

AIC* College of Design
***The Art Institute of Cincinnati**

CATALOG 2011 - 2012

The Art Institute of Cincinnati
CATALOG ADDENDUM

Revisions to 2011-2012 Catalog (Curriculum and Course of Study)
Publication date of addendum: September 2011

OH. REG. #77 03 0548T

1171 East Kemper Rd. Cincinnati OH 45246
513.751.1206
www.aic-arts.edu
Revised 5-10-11

faculty / staff**marion k. allman, ceo**

Co-founder of AIC (The Art Institute of Cincinnati) • College of Design (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 has been 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 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 field of Graphic Design. 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. Cyndi also serves on various high school advisory boards.

dennis gates, director of placement/instructor

In addition to his position as Placement Director at AIC, Dennis is also the instructor of Marketing/Branding and the Career Hunt Workshop. He graduated from the Art Academy of Cincinnati majoring in Graphic Design and has served as president of the Art Director’s Club of Cincinnati. His many years of experience as Account Executive and Brand Consultant for major American and International clients have developed into a great source for networking. Dennis is also president and creative director of the G&S Design Alliance, which is a graphic design and integrated marketing collaborative specializing in brand identity and packaging design.

rita schrand, director financial aid

Rita has been with the college for several years as the Administrative Assistant and recently was advanced to Financial Aid Officer after certified training. She is very detail oriented and well-suited for the position.

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laura lewis, accounting

Laura holds a Bachelor of Science in Business Administration with an emphasis in Finance from Northwestern State University. She has eight years of general ledger accounting experience. Laura enjoys using her business skills to help students achieve their education and career goals.

tori zimmerman, administrative assistant

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

connie springer, librarian

Connie as an artist herself enjoys organizing the school's collection of art-related books and the ever popular A-Z picture file. Not only does Connie have an M.L.S. (Master's in Library Science) from Simmons College, but she also trained in photography at the Art Institute of Boston (no connection). Connie has worked as a Special Librarian at the University of Massachusetts Medical School's Gerontology Center and for five years was a Reference Librarian in the Films & Recordings Department of the Cincinnati Public Library. She also worked as an Archival Assistant in the library of the Cincinnati Art Museum.

steve dannemiller, facilities director

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

faculty - first year

cyndi mendell, basic first year instructor
(See bio under staff)

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 studied at the Ecole des Beaux-Arts in Paris in 1990 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.

allen brown, digital photography

Allen is well known for his excellent photography for over 40 years. He still owns a studio in Cincinnati and is known for his poster work.

david beck, visiting illustrator

David's incredible illustrations are well known throughout the U.S. and appear in National magazines.

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. Mr. 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 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)

steve dilonardo, alternate instructor (1st & 2nd year)

Steve is an alumni of AIC and has worked in the field for over 10 years designing exhibits, packaging and teaching graphic design. He is the owner of DiLorenzo Graphics.

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

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

barbara morganstern, ethics

Ms. Morganstern has a MA from Miami and also teaches at Miami University as a visiting professor. At present she is Division co-chair, American Bar Association. She is a licensed attorney to practice in state and federal courts..

jessica park, psychology

Ms. Park also has a MA in General Psychology from the University of Dayton and taught at NKY as a Adjunct Instructor and lecturer; was a Psychological Report Writer at Live Oak Psychological Associates in Jackson, MS. and a Behavioral Therapist at the University of Mississippi Medical Center.

deena pinales, art history

Deena was Director of Education at the Springfield Museum of Art, Associate Curator for Docent, School Services & teacher Services at Taft Museum of Art and Dayton Art Institute and holds a MAAed (Master's in art education) and a BA in Art History.

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advisory boards

professional board

Ronald C. Fetzer PHD., retired Miami University
Karen Anderson - Designer
Tony Agliata - Art Director/Owner/I and Eye Productions
Don Betz - Art Director/MSRI
John Doubet - Art Director/Creative Department
Bryan Kotter - Art Director/Standard Publishing
Cheryl Meininger - Creative Director/Wonder Group
Melissa Day-Meisman - Designer/Kibby Raynor Productions
Ken Neiheisel - Owner/Marsh Inc.
Gerry Pasqualetti- Art Director/HSR
Carlo Seta - Designer/Integrated Exhibit
Gene Young - Owner/Justice & Young
Jill Zimmerman - Graphics Coordinator/P&G
Marlene Shmalo - GE instructor /UC

advisory board, college curriculum/ business

Wilbur Crawford, Director - Hussian School of Art - Philadelphia, PA.
Nossi Vatanost, Director - Nossi College of Art - Goodlettsville, TN.
Roger Klietz, Director - School of Communication Arts - Minneapolis, MN.

corporate advisory board, business

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.

