

2008 - 2009 CATALOG

general information

facilities & location

The Art Institute of Cincinnati is located in Tri-County, in the heart of Cincinnati's commercial center. The neighborhood offers students the opportunity to work after school, should they desire, easy access to major interstates, restaurants, apartments and public transportation.

The building has a university appeal with over 12,000 square feet on two floors. The interior is typical of a professional site and is accessible to the handicapped. There is a large two-tier parking lot in front with easy access to the building, plus additional parking across the street.

The Institute offers a beautiful gallery and hallway to display student work. The award wall embraces the many student achievements. The classrooms are bright, open and professional. Students are provided with an equipped kitchen, vending machines, a student lounge and a backyard for picnics.

parking

Parking is free in both the AIC and Costco lots. The first row of parking spaces nearest AIC are reserved for staff/faculty and visitors. Included with parking is a Gold Star Costco membership. That membership includes a second card for parents or spouse or carpooler. You will find countless savings in gas, tires, lunches, deli items, bakery, pharmacy, 1-hour photo, food court (where you can purchase a lunch for \$1.80), print & copy center and school supplies. The deli makes available salads and meals can be shared by 2 or 3 persons. There is also the everyday free tasting—where various vendors encourage you to try their products. Students and parents will be thrilled with the quality of products and service.

A Costco representative will be present during Orientation Night to present you with a packet, including 'the Costco Story', services and policies. A representative will also sign up each student who will be parking on the Costco and the AIC lots so that your membership cards will be ready for you on Monday.

equipment

The classroom is typical of a professional setting. Each student is assigned a workspace that consists of a drawing table, taboret & chair. Second year students have a computer and chair at their work station. The computer library directly off the classroom has Internet access and samples of reference and stock photos.

For classroom use there is the availability of a FREE copier on the second floor, projection equipment, cutting boards, scanners, research computers and printers.

library

The main library at AIC is located directly adjacent to the reception area, and it is stocked with a huge selection of books, and trade subscriptions. Library rules are posted in the library. It is the students' responsibility to check out and return books with the administrative assistant. Books must be used at the school unless there are duplicate copies. If a student wishes to use a book for more than a day, it will be held in reserve.

If a book is checked out and not returned by the original person who signed out the book within a week, a fair assessment of the cost of the book will be added to the student invoice statement.

video/cassettes

Located in the main library - a selection of videos of famous artists, how-to videos, and motivational tapes are FREE for student use and may be checked out.

student housing

Many apartments are located within a mile radius of AIC. Whether you are looking for a studio apartment or one to share

with another classmates; the staff will assist you in that selection. Information brochures are available from the admissions office with literally hundreds of selection and price ranges from which to choose. Please note that AIC does not provide or guarantee housing. AIC is located in the charming community of Springdale just North of Cincinnati. The Springdale Community Center is located only 3 miles from AIC and offers a variety of programs & activities at reduced special student rates (interested students may check at the reception desk). Transportation by bus is readily available.

roommates & carpool

Everybody is concerned about gas prices and we will be happy to assist you in making carpooling arrangements. All students interested may fill out a questionnaire for either carpooling or sharing living space. Personal information such as name, area where you live, and phone number will be shared with other persons interested. Roommate forms request information on lifestyle, habits, and taste in music just to name a few. This information is mailed to students who filled out the forms and it is up to the students to meet and make the final arrangements. AIC does not pair up students. Be aware that should a roommate or carpooling group be late to class; the AIC attendance policy is still in effect, and you will be marked accordingly. The deadline for both carpooling and roommates is July 1st, and only those who have completed the request forms will receive the results.

program

educational objective

AIC's objective is to graduate students who have the skill and ability to work in ad agencies, art studios, corporations and other design relevant fields as electronic graphic designers and production artists. Upon completion of the training, students will be qualified to assume entry-level positions in the graphic design, advertising, and computer graphics industry.

AIC offers one 22 month program: **Associate Degree of Applied Science in Design/Computer Graphics**
Each Academic year is 9 months.

First Year, Second Year, Third Year = total eight (8) quarters
total: 2240 Clock Hours/120 Credit Hours.

- There is a one-week break between quarters. There is approximately a six-week break in the summer.
(Refer to the calendar) - One Year Length: equals 4 Qtrs. per yr.

Hours per week: 28, Quarter Length: 10 weeks, 280
Clock Hours per Quarter: 15 Credit Hours per Quarter:
Total Two Years:

Total Clock Hours: 2240, Total Credit Hours: 120
Credit/Clock Hour Conversion: 1 clock hour (55 minutes) = 1
Credit Hour; depending on classroom or lab time.

Availability Of Comparable Program

Information may be obtained from: ACCSCT, 2201 Wilson Blvd.,
Suite 302, Arlington, VA. 22201, Tel: (703) 247-4212

class hours & size-instructor/student ratio

AIC operates on five-and-half hours a day, five days a week. Hours are from 8 a.m. to 1:30 p.m. four days per week; and from 8 a.m. to 4:30 p.m. one day of the week for the three (3) hour General Education class. Although AIC does not require homework (with the exception of the General Education class) we do suggest that the student practice their skills to achieve the required skill level. Class sizes can range from 12 to 48 students with 4 instructors per the larger classes.

All lectures are held on Mondays and last up to 2 hours. Project deadlines are on Friday. Students are expected to be punctual. After the introduction of the project lecture instructors are in the

classroom/lab to assist students on an individual basis. The teacher/student ratio at that time is 15/1 or less. Occasionally students have the benefits of workshops conducted by designers and illustrators who are contracted from the profession.

Instructors at The Art Institute of Cincinnati are hired from the field of Graphic Design and are all full-time with the exception of General Education Associate Degree instructors who are hired from accredited colleges or those professionals with degrees from the business world. The AIC faculty offers students over 300 years of professional experience. They include owners of design firms and art directors from Cincinnati's top companies, agencies & studios.

breaks

There is a half-hour break from 10 a.m. to 10:30 a.m. for First Year students, and a half-hour break from 10:30 a.m. to 11 a.m. for Second Year students. Students are expected to be back in class at the designated time.

smoking

AIC is a non-smoking facility, there is no smoking anywhere on the premises or in the Costco lot. Students who smoke may do so only off the premises and during the normal break time between 10 - 10:30 a.m. for first year and 10:30 - 11 a.m. for second year. Cigarette littering will not be tolerated.

attire

Dress must be suitable for flexibility and discretion. Clothing should be of appropriate body size and coverage with no imprint of offensive words or graphics. AIC strongly encourages "business casual" attire to impress frequent professional visitors.

conduct

Training at AIC includes professional attitude, conduct, and art training.

- Disrespectful words (profanity) or inappropriate fraternization intended for any faculty/staff member is prohibited.
- Discussions of inappropriate topics, lewd suggestions, and/or inappropriate body gestures is prohibited.
- Malicious, disruptive behavior that interferes with appropriate communication with peers, faculty, or staff is prohibited.
- The possession use, or sale of illegal drugs, narcotics, and/or alcohol is prohibited.

attendance tardiness

ATTENDANCE

AIC Hours: 8:00 am - 1:30 pm Monday - Friday

GE Classes: 1:30 pm - 4:30 pm one day per week.

GE: no more than 3 absences permitted.

Absence Policy: Absence occurs when a student arrives at the 9:00 am or later and will be counted as a full day.

1 tardy = 1/2 day absence. 6 absences allowed per quarter.

In order to keep accurate records attendance is tracked by a computerized system where students use a student ID card.

Lost cards may be replaced for a fee of \$20.00.

Excused Absences

- Hospital Care/Surgery: note from hospital or physician
- General illness with a call to AIC: note from physician is needed after 3 days.
- Death of immediate family member/relative/friend: written proof needed.
- Summons to appear in court/jury duty: written proof needed.
- Auto accident involving student: notifying school and document needed.

