in an absence if a student misses more than 30 minutes of class.
- Valid reasons for an absence may include: illness, military duty, court appointments and jury duty, family death, vehicular accidents or breakdowns, religious observances and extreme weather conditions. A student must provide appropriate documentation to their instructor that validates their absence.
- Students will be marked absent for a valid absence.

- A student will be administratively withdrawn from all courses if they do not post attendance for 14 consecutive calendar days. Students must communicate with the Registrar’s Office, their instructor and mentor to avoid administrative withdrawal.
- A student with irregular attendance should meet with their mentor, instructor, department chair, or Dean of Academic Affairs.
- A student must keep in mind that consistent attendance is crucial to maintain the appropriate GPA to receive Title IV financial aid and to graduate from VMCAD.

Blended Course Attendance Policy

- All points of the residential policy apply.
- Students are required to log on to Canvas during an online week within 24 hours of the scheduled class meeting time. Failure to do so will result in an absence.

Online Attendance Policy

- Students are required to log-in to their online class each week of the term. Failure to do so will be considered an absence. Regular online attendance/participation and engagement is expected for VMCAD student success in online courses.
- Student attendance is mandatory for each week unless there is a valid reason for being absent.
- Any student who has been excessively absent from a course will be administratively withdrawn from that course without credit. An administrative withdrawal will occur upon a student’s fourth absence.
- An administrative withdrawal will result in a grade of “W” for all courses except remedial courses which will receive an “RW”.
- A student will be administratively withdrawn from all courses if they do not post attendance for 14 consecutive calendar days. Students must communicate with the Registrar’s Office, their instructor and mentor to avoid administrative withdrawal.
- A student must keep in mind that consistent attendance is crucial to maintain the appropriate GPA to receive Title IV financial aid and to graduate from VMCAD.

Late Assignment Policy

- All assignments are due according to the time-frame requirements set forth in a student’s course syllabus.
- A 30% point deduction will occur in the first seven days (until the next class session) of a late assignment’s required due date. Thereafter a 70% point deduction will occur for late assignments.
- Valid absences do not relieve a student from the responsibility of following required assignment due dates.
- A student must keep in mind that consistent attendance is crucial to maintain the appropriate GPA to receive Title IV financial aid and to graduate from Virginia Marti College.

Program Transfers

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

Changes in Programs or Policies

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

Lost and Found Procedures

Purpose of Procedures

The Lost and Found Procedures give instructions for handling and tracking items found and turned in to the Office of Student Affairs.

Procedure For Found Items

1. All found items should be turned in to the Office of Student Affairs. When each item is turned in, the person's name who found the item will be recorded along with the date, time, description of item, and where the item was found.
2. Items should be turned in within 24-hours of finding them. Misappropriation of such items may be treated as unauthorized use or possession under college policies.
3. Cash will be treated as a "Found Item of Value."
4. The Office of Student Affairs will make every attempt to contact the owner if sufficient identification is on the item. Student Affairs will check the "Lost Items" list to see if the item has been reported lost.
5. Items of value will be kept in a secure location.
6. In order to claim a found item, the owner must describe the item as closely as possible. After ownership is established, as well as possible, the owner needs to present VMCAD ID and sign for the item.
7. Items in the Lost and Found which are not claimed by the end of each term will be disbursed. Non-reusable items will be disposed of. All reusable items will be appropriately donated. All bank/credit cards that are not claimed before the end of the term will be destroyed.

Student Code of Conduct

VMCAD prepares career-oriented students for professional business careers and expects the highest level of personal decorum when representing the college on or off campus. This includes seminars, internships, field trips, and/or social organizations. Students are to respect all members of the college community and comply with the directions of the faculty and staff members who are acting within their respective positions. Language, behavior, and dress code are all regarded with high moral tone, and the college reserves the right to determine inappropriate behavior on its premises or at college sponsored programs or

events. Students are also expected to refrain from actions that threaten the general safety, health and welfare of the college and community at large. This will include:

1. All forms of dishonesty including cheating, plagiarism, forgery, and intent to defraud through falsification, alteration, or misuse of documents presented to the college.
2. Theft or deliberate destruction, damage, misuse, or abuse of college property or the property of private individuals associated with the college.
3. Inappropriate or profane behavior that causes a disruption of teaching, research, administration, disciplinary proceedings, or other college activities.
4. Physical abuse of any person, including but not limited to, sexual misconduct, criminal sexual acts, sexual abuse, aggravated sexual abuse, rape, forcible touching or stalking.
5. Intimidating or threatening an individual through various means of communication including but not limited to, written, verbal or electronic means.
6. Possessing, consuming, selling, distributing and or using illicit drugs or alcohol.
7. Smoking in the college buildings or outside of designated areas.
8. Failure to comply with college officials acting within the scope of their employment responsibilities.
9. Failure to comply with all emergency evacuation procedures, disregarding safety policies, tampering with fire protection equipment or violation of any other health and safety rules or regulations.
10. Failure to comply with any regulation not contained in official college publications but announced as policy by a college official or other person authorized by the Director of Student Affairs.
11. Bringing dangerous items such as explosives, firearms, or other weapons, either concealed or exposed, onto the college property.
12. Improper use of E-mail and Internet access.
13. Failure to comply with federal software piracy statutes forbidding the copying of licensed computer programs.
14. Failure to comply with institutional policies and/or procedures.

Personal Appearance

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

Food and Beverages

Eating and drinking is permitted in designated areas only. Eating and drinking are prohibited in the hallways and classrooms. Bottled water is allowed everywhere except the computer labs.

Electronic Devices

The use of personal technology devices is restricted by the college. Using any personal digital device in a manner that causes disruption in a classroom or any other college owned or operated facility is strictly prohibited. All personal technology devices must be set to silent upon entering the college building. When sound is required such as listening to music, watching videos, speaking on the phone or communicating via video chat, head phones are required and discretion should be used in regard to volume. Communicating via the speaker on a device is prohibited. The use of these devices for academic misconduct such as photographing or recording tests or class work is prohibited. Capturing photographs or recording an individual against their will in school owned and operated facilities is strictly prohibited.

When in a classroom setting, personal technology devices are restricted by the Instructor. VMCAD encourages these devices in the classroom as an additional tool for learning and when used in conjunction with the Instructor's guidance.

Pets

Pets are not permitted inside college buildings with the exception of Service Animals.

Weapons

All weapons including but not limited to, firearms, knives and firecrackers are prohibited in college owned and operated facilities.

Unauthorized Use of College Name

Unauthorized use of the college name or logo in connection with off-campus organizations is strictly prohibited.

Judicial Procedures

Any and all violations pertaining to the Student Code of Conduct are directed to the Director of Student Affairs or designated administrator. During the investigation process and/or if an informal hearing is required, a student's record may have a hold placed on it. Once imposed disciplinary actions are satisfied or an informal hearing is completed, the hold on the record will be removed.

The Director of Student Affairs holds the authority to receive charges and to commence disciplinary measures. Any charge brought forth must be submitted in writing by the Individuals pressing the charge. Once the charges are received, the Director of Student Affairs or designee will inform the individuals pressing charges as well as the individuals being charged, making them aware of the specific nature, location and time of the violation being charged. Additionally, protocol for scheduling a preliminary meeting with the Director of Student Affairs or the appointee will be included. Attendance is mandatory for any student that is called to a meeting with the Director of Student Affairs or appointee. If either party chooses to have council present, a notice must be issued to the other party 5 business days prior to the meeting. It is at this preliminary meeting with the Director of Student Affairs or appointee that the individuals pressing charges and being charged have the opportunity to present a case, relevant evidence or any witnesses. At this point the Director of Student Affairs or appointee may impose disciplinary sanctions where applicable.

Judicial Council

In the event the Director of Student Affairs concludes that a suspension or expulsion is in order, he/she will notify the Director of Career Services in writing and a formal hearing will be set. The Director of Career Services will notify the student in writing of the date and time the hearing will take place as well as include Judicial Hearing Procedures. The hearing will be held

by the Judicial Council, a four person panel comprised of the Director of Student Affairs, who will act as Chairperson for the Council and three members of the college faculty which will be chosen by the Chairperson. The date and time will be dependent on the availability of the members of the Judicial Council.