Unexcused Absences:

- Dismissal for the day (1 absence) for poor behavior and conduct while at AIC.
- Dismissal for the day after sleeping during class time (1 absence)
- Vacation days are not granted; check AIC calendar and note quarter breaks.
- Failure to attend class

After 2 consecutive days absence a written warning is sent to the student. If a student reaches 4 consecutive days they are required to go before the Education Board (Marion Allman, Sean Mendell, Cyndi Mendell and Gary Lay) accompanied by parents.

After 5 consecutive days absences the student will be suspended and may only be reinstated after a meeting with parents and a serious commitment is made.

Parents and students must be aware that in order to receive financial assistance (loans, grants or scholarships) that it is based on good attendance and will be forfeited if these guidelines are not met.

medical conditions

The college must be notified of any medical conditions that might affect the students performance while in school. The staff must also be instructed on what procedures to follow in case a medical emergency occurs.

termination/dismissal

Progressive discipline will be used to formally recognize and document poor performance, behavioral problems, excessive absenteeism, and/or tardiness. The following steps will be used in Progressive Discipline for the student(s) violating AIC policies:

- a) Verbal Warning: this is handled by faculty/staff for the problem identified.
- b) Written Warning: a "student warning notice" is issued by the Director of Education.
- c) Dismissal: a "student warning notice" is issued by the Director of Education after conferring with the AIC CEO, President and instructors. The student is dismissed and may not return to school until he/she requests an appointment with the CEO and president and presents a "reentrance letter".
- d) Probation: probationary status & length of time may be mandated prior to and/or after dismissal.
- e) Termination: termination is final. Not adhering to the steps involved within the Progressive Discipline policy will result in the termination of a student. In addition certain offenses result in automatic termination, such as: sale or use of illegal drugs/alcohol; acting out violently and disrespectfully to faculty/staff and others; theft and destruction of property and equipment belonging to AIC and others.

graduation requirements

In accordance with the above information, students must receive a minimum of a 2.0 GPA and have earned a total of 110 credit hours. The student must have financial responsibilities met, completed the Job Hunt Workshop, turned in a completed portfolio, resume and attended an exit interview to insure that records are correct and in proper order.

satisfactory progress

The maximum time frame allowed for a student to complete a program of study shall not exceed 1.5 times the normal duration of the program of study. A student who fails to complete the training within the maximum time will be dismissed. Students are expected to complete 100% of their projects in order to proceed to the next quarter. Students who do not complete 100% and

receive a minimum grade below 2.0 will be required to repeat (and pay for) that quarter. Projects turned in late during the summer quarter will be charged a late fee of \$100 to cover additional administrative costs.

Academic progress is measured by the grade point average - GPA. All students are expected to meet minimum standards of progress determined on the basis of the GPA. A student must maintain a 2.0 grade on all projects completed within the rules and methods outlined by the instructor. Students who do not attain the cumulative GPA will be placed on academic probation for the following quarter and must redo the projects until they meet the standards of a 2.0 grade. Satisfactory progress must be attained and late projects turned in by the end of the probation period for the student to remain at the Institute. All first year assignments must be completed before a student may enter the second year.

All second year assignments must be turned in the Wednesday before graduation in order that they may be graded. Students are expected to use the remaining days to prepare their 'BOOK' for interviewing. Students with INC's will not receive their Degree.

unsatisfactory progress

Unsatisfactory progress may result in:

- All financial aid to cease, until the student achieves satisfactory status.- Student may be requested to make-up time.- Student will be required to repeat (and pay for) a class/quarter in order to graduate.

The student will be notified of any concerns and given proper reasonable time to correct the situation. Each case will be considered on the basis of the facts involved.

grade scale

Grades are indicated on projects when they are returned to the student. Consequently the students are aware of their status and any improvements necessary. Final quarter grades are sent or given to students within three weeks of the end of the quarter. The grading scale is as follows:

4 = A; 3.5 to 3.9 = A-; 3.1 to 3.4 = B+; 3 = B; 2.6 to 2.9 = B-; 2.1 to 2.5 = C; 2 = D; 1.9 or less = Failure; P = Passing; INC = Incomplete; WD = Withdrew

late or incomplete grades

.5 will be deducted from the grade for each day the assignment is late. The finished project must meet standards indicated in order to receive a passing grade. If the project is not completed by the end of the quarter it will receive a "0" and a credit will not have been earned. In order to make-up the project and a grade earned a new assignment will be given with the same time table as the first, however a grade of no higher than 2.0 will be earned.

All 2nd year students must have all projects turned in by the final Wednesday prior to Graduation.

make-up work

The CEO/President and Faculty will determine the need and timeline for "make-up work". Final grading of the project will be determined on the basis of established "make-up work" guidelines set for the individual. To receive any credit for a make-up project a passing (2.0) grade must be met.

transfer of credits/transcripts

AIC will accept transfer credits (C grade or better) in General Education classes completed at another accredited college. Applicants who have previous training in design or design experience equal to the assignments taught during the first year in both contents, and quality will be given credit and may enroll for the second year computer graphics course, space permitting. A \$100 enrollment fee will be charged.

A transcript fee of \$10.00 will be charged for AIC graduates requesting a transcript. All transcripts are sent directly to the company/school making the request. AIC credits may be transferable towards a Bachelor Degree at Columbus College of Art & Design and ICDS member schools, as is with every college (including AIC) it is left to the college whether to except credits based on curriculum, GPA and/or quality of work.

leave of absence policy

The leave of absence is intended to provide a quarter leave, not to exceed one calendar year, for students who plan to return to The Art Institute of Cincinnati.

A student who has completed one full quarter at AIC and is enrolled may apply for a leave of absence during a quarter. If the request for leave takes place during a quarter, the normal procedures for withdrawal from the college must be followed. Leaves are not granted to first-quarter freshmen or to students who have been suspended or dismissed from the college. Students usually request leaves for medical reasons, financial difficulties, uncertainty about academic or career goals, personal considerations such as illnesses within families, or special educational opportunities not available at this college.

The student initiates the process by contacting the President and or CEO of AIC and is required to submit a written statement of reasons for requesting the leave of absence.

The student then discusses the leave with the CEO, President or another staff member to clarify concerns, to confirm that the student understands re-entry procedures, and to ensure appropriate contacts with other offices of the college. The student will be provided written confirmation of an official leave. A student who obtains a leave of absence during the first three weeks of a quarter and immediately withdraws from AIC will receive a tuition refund in accordance with provisions stated in the catalog, providing there are no outstanding account balances or loans which are due and payable. (The granting of the leave of absence status will fulfill the administrative requirements for the applicable tuition refund.)

The student must keep the AIC apprised of his or her mailing address and students on leave are responsible for all arrangements with Financial Aid.

A student wishing to return to the college after his or her leave of absence has expired must reapply for admission through the Office of Admission.

a student wishing to re-enter

A student wishing to return to AIC after a leave of absence will be allowed to re-enter only once and will be required to continue after the last quarter they completed is offered. A new enrollment fee of \$100 will be charged.

right to change

AIC reserves the right to update curricula and change class schedules and instructors when conditions warrant such changes. All fees, costs and tuition subject to change. Annual adjustments should be anticipated.

employment/placement

AIC graduates are assisted in obtaining employment through 2nd year classes in Career Exploration & Job Hunt Workshop and referrals through our placement officer from local and national companies. In addition to the workshop AIC publishes a magazine *Creative Hiring Guide* that is distributed to 1,500 local companies via *Cincy Business Magazine*. Each graduate has the opportunity to design a one-page self-promotion ad in *CHG*. AIC offers a career counseling service which graduates may use for future jobs when experience is required. There is no charge for this service. The Art Institute of Cincinnati cannot guarantee employment, but we certainly make every effort with innovative marketing, such as, *Creative Hiring Guide* magazine. The quality of the graduates' professional education and portfolio plus the

job-seeking skills they have been taught will qualify them for entry-level positions in graphic design/advertising worldwide. It is expected that graduates maintain the follow-up procedure outlined in the Job Hunt Workshop and report back to the placement after each interview. Many of the job leads originate from past graduates and employers who respect the quality of instruction and student work produced at AIC.

credibility

The Art Institute of Cincinnati is a Title IV school by the United States Department of Education and is accredited by the Accrediting Commission of Career Schools and College Technology (listed by the United States Department of Education as a nationally recognized accrediting agency)

Approvals/Authorizations

- Licensed by the State Board of Proprietary Registration - OH#77-03-0548T.
- Recognized by the State of Ohio Bureau of Rehabilitation as an eligible training institution.
- Eligible for Job Training Partnership Act (JTPA).
- Approved for Veterans training and other eligible persons in accordance with the provisions of Section 1775, Title 38, U.S. Code.
- Approved by Federal Law to enroll Foreign Students.
Note: The Institute's education is in English. Students must be able to converse & understand English.

memberships

- Greater Cincinnati Chamber of Commerce - Roundtable Member
- Better Business Bureau
- International Council of Design schools - (ICDS) Charter Member
- Springdale Chamber of Commerce
- Ad Club of Cincinnati

rights of publication

AIC does not keep student's original work; however, work that is not removed within thirty-six hours after a student graduates may become the property of the Institute. The Institute reserves the right to reproduce student work and testimonials in school literature, advertising and promotional material. In recognition the school will give credit to said student(s). The Institute also reserves the right to print photographs of AIC students at their studies and school activities.

lost/damaged work or equipment

Although precautions are taken, AIC cannot assume responsibility or liability for damages to or loss of any student work or personal property.

in case of student illness accident or disability

The Art Institute of Cincinnati, Inc. disclaims liability of any kind for injury, theft, or damage of personal property of any student as a result of participation in any school related activity (on or off campus) including, but not limited to, field trips, shop, laboratory work, or classroom activities.

to enroll

tour & interview

- 1) Call our Admissions Office for an appointment. The number is: 513 - 751-1206.
- 2) Bring in samples of your work - at least 8 to 10 pieces. Out-of-town applicants may send photos or slides of their work with a stamped, self-addressed envelope. AIC cannot be responsible for the return of work, either left at the college or previously sent.
- 3) Bring in your Art Teacher's letter of recommendation if you are presently a high school student.

- 4) Your portfolio will be reviewed by Admissions/Faculty member (depending on availability and time of interview).
- 5) You will be given a tour of the Institute - observe the students, the classrooms and see completed projects.
- 6) You may request information on what financial aid programs are available to eligible students.
- 7) You will be notified of your acceptance during the interview or be requested to submit additional work.

to register

- 1) You will need to complete the interview process and have been accepted by the Institute.
- 2) Call for an appointment with Admissions. and Financial Aid.
- 3) Bring a check, cash or credit card (\$100.00) to cover your enrollment fee. The fee must be paid before you are considered registered.
- 4) Bring a recent photograph of yourself for our files.
- 5) You must show proof of a high school diploma, GED or that you are in the process of graduating from a high school.
- 6) Provide AIC with a final grade transcript before the start of class.
- 7) You will be requested to complete the paper work required by the State of Ohio and the U.S Department of Education (Enrollment Agreement, etc.).

AIC does not discriminate on gender, race, class, economic status, ethnic background, sexual orientation, age, physical ability, or cultural and religious backgrounds.

to apply for financial aid

- 1) You must have completed the acceptance and registration process.
- 2) Bring with you a copy of your latest (IRS) 1040 form and W2's. If you are a dependent you will also need a copy of your parents 1040 and W2's. This information is kept confidential .
- 3) Have a grade transcript sent to AIC from any college previously attended.
- 4) Bring your social security number.
- 5) Bring your drivers' license number

complaint/grievance policy

In the case of a school problem or complaint a student may:

- 1) Request an appointment with their instructor or advisor.
- 2) Discuss the concern with the AIC CEO, Marion K. Allman or the President, Sean Mendell.
- 3) If after steps 1 & 2 you still feel your concerns have not been addressed you may contact: The State Board of Proprietary School Registration, 35 East Gay Street, Columbus, Ohio 43266-0591, Tel. (614) 466-2752.

The student may also contact the Accrediting Commission. All complaints submitted to 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 response. The complainant(s) will be kept informed as to the status of the complaint as well as the final resolution by the Commission. Direct all inquires to: Accrediting Commission of Career Schools/Colleges of Technology, 2101 Wilson Blvd., Suite 302, Arlington, VA. 22201, (703) 247-4212. A copy of the Commission's Complaint Form is available at the school and may be obtained by contacting the CEO, Marion K. Allman or the President, Sean Mendell.

student services

Faculty and staff serve as academic and financial advisors and also offer personal support. The AIC President and CEO also handle individual counseling of parents and students. Time management plans are also mediated by the CEO and President to help students with their organizational skills.

curriculum & course of study year one

Quarter One

BASIC SKILLS	3 CR.
DRAWING	3 CR.
ILLUSTRATION I	3 CR.
COLOR INTRO. I	3 CR.
GENERAL ED.	3 CR.
TOTAL	15 CR. - 280 CL. HR.

BA 101 - Basic Skills - 3 CR

Working with Tools

Students are taught how to master tools that they will be using during their career. They will be assigned a theme and create a design using those tools. This first project can easily be used in their portfolio.

Perspective

An in-depth study of one, two point & over-head perspective, beginning with basic application and advancing into exteriors, interior & products as it relates to graphic design.

B 101 - Drawing - 3 CR

Figure Drawing

Students learn to draw the human figure, proportions, details of head, hands and feet with emphasis on action and movement.

Animal Drawing

Students learn wildlife sketching & drawing techniques based on anatomical studies. A field trip to the Cincinnati Zoo is required.

B 104 - Illustration I - 3 CR

Line Illustration

Line: introducing the student to various line techniques used in the profession. A project assignment gives the student the opportunity to convert a half-tone to line.

B 106 - Color Intro I - 3 CR

Color I

Students are introduced to color theory, using color blocks to study density, depth & hues. The essence of color, complete with methods that help in color selection are learned. The understanding of color is equally important in painting as it is in using the computer.

Color II

Using information learned from Color I, students design and create a color wheel illustration, studying complementary, secondary & tertiary, complimentary, hue, tone, value, saturation, harmony and chroma etc.

Quarter Two

INTRO LAYOUT MARKER TYPE	3 CR.
BASIC LAYOUT COMPOSITION	3 CR.

LAYOUT

SPEED LAYOUTS

DESIGN I	3 CR.
STAMP	
DESIGN II	3 CR.
TV INTRO	
GENERAL ED	3 CR.
TOTAL	15 CR. - 280 CL. HR.

B 208 Intro to Layout - 3 CR

Marker Rendering

Marker rendering is used by professionals in the direction of photography and communicating with clients on how the finished piece will look. Marker art itself is not meant to be a duplication of the object, but merely an indication. Students are taught using a series of subject matter as reference.

Typography

The importance of type is taught. An in-depth examination of the structure, styles, sizes and use of type in design and how it relates to the visual. Various type forms are studied and explained.

CA 204 - Layout I - 3 CR

Composition

Students learn the process of problem solving, the workings of a creative session and techniques used to open the creative process.

Lecture/video - composition and layout are studied, eye movement, selling a product, concept, process & procedure are learned.

A consumer product is assigned to students who creatively produce a series of thumbnail ideas. The layout method is ideal for communicating the concept of a piece to the client. Using composition and type knowledge taught previously the result is a dynamic ad.

Speed Layouts

The third and final segment of layout deals with a simple product assignment and arriving at a solution, using techniques learned, on a timed schedule. Given the product students are expected to create the heading and theme, as well as, the concept.

DE 201 - Design II - 3 CR

Stamp Design

Stamp Design; encompassing simplicity in design, relating an event, famous person in history etc. Concept and the thinking process. Slides, samples and assignments are used for exploration and discussion.

CA 205 - TV Intro - 3 CR

Humor

Students are taught the fundamentals of humor and develop a product spokes character. Humor, is a popular method of selling a product to the public.

TV Storyboard

Students are expected to develop a 30 second TV commercial using the humor character and product they created. They are taught the storyboard method used by the industry.