These formal hearings will remain closed and the release of records and information will be in accordance with the FERPA (Family Educational Rights and Privacy Act) guidelines. The hearing can proceed even if the student being charged does not attend. A case can also still proceed if there are same or associated acts pending in city, state or federal courts. Charged students have the right to submit relevant evidence and present witnesses on their behalf either verbally or in writing. The student must submit a list of witnesses, evidence and legal counsel information, if applicable, in writing to the Director of Career Services no later than 5 days prior to the hearing.

In order for a decision to stand it must be reached by a 2/3 vote. The Judicial Council has the authority to uphold or dismiss the Director of Student Affairs ruling or choose to enforce Disciplinary Sanctions which are outlined in "Disciplinary Sanctions" below.

The Judicial Council will formally notify the charged student of their findings through a written letter within 7 business days of the hearing unless extenuating circumstances exist. The Council will preserve a formal record of the hearing.

Disciplinary Sanctions

Violations of the Student Code of Conduct and/or the VMCAD Drug and Alcohol Policy are dealt with in a serious manner. VMCAD will impose sanctions such as but not limited to:

- *Written Warning* - A warning in writing that the Code of Conduct has been violated and the individual must stop the actions immediately to prevent further disciplinary actions.
- *Fine* - A fine may be assessed to a student in the event a form of loss or damage has occurred by the student or an individual (non-student) associated with the student. The fine imposed would be no greater than the amount of the restoration.
- *College Community Service* - A form of community service may be imposed on a student if the severity of the violation fits the sanction. The service would be performed on campus and would be designed to benefit the general campus community.

- *Suspension* - A student that is suspended will forfeit all rights typically associated with being an active student at VMCAD. This includes visiting any college building, class or college event during the suspension period. Suspensions are based quarterly and length of suspension is determined by the particular offense. There may be specific conditions placed on a student's return. The student's academic record will reflect the suspension.
- *Expulsion* - Expulsion is the final and most severe of the sanctions. A student loses any and all rights to the college, its' buildings and any other privileges associated with being a member within the VMCAD community. The student's academic record will reflect the expulsion.

Appeals

In the event the judicial proceedings result in a suspension or expulsion, the student has the right to appeal the decision to the VMCAD President or his/her appointee within 10 business days of the decision. The student will submit a written letter requesting that the president review the record of the hearing and the decision. The President will notify the student of his/her decision within 5 business days of receiving the student's request. The President's decision is final.

Alcohol and Drug Policy and Prevention

VMCAD maintains a drug and alcohol free environment for employees and students. The health and safety of the individuals on our campus is paramount to the educational success we strive to achieve.

As such, college policy prohibits the unlawful manufacture, distribution, dispensing, possession or use of a controlled substance on college premises. Alcoholic beverages cannot be brought into or consumed on college property, except in connection with authorized college events. College premises are defined as;

1. Main Building: 11724 Detroit Avenue, Lakewood, OH;
2. Any off-site location while in use for a college-related function.

Procedures for College and Student Events

When attending college or student related events, students must keep in mind that the possession, use or distribution of illegal drugs and the use of alcohol in an unlawful manner will

General College Information

result in suspension and or expulsion from VMCAD and may result in arrest.

Any individual who exhibits signs of being under the influence of alcohol or drugs will not be permitted to enter an event and potentially banned from any events for the remainder of the quarter.

Any individual who is not a VMCAD student and attempts to bring in alcohol or drugs to a college event will be permanently banned from all further college related events. Any person who is already banned and attempts to enter an event would be considered trespassing and subject to arrest. The names of said individuals will be documented and held on file in the office of the Director of Student Affairs.

Penalties

For the health, safety and overall well-being of the college, VMCAD must uphold the law pertaining to drug and alcohol abuse and likewise provide assistance to students when needed. If it has been found that a student has violated the VMCAD Drug and Alcohol Policy, a written complaint should be filed with the Director of Student Affairs who will follow the judicial procedures outlined within this publication.