Quarter Three

ILLUSTRATION II <i>SCRATCHBOARD</i>	3 CR.
ILLUSTRATION/DESIGN I <i>2-COLOR</i> <i>REPEAT</i>	2 CR.
TYPE DESIGN <i>DESIGNING W/TYPE</i> <i>ALPHABET</i>	3 CR.
DESIGN II <i>CORPORATE IDENTITY</i>	4 CR.
GENERAL ED.	3 CR.
TOTAL	15 CR. - 280 CL. HR.

CA 306 - Illustration III - 3 CR

Scratchboard

The illustration technique of scratchboard is contained in a one week project wherein students are given an illustrative assignment which varies from feature articles or stories that deal with smaller icon-like illustrations. This strong dynamic illustration technique has many applications that are very effective in the advertising world, from display to product packaging.

B 310 - Illustration/Design I - 3 CR

Flat Color Illustration

Using only 2 or 3 colors, students translate a photograph into form. It shows how the mixing of limited colors can produce a strong image that is very competitive with full color illustrations.

Design II - Repeat Pattern

The use of repeat pattern design is taught by creating examples of wallpaper, fabric, or wrapping & packaging materials. Students are given a theme (country or culture). Students are also required to research their subject and write a report on the topic.

CA 314 - Type Design - 3 CR

Designing with Type

Students are taught the elements of type design, form & interpretation; thereby having a better understanding of the visual vocabulary and various ways in which to use type.

Alphabet

Students continue with type design by choosing a theme and constructing a type font to incorporate this theme. This assignment is an excellent way for students understand type and to have fun with it.

CA 319 - Design II - 3 CR

Corporate Identity

Logo & trademark design teaches the student to communicate with 'marks' (also called symbols). Students interpret the companies image and purpose graphically.

Quarter Four

ADVANCED COLOR - COLOR III / DESIGN	3 CR.
DESIGN III - GAME	3 CR.
DESIGN IV - MEDIA.	3 CR.
PRODUCTION BASICS - POP UP	3 CR.
GENERAL ED.	3 CR.
TOTAL	15 CR. - 280 CL. HR.

B 406 - Advanced Color III - 3 CR

Color Match

Using 3 reference photographs, the student combines them into one study and produces an illustration duplicating & matching colors. This is a very effective way to learn how to mix paints to achieve the desired color. This is the final piece in the extensive Color Series.

Poster Design

This course teaches students the history of the poster and its importance for events and promotions. Because of how it is used, the poster provides a different solution. The poster must command instant attention and communicate through the art of graphic design. Students design a variety a Festival Posters for various festivals in the Cincinnati and Kentucky area. The assignment is given as a competition. The winning poster is used as a promotion and the student receives payment from the client. Along with teaching the graphics side, the project introduces students to the diplomacy of working with a client.

DE 402 - Design III - 3 CR

Game Design

Students learn to use right/left sides of the brain by developing the plot and the visual of a game. (It can be either a board or video game.) Characters are established, logo type and package are designed. This is a project that students my carry into the second year and further develop on the computer.

Media - Paper Engineering

Using right/left brain students create a paper sculpture. Lecture and presentation of samples - help students develop a 3D design in paper (paper sculpture). They learn the paper has a 'memory' which comes in handy when designing printed material. A theme is assigned and a student must mechanically produce the finished piece.

CA 426 - Production Basics - 3 CR

Production

The students are taught the process of taking the art work and preparing it for print reproduction. That includes: terms, reading specs and importance of clear communication with the printer.

Field Trip - A class will visit a print shop.

Part 2 - Folder

By designing a mailer using die-cuts and interesting folds students learn the restrictions and complexity of printing, along with cost effectiveness.

curriculum year two

Quarter Five

INTRO TO COMPUTER BASIC	3 CR
QUARKXPRESS	1.5 CR.
IN DESIGN	1.5 CR.
<i>PROJECT</i>	
ADOBE PHOTOSHOP	3 CR.
<i>PROJECT</i>	
ADOBE ILLUSTRATOR	3 CR.
<i>PROJECT</i>	
GENERAL ED.	3 CR.
TOTAL	15 CR. - 280 CL. HR.

CSW1 - INTRO COMP - 3 CR

Students receive basic computer introduction to the Mac computer, such as: naming & copying files, menus, the application of various tools and terms used in the field.

QX 501 - QuarkXPress - 1.5 CR.

Students are taught the basics of this desktop publication application.

ID 501 - InDesign - 1.5 CR

Students are taught the basics of this desktop publication application, which is frequently used in the industry. It is also the software used to produce this catalog.

PH 501 - Adobe Photoshop - 3 CR

Photoshop is one of the most frequently used software programs. It is used for enhancing and manipulating photography. Students are taught this complex and interesting software.

AI 501 - Adobe Illustrator - 3 CR

Adobe Illustrator is the prime illustrative software used in the industry. Students use this software to produce dashing samples for their portfolio.

After learning the complete set of software packages, students combine them in assignments that are professional and practical.

Quarter Six

INTRO COMMUNICATIONS DESIGN	1 CR.
ADVERTISING DESIGN	3 CR.
ENVIRONMENT DESIGN	4 CR.
EDITORIAL DESIGN	4 CR.
GENERAL ED.	3 CR.
TOTAL	15 CR.-280 CL.HR.

CG 601 - Intro to Communication Design - 1 CR

This course introduces the student to graphic design history and practice in the 20th century.

ADVERTISING - 3 CR**Corporate Identity & Application**

Expands the student's ideation process through the design development of a corporate identity necessitating considerations of impact, client culture, and functionality.

Advertising Campaign

Advances the idea of concept and the symbiotic relationship of words and images, further the student's understanding of audience definition and communications targeting and, to explore relationships between component parts of a whole.

CD 605 - Brochure & Product Design - 4 CR.

Students learn the function of the grid system, type study in readability and design of a multi-page brochure/catalog.

Product - CD Design

Acquaints the student to the challenges of accommodating relatively large amounts of typographic content in a limited geography and the visual relationships of a multi-part communications piece.

PD 601 Editorial Design - 4 CR**Magazine Spread**

The assignment introduces students to editorial design and the distinction that magazine readers are one audience that actually paid for and wants to receive their message. Project allows student to act as designer/editor to utilize and manipulate not only form, but content as well.

Magazine & Book Covers

An intricate part of publication is design the magazine cover. This project introduces the student to editorial product design and the idea that magazine racks are as competitive as the grocery shelf. Project allows student to act as designer/editor to utilize manipulate form and content into a complete package.

Quarter Seven

BRAND IDENTITY	3 CR.
APPLICATION	3 CR.
PACKAGING	
(CONSTRUCTION/DESIGN)	6 CR.
GENERAL ED.	3 CR.
TOTAL	15 CR. - 280 CL.HR.

CR 701 - Branding/Identity - 3 CR**Identity Design**

Expands the student's ideation process through the design development of a corporate identity necessitating considerations of impact, client culture, and functionality.

Identity Applications

Advances the student's corporate identity ideation process through the design development of appropriate company specific, applications.

CD 706 - Package Design - 3 CR**Package Design**

Introduces the student to addressing researched preferences and aspirations of the consumer. Shape, material and mechanics become one with the graphics to compete for attention, identify the product and promote its qualities.

Point of Purchase

Further the student's consideration of design and the retail environment to control and further emphasize consumer confidence in the brand.

Quarter Eight

JOB HUNT WORKSHOP	3 CR.
PORTFOLIO/RESUME	
MATERIALS STUDY & CONSTRUCTION	4 CR.
PACKAGE ASSIGNMENT	3 CR.
SENIOR AD	2 CR.
TOTAL	12 CR.-280 CL.HR.

JHW 801 - 3 CR.**Job Hunt Workshop**

This workshop is a lecture series that covers the job hunt process, including: Assembling a portfolio and learning how to present it, resume writing, cover letters, job research, interviewing, dress, etiquette, and follow-up (including thank you letter).

MS 801 - Materials & Construction

A study of package construction are studied and a series of designs developed & constructed by students.

PA 801 - Product

Students develop a product, design the appropriate package design that incorporates all the legal requirements and necessary functions to protect the product.

SE 801 - Senior Ad - EXAM

Students design their senior ad to appear in AIC's "Creative Hiring Guide" which is enclosed in *Cincy Magazine* after the student graduates and sent to 1,500 employers throughout Cincinnati. The magazine is designed to promote job placement.

Quarter Seven

MACROMEDIA DREAMWEAVER	6 CR.
WEB DESIGN PROJECTS	
MACROMEDIA FLASH	6 CR.
ANIMATION PROJECTS	
GENERAL ED.	3 CR.
TOTAL	15 CR.-280 CL.HR.

WP 701 - Macromedia Dreamweaver- 6 CR.

Students are taught the software and are given relevant design projects.

WP702 FLASH

Students are taught the software and project combines Dreamweaver and Flash programs into relevant exercises.

Quarter Eight

WEB PAGE CONSTRUCTION	5 CR.
WEB PAGE DESIGN	5 CR.
SENIOR EXAM AD	2 CR.
TOTAL	12 CR.-250 CL.HR.

TOTAL 22 MONTH COURSE 117 CR.-2210 CL.HR.

WP 801 - 6 CR.

Students construct their first web page using a bogus company. Both Dreamweaver & Flash are combined in this project.

WP 802 - 6 CR.

Students design a web page for a client. Depending on the complexity of the project it may be a team assignment.

SE 801 - Senior Ad - EXAM

Students design their senior ad to appear in AIC's "Creative Hiring Guide" which is enclosed in *Cincy Magazine* after the student graduates and sent to 1,500 employers throughout Cincinnati. The magazine is designed to promote job placement.

General Education Courses - 3 CR ea.

Students ARE REQUIRED TO TAKE AND PASS 7 GENERAL EDUCATION CLASSES (ONE PER QUARTER IN ORDER TO RECEIVE THE ASSOCIATE DEGREE OF APPLIED SCIENCE IN DESIGN/COMPUTER GRAPHICS.

Art History, Branding, Marketing I, Western Civilization, Basic Comp., Basic Writing, Creative Writing, Business Etiquette, Speech I & II, Sociology, or Business Methods

CURRICULUM is subject to change as NEW TRENDS OR UPDATED software IS INTRODUCED.

TUITION

Associate Degree of Applied Science in Design/Computer Graphics

summary of costs:

2008 - 2009

first academic year (Qtrs. 1, 2 & 3): Tuition (per Qtr. \$4,649) \$14,247, Enrollment Fee \$100, Lesson Books Fee/Year \$240, Supplies (Approx.) \$600, General Ed. Books & Text (Approx.) \$205.

approximate total first academic year \$15,092.

second academic year (Qtrs. 4, 5 & 6): Tuition (per Qtr. \$4,649) \$13,047, Lesson Books Fee/Year \$240, Print-outs Fee (Approx.) \$229, CDs \$40, Text Books \$260, USB Mini Drive \$70 General Ed. Books (Approx.) \$180.

approximate total second academic year \$14,966.

third academic year (Qtrs. 7 & 8): Tuition (per Qtr. \$4,649) \$8,698, General Ed. Books (Approx.) \$60, Cds \$20, Print-out Fee \$300, Lesson books \$135, Portfolio/Graduation Fee \$350. **approximate total third academic year \$10,163.**

total program cost (8 Qtrs.): \$40,221

* Depending on the amount of disks used and print-outs. This varies with each student.

tuition policy Once a student enrolls for the Associate Degree of Applied Science in Design/Computer Graphics program, the tuition rate is guaranteed for that two-year period. Should a student drop or be terminated for some reason during the two year and later decides to return they would be required to pay the new or present tuition rate. A \$1,000 Down payment is required 60 days prior to the start of class to secure a seat in class. The money is credited to the first quarter tuition. In the case of a non-start it is refunded in full.

supplied by AIC:

- Computers
- Color printers
- Paper samples for use in projects such as 1st year Media, Corporate Design.
- Black & white laser prints for proofing (2nd year)
- All instructional materials needed for class projects (Art lessons & topics)

The above reflects an approximate cost of materials and supplies over a two-year period. Since these are purchased through outside sources, the cost may vary. All students are required to have the necessary supplies when needed for class projects. A supply list is given during registration. Kits are available at a considerable savings.

AIC supply store

AIC's supply store is not a money-making venture. We carry replenishable materials that are sold to the student at cost. Since we have no control over material prices we make every effort to keep prices down internally.

financial assistance

AIC offers Title IV Grants & Loans to eligible students. Included are: PELL, SEOG, OIG grants - Stafford Subsidized & Stafford Unsubsidized or Plus Loans, Veteran's Administration/War Orphans' Assistance and Bureau of Rehabilitation (BVR). Third party lending is also available through a outside lending service.

method of payment

All tuition must be paid by the first day of class of each quarter by cash, check or Credit Cards: Discover, Visa and Mastercard, Scholarships or by a monthly pre-arranged payment plan (credit check required). Financial Aid (Grants, Loans) is Available to eligible students.

cancellation policy

An Enrollment Agreement may be cancelled within five (5) calendar days after the date of signing provided the school is notified in writing. The school shall promptly refund in full all advance tuition and the \$100 Enrollment fee paid pursuant to the Enrollment Agreement. Such a refund shall be made no later than 30 days after notification. (Registration for class must take place one week prior to the start of class.)

refund policy

The Enrollment Fee, is refundable within five (5) days of signing the Enrollment Agreement, but prior to the start of classes. The \$1,000 deposit is part of the tuition cost and is fully refundable and is subject to the refund policy should a student decide not to begin class. A student's enrollment may be terminated temporarily or permanently by The Art Institute of Cincinnati for

non-payment of tuition and fees. Refunds will be made within thirty (30) days of the date of withdrawal determination and may be credited to the student's account if unpaid charges are still owed. An The Art Institute of Cincinnati will calculate refunds under the State of Ohio refund Policy, or the Institutional Refund Policy. The method providing the most favorable refund to the student will be used. All refunds are based on quarterly tuition and fees. Each quarter is ten (10) weeks. A student who wishes to withdraw from the college must notify the AIC Financial Aid Director either in writing or by telephone. In the absence of any notification, a student will be assumed to have withdrawn after ten (10) consecutive days of absence and forfeit any scholarships awarded to them.

return of unearned title IV funds:

Federal regulations have been enacted which state that students may forfeit a portion of their federal student financial assistance if they fail to complete the program of study in which they were enrolled.

This policy affects students who:

- a) received or were eligible to receive federal student financial assistance authorized under Title IV of the Higher Education Act (HEA, i.e., Federal Pell Grants, Federal SEOG awards, or Stafford or Plus loans awarded under the Federal Family Education Loan (FFEL) or Federal Direct Student loan (FDSL) programs, and
- b) who, on or after October 7, 2000, withdrew or were terminated from the institution during the first 60% of any payment period or period of enrollment.

Payment periods are defined as (a quarter, trimester, semester or X number of clock credit hours).

Eligible Title IV aid recipients who fail to complete over 60% of a payment period or period of enrollment are considered to have not earned all of the federal student aid that may have previously been awarded for that payment period or period of enrollment. Accordingly, a required calculation will be performed to determine the portion of the unearned federal student aid that must be returned to the U.S. Department of Education. This calculation will be done before tuition refund calculation is performed in accordance with the institution's refund policy. In many cases, the Return of Unearned Title IV Funds calculation will result in the student owing tuition and fees to the institution that would otherwise have been paid with federal student aid. This policy may also result in the student owing a refund of unearned federal aid to the Department of Education.

institutional refund policy

Withdrawal within 1st calendar week: 25% Retained
 Withdrawal within 2nd calendar week: 50% Retained
 Withdrawal within 3rd calendar week: 75% Retained
 Withdrawal within 4th calendar week: 100% Retained
 All late fees are non-refundable.