There are various factors that will be considered regarding disciplinary sanctions for students who violate the VMCAD Alcohol and Drug Policy. These factors include if a student has violated VMCAD standards in the past, the effect of the student's actions on the college, the severity of the violation, and the general intent of the student. Potential sanctions for violations can include the following but not limited to, written warning, appropriate college-community service, mandatory drug and alcohol education or other action the college believes suitable. Offenses that are deemed dangerous, violent or of repeated nature, will carry the sanctions of suspension and or expulsion.

Any individual found to be selling or distributing illegal drugs on the college premises may be reported to the proper legal authorities and be placed on suspension or dismissed indefinitely from VMCAD. Tuition and all fees are non-refundable in the event of suspension or expulsion.

Penalties for non-compliance with the VMCAD Drug and Alcohol Policy are described for employees on the "Drug-Free Workplace Statement Notice to Employees," which is distributed at the time of hire and annually, thereafter.

Additional information pertaining to substance abuse is provided to students and employees on an annual basis and is done so electronically. This additional information, which is provided electronically, includes:

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

Print copies of the above-referenced information are also available to employees and students and can be picked up in the office of the Director or Student Affairs.

Suspension and Dismissal

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

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

Minors on Campus

This policy applies to all minor children who come to the VMCAD campus, including children of College employees and registered students.

The College workplace, including classrooms and computer and design labs, is not an appropriate place for minor children (except registered students) to be present on a frequent or continuing basis.

This policy statement is intended to insure a safe and productive environment in which faculty and staff can meet their employment obligations and faculty and students can meet their educational needs and goals within the primary mission of VMCAD.

While adhering to the above policy, it is also understood that family needs and responsibilities may, in isolated and emer-

gency situations, require the presence of a minor child in the workplace for a brief amount of time.

Faculty, Staff And Administrators

Faculty, staff and administrators who wish to bring their minor children to work for limited or brief periods of time during scheduled work hours may do so only if they can carry out their duties unimpeded and allow others to do the same. In those unusual instances, the following guidelines apply:

Faculty – Must gain advance approval in consultation with their Department Chair and/or the Dean of Academic Affairs.

Administrators and Staff – Must gain advance approval from their direct supervisor.

It is understood that allowing faculty, staff and administrators to bring their minor children into the workplace is a privilege extended by the College to assist in meeting emergency family needs and responsibilities. The individual who has been approved to bring their minor children into the educational workplace should be aware and respectful of the needs of others for a safe environment conducive to learning and productive work and understand that this privilege may be revoked at the discretion of the department chair or direct supervisor.

Students

Registered students of the College may have instances when they need to bring their child to a class because of an emergency situation where other options are impractical or are not available.

Minor children of students may be allowed in the classroom only in specific and approved circumstances. Students who wish to bring their minor child into class must obtain advance approval from the faculty member responsible for the classroom. These requests should occur only on those occasions when alternative arrangements are impractical or impossible. Alternatives such as the student arranging to record a particular session should be considered.

Mandatory Reporting of Abuse

Minors As Enrolled Students

Students under the age of 18 may enroll full-time at the College. When they enroll, FERPA rights will shift from their parent, or

guardian, to them, and privacy protections attach to their education records. Despite that, Ohio law imposes duties on mental health professionals, counselors, clergy and law enforcement to report certain crimes involving minors, and abuse, to appropriate officials.

Minors Visiting Campus

In addition to having students who are minors enrolled, VMCAD hosts minors as guests in various ways. Ohio law imposes duties on mental health professionals, counselors, clergy and law enforcement to report certain crimes involving minors, and abuse, to appropriate officials.

VMCAD's protocol in each of the above scenarios is that all employees will report all suspected child abuse, sexual abuse, and criminal acts of/and by minors to the Department of Public Safety without delay. Public Safety will be responsible for any additional reporting to state agencies or police departments as required by law.

The Clery Act, a Federal Statute which requires the recording and reporting of crime on or near a campus for statistical purposes, applies whether victims are minors or adults.

General Responsibilities

Parents or guardians are responsible for ensuring that children behave appropriately while on campus. Equally, they are held liable for any and all injuries or damages sustained to or by their minor child while on the College campus.

If a minor is disruptive in the class, work, or event setting, the parent must remove the child from the situation.

Preteen children should not be left unattended anywhere on campus.

Requirements for Graduation

Upon completion of all coursework, VMCAD awards Associate of Applied Business degrees in Fashion Design, Fashion Merchandising, Interior Design and Graphic Design. VMCAD awards Bachelor of Fine Arts degrees in the majors of Fashion Design, Graphic Design, Interior Design and Bachelor of Science in Business Administration degrees with concentrations in Fashion Marketing and Fashion Merchandising. Graduation requirements in all degree programs include the accumulation of the minimum number of credits for the major course of study

with the final quarterly and cumulative grade point average of 2.0 and above. The candidate must also have maintained satisfactory attendance in their scheduled classes and have fulfilled all financial obligations. A Certificate of Completion is awarded to the students who complete the five Millinery courses and who have met all attendance and financial obligations. In order to qualify for graduation with honors, students in all degree programs must have earned the following cumulative point averages.

- Summa Cum Laude (with highest honors) 3.90-4.00
- Magna Cum Laude (with high honors) 3.70-3.89
- Cum Laude (with honors) 3.50-3.69

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

Policy on Use of Student Work

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

Student Complaint Procedure

The College encourages all students to voice their concerns and submit a complaint when necessary, to the Department of Student Affairs. Any complaints or concerns pertaining to Sexual Violence, Drug and Alcohol prevention or the general Student Code of Conduct, should be addressed by their individual procedures found in the Student Handbook and the College Catalog.

If the complaint can be addressed immediately, students are encouraged to make the appropriate staff or faculty member aware of the issue so that it can be resolved promptly. Any and all other complaints can be made by emailing the Department of Student Affairs at; studentaffairs@vmcad.edu.

The Director of Student Affairs will respond to these complaints in a timely manner and will work to resolve the issue with the parties involved.

In the event a student is not satisfied with the decision of the Director of Student Affairs, the issue can be appealed in writing through the office of the College President. The College President will appoint a review Committee, which has the responsibility for reaching a decision that is in balance with the best interests of both the student and the College.

The student may also voice a complaint or concern to:

The Executive Director, State Board
of Career Colleges and Schools
30 East Broad Street, Suite 2481
Columbus, OH 43215
Phone: (877) 275-4219

Or

The Accrediting Commission of Career Schools/Colleges in accordance with the Student Complaint/Grievance Procedures that follow.

Accrediting Commission of Career Schools and Colleges
2101 Wilson Blvd., Suite #302
Arlington, VA 22201
(703) 247-4212

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

A copy of the Commissions Complaint Form is available at the school and may be obtained by contacting Mr. John Mendrea – the Director of Student Affairs or online at www.accsc.org.