Calendar 2008 - 2009

2008	
September 5	Registration Day & Orientation Tuition Due Returning students Noon - 4 P.M. New Students 5 - 6 P.M. Orientation New Students 7 - 8 P.M.
September 8	First Day of Class
September 17	Constitution Day - Art News
October 16	Open House 5 - 7 P.M.
November 21	Quarter Ends/Tuition Due

November 24 - 28	Quarter Break
December 1	New Quarter Begins/Return to Class
December 19 - January 1	Christmas Break

2009

January 2	Return to Class
January 19	Martin Luther King Day*
February 20	Quarter Ends / Tuition Due
February 23 - 27	Quarter Break
February 26	Registration Day & Orientation - Tuition Due Returning students Noon - 4 P.M. / New Students 5 - 6 P.M. Orientation New Students 7 - 8 P.M.
March 2	New Quarter Begins / Return to Class
April 10	Good Friday-Off
April 16	Open House 5 - 7 P.M.
May 8	Quarter Ends/Tuition Due
May 11 - 15	Quarter Break
May 18	Return to Class
May 25	Memorial Day - Off
July 24	Last Day of Class
July 25	Graduation
July 27 - September 14	Summer Break
September 10	Registration Day & Orientation - Tuition Due Returning students Noon - 4 Quarter Ends / Tuition Due Quarter Break Return to class Christmas Break
Nov. 20	
Nov. 23 - 27	
Nov. 30	
Dec.21 - Jan 3	

2010

Jan. 4	Return to class
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staff

marion k. allman, ceo

Co-founder of The Art Institute of Cincinnati (formerly ACA College of Design), Ms. Allman studied at the Layton Art School in Milwaukee, the University of Cincinnati and is a graduate of Gable Art School. She was Vice President and Partner of a local art studio, managed the art department of an advertising agency before starting the college. While at the agency she designed the "Jeanie", the first automatic bank teller for 5/3 Bank. Ms. Allman was active on the board of the Art Directors' Club of Cincinnati as their Scholarship Chairperson, a member of the Greater Cincinnati Chamber of Commerce, the Springdale Chamber of Commerce and has assisted in many community projects. Listed in Who's Who in American Women she is also a Charter Member of The International Council of Design Schools (ICDS) and has served as President of that organization. In 1999 Marion was awarded the coveted "Lifetime Achievement Award" by the Art Directors' Club of Cincinnati. She received the ATHENA Award in 2006 presented by Cincy Magazine. The award is presented to a woman who has achieved excellence in her career and instrumental in helping women in their career. Her leadership, positive attitude and vision were responsible for introducing AIC's expanding computer graphics program in 1984 - the first in Cincinnati.

sean m. mendell, president

Son of co-founder Cyndi Mendell, Mr. Mendell, holds a Bachelor of Science from Northern Kentucky University in marketing. He

has spent the last eight years employed in marketing and advertising for the aviation industry. Sean is also the founder and owner of The Children's Art Academy in Ft. Thomas, Ky. He is active in YMCA Camp Ernst as a member of the committee of management and served as Assistant Ranch Director from 1995 - 99.

Sean's knowledge of the internet and web development, as well as, his management experience, positive attitude and energy promises to be a perfect match for the college.

cyndi mendell, vice president / admissions / instructor

The Mendell family lineage goes back to great uncle and Master Artist, Frank Duveneck. Co-founder of AIC, Ms. Mendell is also a graduate of Gable Art School. Cyndi has a reputation as one of the best figure artists in the area. With a solid background in retail, she worked extensively with different areas of advertising, from illustration to TV, eventually building her own clientele. Her repertoire includes a wide range of clients from Cincinnati to New York. As AIC's Admission V.P. Ms. Mendell travels throughout the area visiting high schools and career fairs. Her visits are instructive in nature and help to introduce students to the career. Ms. Mendell was also an active member in the Art Directors' Club of Cincinnati as well as many other civic organizations in Northern Kentucky, among them the YMCA and the Foreign Exchange program.

dennis gates, placement director

As full-time Placement Director his many years of expertise in the business as Account executive with major agencies gives him a great source of networking. AIC is thrilled to have Dennis on-board and considers him a *feather in our cap*. He also operates C8S Design Alliance, servicing many clients nationally through private contractors. Dennis also teaches Marketing/Branding and the Job Hunt Workshop.

gerry waits, v.p. admissions / advertising

In addition to managing two retail stores she expanded her expertise in the marketing arena first as a member of the Beechmont Mall Merchant Association and then for 15 years as its' President. Her duties included contact with the public as well as skills in business and advertising. Gerry majored in Business Administration at U.C. but has an affiliation with the graphic design community through her husband Roy, who is Design Director at AIC. Her combination of both worlds coupled with her natural ability with young people makes her an asset to the Institute.

gary lay, director financial aid

Gary comes to AIC with seventeen years experience in Financial Aid and office management experience in a college setting. Gary has 18+ years experience with small colleges.

Gary has worked at Southwestern College in Franklin, Ohio where he administered Title IV funding. He also worked for Southern Ohio College, nine years with College of Art Advertising, Ohio Center for Broadcasting and Southwestern College of Business. Before his years in Financial Aid he worked as an Admissions Representative. Gary's knowledge and appreciation of the recruiting process is a big asset to us and his ability to work with Admissions as a team member.

Gary is a graduate of Northwood University with a Bachelor Degree in Business Management. The professionals he gave as references spoke highly of Gary's ability; his communication /people skills, his work ethics and his dependability.

wendy geis, financial assistant

Wendy graduated from the Cambridge Technical Institute in 1990. Her experience from Administrative Assistant to Office Manager relates favorably with this position. Wendy has attended FA workshops and has exceptional people skills.

rita schrand, administrative assistant

The first person to greet you whether on the phone or when visiting The Art Institute of Cincinnati is Rita. Her smile and energy will make you feel right at home. As administrative assistant Rita is here to assist staff, faculty and students in their daily needs. Her computer and organizational skills serve as a major contribution to the operation of the college.

steve dannemiller, facilities director

Past owner of Dannemiller Electric and full-time employee of Cincinnati Children's' Hospital is a certified board electrician. On a regular basis, Steve supervises & maintains all improvements and repairs at AIC.

faculty - first year

cyndi mendell, basic first year instructor

see bio under staff

roy waits, design director

Mr. Waits is a graduate of the Cincinnati Art Academy. He has worked as Art Director for WLW-TV and WCPO-TV. Roy was responsible for much of the fine television broadcast design seen in the Cincinnati area during the last three decades. His strong background in television advertising, promotional campaigns, set design and show production include programs such as: the Uncle Al Show, The Nick Clooney Show, The Bob Braun Show, WCPO and WLW News and Sports broadcasts. Roy's appreciation and study of design and the visual arts has inspired exhibits for the Cincinnati Art Museum, The Miami Purchase Association and The Historic Southwest Ohio Society. The desire to share his knowledge and his love of young people brought him to AIC.

tom greene - instructor, illustration

A direct descendant of the Greene Line family - Grandson of Mary B. Greene, Tom brings a unique presence to our college. His wonderful illustration style has rewarded him with an impressive reputation. He illustrates for children's books, corporate and consumer clients. Tom recently introduced a series of illustrative works for Cincinnati "Tall Stacks". Every four years Steamboats from around the country assemble in Cincinnati to take part in this colorful and historic event.

frederic bonin pissarro - illustration/design

If the name sounds familiar, it's because Frederic is the great grandson of Camille Pissarro, father of the Impressionist Movement and contemporary of Monet, VanGogh, Gauguin, Renoir and Cezanne. Pissarro received his Master of Fine Arts in 1990 at the Ecole des Beaux Arts in Paris and has won many awards. Frederic taught graphic design in France and has been commissioned to design the wine festival posters for the next ten years. In 2006, Frederic and wife, Marietta, became U.S. citizens. They and their new son reside in Cincinnati.

faculty - second year

dan bittman, computer instructor

Dan Bittman holds a Bachelor of Science in Graphic Design from the University of Cincinnati and has since been the founder and President of Design Team One, Inc. He taught graphic design at Northern Kentucky University and the University of Cincinnati.