Faculty and Staff

Dr. Milan Milasinovic – President

Doctor of Business Administration in Marketing
Nova Southeastern University

Dennis Marti – Director of Operations

Certified through The Career College Association

Lisa Alessandro – Registrar

Master of Science in Management, Indiana Wesleyan University

Robin Broadhurst – Director of Admissions

Bachelor of Business Administration, Ohio University

Yvonne Bruce – Adjunct Faculty

Doctor of Philosophy in English Literature-Rice University

William Carswell – Adjunct Faculty

Bachelor of Arts in Psychology, Cleveland State University

Benita Cullinan – Adjunct Faculty

Master of Fine Arts in Textile Design
School of the Art Institute of Chicago

Matthew K. Dodd – Director of Career Services and Alumni Association

Master of Arts in Art History, Case Western Reserve University

Patty Flauto – Adjunct Faculty

Master of Fine Arts, Kent State University

Judy Gannon – FD Assistant Department Chair

Associate of Applied Business in Fashion Design
Virginia Marti College

Vikki Gamier – Adjunct Faculty

Bachelor of Business Administration, Cleveland State University

Michelle Graham – Finance Manager

Master of Business Administration, Kaplan University

Alexander Hosack – Adjunct Faculty

Master of Architecture & Business Administration
Kent State University

Allison Hunt – Adjunct Faculty

Bachelor of Fine Arts in Industrial Design, Cleveland Institute of Art

Douglas H. Johnson – Adjunct Faculty

Bachelor of Science in Psychology, Bethany College

Kate Johnson – Adjunct Faculty

Bachelor of Science in Fashion Merchandising, Kent State University

Renee Koleccki – Student Counselor

Master of Education in Community Agency Counseling
Cleveland State University

Amanda Leininger – Adjunct Faculty

Master of Science in Interior Design, Eastern Michigan University

Lonny Levenson – Adjunct Faculty

Bachelor of Science in Industrial Design, The Ohio State University

Cynthia Marek Lundeen – Adjunct Faculty

Bachelor of Science in Business, Lake Erie College

Andrij Maday – Adjunct Faculty

Graduate, The Pennsylvania Academy of the Fine Arts

Cristina A. McCarthy – ID Department Chair

Master of Science in Urban Studies, Cleveland State University

Patrick Melnick – Dean of Academic Affairs

Master of Fine Arts, Terminal, University of Notre Dame

Melissa Mendise – Adjunct Faculty

Associate of Applied Business in Visual Communication
& Design, Cuyahoga Community College

John Mendrea – Director of Student Affairs

Associate of Applied Business in Fashion Design
Virginia Marti College

Nina P. Messina – Adjunct Faculty

Bachelor of Fine Arts in Advertising Design, Syracuse University

Keith C. Miller – Adjunct Faculty

Master of Business Administration, University of Iowa

Matthew J. Miller – Director of Enrollment

Master of Science in Integrated Marketing Communications,
West Virginia University

Katherine Miracle – Public Relations Consultant & Adjunct Faculty

Master of Business Administration, University of Phoenix

Leonard Molloy – Adjunct Faculty

Bachelor of Arts in English Literature, Syracuse University

Derek Oyen – Adjunct Faculty

Bachelor of Science in Graphic Design, University of Cincinnati

Mindy Paradise – Fashion Department Chair

Master of Education in Adult Learning & Development
Cleveland State University

Wayne Pearsall – Adjunct Faculty

Juris Doctor, Wayne State University Law School

Kathy A. Presciano – Adjunct Faculty

Master of Arts In Educational Administration, Ursuline College

Regina Reihard – Admissions Representative

Bachelor of Arts in Sociology, Ohio Dominican University

Jasmine Rocco – Director of Online Learning

Master of Education in Instructional Technology,
Kent State University

Thomas Rowley – Adjunct Faculty

Bachelor of Business Administration in Marketing
California State University, Fullerton

Todd Saperstein – GD Department Chair

Master of Arts in Education Design Media & Technology
Full Sail University

Richard Sayles – Adjunct Faculty

Master of Arts in Art Education, Boston University

Berj A. Shakarian, AIA, NCARB, LEED AP BD+C – Adjunct Faculty

Bachelor of Architecture, Case Western Reserve University

Janet Simonovich – Adjunct Faculty

Master of Education in Literacy Curriculum Development
& Instruction, Cleveland State University

Keith Smith – Adjunct Faculty

Associate of Applied Business in Interior Design
Virginia Marti College

Martha Snodgrass – Director of Financial Aid

Bachelor of Arts, Oberlin College

Kelley Somerville – Adjunct Faculty

Bachelor of Arts in Interior Design, University of Akron

Mia Spanu – Adjunct Faculty

Doctor of Philosophy in Sociology, Al. I. Cuza University

Margery Sponsler – IT Systems Support Specialist

Associate of Applied Business in Fashion Design
& Graphic Design-Virginia Marti College

Caroline Surrarr – Adjunct Faculty

Master of Arts in Fashion, Kent State University

Dr. Ovidiu Vatamanu – Adjunct Faculty

Doctor of Philosophy in Economics & Technology
University of Galati, Romania

Mercedes Wallack – Adjunct Faculty

Associate of Applied Business in Fashion Design
Virginia Marti College

Craig Williams – Admissions Representative

Associate of Applied Business in Fashion Merchandising
Virginia Marti College

Board of Directors

Members: Dr. Barry Berkowitz, Dr. Dennis Trinkle,
Dr. Milan Milasinovic (President), Mrs. Virginia Veith