Dan has served as President of both the Cincinnati Chapter of The American Institute of Graphic Arts and the Art Directors' Club of Cincinnati.

Bittman has given lectures and presentations across the country at numerous colleges, universities and professional gatherings including the AIGA National Conference and IDSA Worldesign.

He has been the subject of articles in publications such as, Metropolis, ID, Print and Communication Arts Magazine. Dan's work has been recognized with inclusion in permanent collections in France and China and awards from numerous exhibitions including CA, AIGA, CLIO and ID. He has served as a juror for AIGA, Art Directors' and Advertising Club competitions across the country as well as the prestigious Communication Arts Magazine CA Annual.

randall zimmerman, computer instructor

Diversified in agency and studio work, Randy has worked with major companies in Cincinnati. He was a lead designer in healthcare media related programs for major pharmaceutical companies and managed programs for regional and national exposure. Along with the print media Randy also has packaging experience. His talent in design is partnered with his expertise in the technical side of computers.

sean mendell, computer instructor

See bio under staff

general education faculty - associate degree

AIC's General Education courses are taught by accredited instructors and are selected from the AIC faculty staff, and from local colleges & Universities.

marlene shmalo, GE instructor -

Speech, Motivation, Etiquette, Civics

Ms. Shmalo has a Bachelor of Science Degree in education and an MA in Theatre from the University of Cincinnati. She presently is Director of Performing Arts at the Jewish Community Center of Cincinnati.

julie shapero, GE instructor -

Nutrition

Ms. Shapero has a B.S. in Human Nutrition from Cornell University and a Master's from U.C.. She has extensive experience in the field of nutrition working with various companies including Tri-Health in developing recipe and dietary needs. Julie also taught a series of nutrition classes for the Women's Health Initiative.

additional 2008 - 09 GE instructors - TBA

advisory boards - professional board

Karen Anderson - Designer

Tony Agliata - Art Director/Owner/ I and Eye Productions

Arlene Aranzamendez - Owner/ Aranzamendez Communications

Don Betz - Art Director/ MSRI

Bryan Kotter - Art Director/Standard Publishing

Michael Krienik - Owner/ Krienik & Associates

Cheryl Meininger - Creative Director/ Wonder Group

Melissa Day-Meisman -- Designer/ Kibby Raynor Productions

Ken Neiheisel - Owner/ Marsh Inc.

Carlo Seta - Designer/ Integrated Exhibit

Gene Young - Owner/ Justice & Young

advisory board - college curriculum/ business

Wilbur Crawford, Director - Hussian School of Art - Philadelphia, PA.

Nossi Vatanost, Director - Nossi College of Art - Goodlettsville, TN.

Steve Steele, Director - Rocky Mountain College of Art & Design - Denver, CO.

Roger Kliez, Director - School of Communication Arts - Minneapolis, MN.

corporate advisory board

CEO Roundtable members - Regional Chamber of Commerce

Eugene Forte, President - Forte Industrial Equipment Systems, Inc.

John L. Keller, President - RK Electronics, Inc.

Mark Maltbie, President - Star Moving & Storage Co., Inc.

John Schuermann, President - Effective Office Environments, Inc.

William Ernst, President - Ernst & Rabe, Inc.

Gary S. Wright, President - Strickland & Wright

Jim Crowley, President - Crowley, Ahlers & Roth, Co. LPA

member:

International Council of Design Schools (ICDS)

ICDS is an organization founded in 1980, It's membership is international and dedicated to EXCELLENCE in Art Education. Members are chosen for their business ethics and high standards. All of the schools are independently operated. They meet on a yearly basis to share ideas, knowledge & information. Members are invited to join on the merits of reputation & quality of work produced. Most American schools have articulation agreements.

American Members:

- The Art Institute of **Cincinnati** - Cincinnati, Ohio
- Hussian School of Art - Philadelphia, PA.
- Northwest College of Art - Poulsbo, WA.
- Nossi College of Art - Goodlettsville, TN.
- Paier College of Art - Hamden, CT
- Rocky Mountain College of Art & Design - Denver, CO.
- School of Communication Arts - Raleigh, N.C.

International Members:

- Ecole Superieure D' Arts Graphiques - Paris, France
- Inchbald School of Design - London, England
- Pontificia Universidad Catolica de Chile - Santiago, Chile
- Escuela de Artes Decorativas de Madrid - Madrid, Spain
- School of Visual Arts - East Sidney, Australia
- Ecole d' Architecture Athenem - Lausanne, Switzerland
- University of Santo Tomas - Manilla, Philippines
- Escuela Internacional de Diseñadores in Terioristas - Barcelona, Spain

AIC's membership in ICDS offers the faculty the opportunity to study curricula from colleges abroad giving us the ability to structure portfolios for acceptance in foreign markets. This makes it possible for graduates to work worldwide.

scholarships - \$40,000+

The Art Institute of Cincinnati - "Where the Mind, Heart & Hand Create". We feel that each artist is unique - our goal is to motivate the student to experience the Joy of Creativity, and achieve beyond his or her expectations. We seek the person with imagination, a joyful heart & a true love of art... with an inborn desire to succeed in the field! We look for your best! We feel the students who have proven themselves should benefit through monetary assistance.

John Harris Memorial Scholarship - \$5,000

Jane Knauber-Baker Memorial Scholarship -

\$5,000 Single Parent

Ron Long Memorial Scholarship \$2,000 -

Second year qualifying student

President's Scholarship - \$5,000 - First year entering student

Roy Waits Scholarship- \$5,000 - First year entering student

Allman/Mendell Founders Scholarship - (\$ open) Based on need & merit - first year entering student

ICDS Scholarship - \$3,000 - First year entering student

(2) Faculty Scholarships - \$2,500 ea. -

First year entering student

(8) Kentucky Need/Merit (Ky. Residents only) scholarships of \$1,000 each to offset Key money.

TO QUALIFY FOR A SCHOLARSHIP:

Open to High School seniors, High school Graduates or those who have earned a GED and are interested in attending AIC

Institute. However, entrance into the Institute is conditional on acceptance of the student's work. The scholarship is not transferrable and is good only for September or February starts of the year it is awarded. The scholarship may be used only at The Art Institute of Cincinnati. Any person who wins a scholarship and then decides not to attend AIC will forfeit all scholarship rights.

When to Enter to Enter Scholarship:

Entries need to be delivered on (or out-of-town entries received by) the second(2nd Thursday / Friday in April between the hours of 2 - 4 p.m.

Where to Enter:

Deliver to:

The Art Institute of **Cincinnati**

1171 E. Kemper Rd.

Cincinnati, Oh 45246

Directions; Take I-275 to 747 (Tri-county) south to first intersection - Kemper Road -Turn Left on to Kemper and continue just short of 1 mile on the right immediately after Century Blvd. as you go down the small hill you will see the Art Institute sign.

opportunities...

Transfer credits to a Bachelor Degree

Credits may transfer from The Art institute of Cincinnati to member International Council of Design Schools (ICDS), The Columbus College of Art & Design and Al Collins Art School.

Transfer of credits is always at the discretion of the college and depends on the transferees portfolio and GPA.

career options

The range is wide and diversified, for example, to include: Corporate Designer, Fashion Artist, Package Designer, Air Brush Artist, Cartoonist, Computer Animator, Video Producer, Creative Director for Fortune 500 Firm, Wild-Life Artist, Sports Illustrator, Needle Art Designer, Working in Healthcare, Artist for Printing Company, Pre-Press, Museum Artist, Furniture Design, Designer for Paper Company, Medical Illustrator, Calligraphy, Technical Illustrator, Jewelry Designer, Artist for Music Company, Sign & Mural Painter, Owning your own Business, Story-Board Artist, Creator of Special Effects, Multi-Media Director, Movie Industry, Video Game Designer, Web Page Designer, Art Director TV Station, Sculpture Artists / Toys, Set Designer for Theme Parks, Fabric/Textile Designer, Children's Book Illustrator, Specialty Gift Designer, Greeting Card Illustrator, Creating TV Commercials, Novelty Advertising, Display Artist, Ad Agencies, T-Shirt / Tie Designer, Toy Designer, Publishing: Newspaper Layout Artist, Illustrator for Paper Backs, Comic Book Artist, Creator of Funky Magazine, Art Director in Publishing House...and there are, of course, many more.

comments from graduates, h.s. teachers, employers and clients!

graduates...

"It's Never to Late to Follow Where Your Heart Leads You. Everything we see has been touched by a designer. As an artist you have the ability to touch people and perhaps influence them. The instructors bring many years of experience to AIC. The small class size allows for individual attention".

Renee Cifuentes

"Art gives you a chance to escape. It's a way to communicate without using words. Also, I love to express myself through my work, while others have the ability to observe and enjoy it as well. I like how we are prepared for our careers, and there are

people around who are able to answer questions thoroughly because they too, are in the field themselves".

Jamie Runyan

"I love art for it's ability to enter all worlds: the dark, the daring, the gorgeous, the grotesque; the old, the new,! It's everywhere and everything. It's presence and power are infinite!

"I love this school because it's fallible. It isn't prim and proper and pristine like an organized university with endless code of conduct. There's a real personal feel and touch of humanity. A light bulb goes out and a teacher fixes it rather than running for a janitor. We all help each other out in every aspect. It's a wonderful atmosphere".

Jenn Rasmussen

"I like being able to take ideas I see in my head and make them a reality. Being able to create a piece so strong that it does not need words to explain it. I like waking up in the morning and actually being excited to come to school. I haven't always been able to say this in the past but I enjoy coming to school to do what I love. Classmates and instructors also help foster good ideas and encourage me to do better. I also enjoy AIC because instructors actually know my name and treat me not so much like a student but more like an employee working for them. The school creates a drive in me that makes me do my best, for keeping up my GPA to maintaining perfect attendance. The AIC has made me not want to miss a day of school in the past 2 years".

Jeff Besterman

"There are so many different types of art which make the world we live in so much more interesting. For me, it's like setting my mind at ease, when I can work on a project. I go into my own little world and escape the surroundings. I can let my ideas flow and develop a piece that makes me feel happy. Art is my source of escape and true happiness.

At AIC, i have been able to develop my skills to a higher level and have been challenged with concepts I usually wouldn't think of. I have been able to experiment in stylizing, type design and logos. I have also overcome my dislike of computers. I used to think of myself as only a fine-artist, but now that my horizons have broadened I have come to appreciate graphic design. I am also very lucky to have very devoted and experienced teachers. They have taught me so much and have made me a better artist and person. we are like a big family at AIC, and I have never regretted a moment I have been here".

Angela Koncelik

"I can't begin to thank you enough for helping me find the perfect job - I'm still in shock. Thank you so much for giving me the opportunity and showing me the way"

Karen Burkhardt

"I have complete control over everything and I am going to have some great pieces for my "Book". This was a great career move for me. My work is getting incredible response. People are starting to ask for me already" *Jason Mann*

"You've had a profound impact on my life and career ever since I met you"

Cheryl Meininger

"AIC will always be the college of my choice, your endless help will not be forgotten".

Paige Powell

"Thank you for your wisdom and help for the past two years. You wrote a note to me when I first met you - it said God opens a door when one is shut. That is so true. The college and the people in it has been that open door". *Phyllis Anderson*

employers...

Gene Young - Justice & Young

"The Art Institute of Cincinnati students have the training to be top producers. They hit the ground running. We presently employ three former AIC students. Each year AIC graduates some of Cincinnati's best young talent".

Michael L. Krienik, President/CEO - Krienik Advertising Inc.

"The Art Institute of Cincinnati has consistently produced knowledgeable, energetic and talented artists in the field of advertising, graphic design & digital design. I am always impressed with the enthusiasm and depth of their graduates".

Clients...

Sant Corporation - "We were astounded and pleased with the work all the students produced. Their presentation was professional and the new package designed by one of the students' hits the retail market this month"

Mardi Gras Festival - "We were so impressed with the quality of work and the concepts they came up with. It was a pleasure working with them".

Joseph-Beth writers Group - we were thrilled at the illustrations students completed for our "Limericks" book"

high school teachers

"Your visits to my classroom have always been informative for the students and a pleasure for me. I always recommend AIC to my students who are interested in a two-year art school".

Chris Sanders - Kings H.S.

"What I like best about AIC - when Cyndi visits my classroom, the computer classes, the staff... everything!"

Paula Smith - Princeton H.S.

"Cyndi Mendell is such a dynamic, talented instructor! Her students are heads above the rest! The work produced is outstanding. Any of my students who attended AIC were thoroughly pleased".

Sharon Lamping Moran - Purcell Marian H.S.

"The Art Institute of Cincinnati prepares students who have a real interest in art to enter the job market with the skills necessary to succeed, whether it be as an illustrator or digital designer. The Institute stays current with what is happening in the world of advertising and provides opportunities for students to work with practicing artists. Job placement for my students who have graduated from AIC's program have resulted in numerous positions in graphic art fields from management to design".

Kay Stegall - Clinton Massie H.S.

career related employers

AB Tech Inc
Advance Technology
Advertising Innovations
Auto Mart Publications
Alliance Group
Bakery Crafts
Benchmark
Big Lots (Marketing Dept.)
Bio Graphics
Blue Cross Blue Shield
Blue Sky Creative
Burke Marketing
CadCam
Carson Enterprises
Campbell Hausfeld Mfg. Co.
Campbell Milthun Esty (MN)

Cate's & Associates
Center Fire Systems
Carson Enterprises
Center Fire Systems
Chase Doors
Chesapeake Group
Children's Hospital
Chiquita Brands Co.
Cincy Business Magazine
Cincinnati Business Courier
Cincinnati Recreation Commission
Coconut Studios (BVI)
CollegeView
Computer Graphics Inc (MA)
Creative Illusions
Crystal Works
Decal impressions
Design Center
Deskey
Downtowner
Dualite
Employment Guide
Environmental Publishing
Eisaman, John & Laws (TX)
Fast Signs
Fisher Design
Family Motor Coach
Freedman, Gibson & White
F&W Publishing
Gardner Publishing
Grand Victoria Casino (Design Dept.)
GTC-Digital Dept.
Hensley Segal Rentschler
Hubert Merchandising
I & Eye Productions
Idea House
Inspire Magazine
Inspiration Development
Imagematrix
Impax Graphics
Instant Replay
Insignia Design
Insight Graphics
Integrated Exhibits
Internet Service Provider (TX)
Jenner Graphics
Joseph Beth Booksellers
John Morrell Co.
Justice & Young
Kamens' Art
Kanet Productions
Kibby Raynor Production
Kroger Co.
Landor Associates
Leece Nevillke
Leo Burnett (Chicago)
Leshner Corp.
Light Board Communications
Lipson Alport Glass
LKZ
Logo 7 KGA (IND)
Lohre & Associates
Magnagraphics, Inc.
MBR Agency
Master Design
Marsh, Inc.

Master Design
Mercurio Sign
Michel Tire Co.
MSRI
Monster.com
Morning Star Adv
Northlich
Northwest Color Graphics (WI)
Naegle Advertising
National Sign
New York Casting (NY)
Nielsen Moore Wallace
Nutmeg Mills (FLA)
Oarsman Sportswear
Otsanco
Packaging Corporation of America
Polymark
Powers & Associates
Precision Illustration & Design
Procter & Gamble Co.
Progressive Graphics
Rick Warner & Associates ,Inc.
Scribner Productions
Shriners Burn Institute
Southern Graphics
Space Design International
SparkPeople.com
Spransy Illustration (WI)
St. Gregory Marketing & Communications
ST Publications
Standard Publishing
Stephen Moore Illustration
Tenneco Packaging Co.
The Forethought Group (IND)
Toon Art
U.S. Playing Cards
Viewpoint Architecture
ViewSource Media
Wren Design
West Shell
Wolf Blumberg & Krody
Wonder Group
WORX Multimedia
Zero Inc.
Zumbiel Box Co.

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