Corporate Officers: Ms. Dorothea Kingsbury, *Secretary*, Mr.
Larry Horwitz, *Treasurer*, Dr. Milan Milasinovic, *President*

Executive: Dr. Milan Milasinovic, *President*

2016

July	1	Summer tuition/book standard payment date	October	1	Students can submit FAFSA online for the 17/18 award year using prior year's taxes
	1	New Student Application deadline - Summer Quarter		6	New Student Orientation
	7	New Student Orientation		10	Fall Quarter Begins
	11	Summer Quarter Begins		10	Student Council Elections Begin
August	1 – 5	Pick up registration packets		10	Fall book standard payment date
	6 – 19	Online registration for Fall Quarter		21	Resume Blitz
	17	New student registration begins		26	Career Fair
	22	Posting attendance through this date secures federal financial aid for Summer Quarter	October 31 – November 4 Pick up registration packets		
	26	New Fashion Design student application deadline	November	5 – 18	Fall Open House
5	Labor Day - College closed	5 – 18		Online registration for Winter Quarter	
6	Sewing Fundamentals begins	11		New Fashion Design student application deadline	
9	Last day to withdraw from a class for Summer Quarter	21		Sewing Fundamentals begins	
12 – 16	Electronic file removal week	21		Posting attendance through this date secures federal financial aid for Fall Quarter	
September	10	Deadline for 16/17 FAFSA filing and verification paperwork for Fall Quarter	24 – 25	Thanksgiving Break-College closed	
	10	Fall tuition standard payment date	December	9	Last day to withdraw from a class
	16	FD Summer Critique		12 – 16	Electronic file removal week
	16	End of Summer Quarter		10	Deadline for 16/17 FAFSA filing and verification paperwork for Winter Quarter
	19	Schedule change deadline for Fall Quarter		10	Winter tuition standard payment date
	19	Book orders begin		16	FD Fall Critique
	30	New student application deadline - Fall Quarter		16	End of Fall Quarter
				16	New student application deadline
				19	Schedule change deadline
				19	Book orders begin
		December 26 – January 2 Holiday Break-College closed			

2016-2017 **VMCAD** CALENDAR

2017

January	5	New Student Orientation	April	1	Deadline for filing 17/18 FAFSA
	9	Winter Quarter Begins		6	New Student Orientation
	9	Winter book standard payment date		10	Spring Quarter Begins
	16	Martin Luther King Day - College closed		10	Spring book standard payment date
<i>January 30 – February 3</i>		Pick up registration packets		19	Spring Resume Blitz
February	4	Winter Open House		21	High School Art Show
	4 – 17	Online registration for Spring Quarter		26	Spring Career Fair
	6	New student registration begins	May		Pick up registration packets
	20	President's Day-College closed		6	Spring Open House
		Posting attendance through this date secures federal financial aid for Winter Quarter		6 – 19	Online registration for Summer Quarter
	24	New Fashion Design student application deadline		22	Posting attendance through this date secures federal financial aid for Spring Quarter
March	6	Sewing Fundamentals begins		26	New Fashion Design student application deadline Summer Quarter
	10	Deadline for 16/17 FAFSA filing and verification paperwork for Spring Quarter		29	Memorial Day (No School)
	10	Last day to withdraw from a class	June	9	Last day to withdraw from a class
	13 – 17	Electronic file removal week		12 – 16	Electronic file removal week
	10	Spring tuition standard payment date		5	Sewing Fundamentals begins—Summer Quarter
	17	FD Winter Critique		10	Deadline for 17/18 FAFSA filing and verification paperwork for Summer Quarter
	17	End of Winter Quarter		16	FD Spring Critique
	20	Schedule change deadline		16	End of Spring Quarter
	20	Book orders begin		19	Schedule change deadline
	31	New student application deadline - Spring Quarter		19	Book orders begin
				3	New student application deadline