GENERAL INFORMATION

MISSION STATEMENT

AIC's Mission is to educate and graduate talented students using techniques that are practical to the field of advertising, graphic design, packaging and the electronic media within a two-year (22 month) curriculum.

facilities / location

AIC 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.

AIC offers a beautiful student designed gallery 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.

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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 workstation. 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 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. It is the students' responsibility to check out and return books with the librarian. 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 for them. 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.

computer library

The computer library directly off the classroom has Internet access and samples of reference and stock photos and on-line training.

dvd/vhs

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 SERVICES

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

health

Our student's health is important. We try to provide healthy alternatives in our vending machines and offer a general education class in nutrition. AIC has also installed a reverse osmosis water purification system in our kitchen that provides students with hot or cold water. The system not only eliminates chlorine but also uses UV to kill bacteria.

free parking

Parking is free and safe in both the AIC and Costco lots. The first row of parking spaces nearest AIC are reserved for staff/faculty and visitors.

costco membership

Each student receives 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 2 or 3 persons can share meals. 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 students with a packet, including 'the Costco Story', services and policies. Membership cards will be ready for you on Monday.

Costco is a good neighbor and friend to AIC since moving into Springdale. They have hired our students and even have a scholarship program. We are pleased to be in partnership with them and offer this wonderful 'perk' to our students.

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free copier & printers

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

springdale community center

Springdale Community Center is located only 3 miles from AIC and offers a variety of programs & activities plus exercise equipment and swimming pool 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.

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 classmate, 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.

graduate luncheon

Graduates spend their last day at AIC enjoying a luncheon at a nearby restaurant as guests of the college. It is a great opportunity to informally socialize with the faculty, fellow students and discuss future plans.

job board

All incoming job opportunities are posted on the second year job board where graduates may apply even after graduation. The placement office is available to first year students seeking part-time jobs as well as to alumni. In addition, AIC has an in-house studio "smART" that produces a horse magazine along with design for start-up companies and local agencies who are interested in offering students real-life experience.

career services

AIC graduates are assisted in obtaining employment through 2nd year classes in Career Exploration & Job Hunt Workshop and referrals through our placement director 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 at no cost to the student. AIC offers a career counseling service, which graduates may use for future jobs when experience is required. The Art Institute of Cincinnati cannot guarantee employment, but we certainly make every effort with innovative marketing through our Placement Director. Many of the job leads originate from alumni and past employers who have hired AIC graduates. They respect the quality of instruction and student work produced at AIC.

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STUDENTS' ACTIVITY

AIGA Chapter

AIC College of Design is proud to sponsor a student chapter of AIGA.

AIGA, the professional association for design, stimulates thinking about design, demonstrates the value of design and empowers the success of designers at each stage of their careers. AIGA's mission is to advance designing as a professional craft, strategic tool and vital cultural force. Founded in 1914, AIGA is the oldest and largest professional membership organization for design.

As an AIGA student member, you will gain access to invaluable resources and opportunities to help you make the transition from student to professional designer:

- Gain exposure by posting your portfolio in the AIGA Member Gallery.
- Find jobs and internships in AIGA Design Jobs.
- Network and learn at local and national events.

aic catalog

Second year students work together in teams of 4 to 5 students. Each team, in turn, presents their catalog idea (usually the cover, an inside spread or two) during a critique meeting with the CEO and one team is chosen to complete the assignment. The winning team submits an invoice and is paid \$2,000.

open house invite

The class is given the copy & deadline - each student enters their layout.

illustration - limerick book

Working with a local writing group, AIC's incoming students' first assignment is to illustrate limericks that are provided to AIC by the writer's group at Joseph-Beth Bookstore. On completion, the books are printed and distributed to local book and gift stores. Each student receives a copy of the book for their portfolio.

Student Advisory Board (SAB)

The student SAB consists of 1st and 2nd year students who attend the college. They function as liaisons between student body and staff and also are active in special events and community projects.

Pixel Art Show

Last year the SAB held a fundraiser which featured Pixels in all forms. The interior of the college was transformed into a panorama of pixels!

end of quarter

AIC students celebrate the end of each quarter with a pizza party. AIC provides the students with delicious pizza from Costco.

halloween party

Awards are given to students for the funniest, most creative and scary costume. Even the faculty and staff join in the fun.

holiday party

During the Thanksgiving break, the staff is busy decorating the school for the holidays. A large tree and garlands greet the students and visitors as they enter the foyer. The last day before the two-week holiday break we celebrate with culinary treats.

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field trips - zoo

A visit to the Cincinnati Zoo is a full day of drawing animals for first year students. Students bring a lunch, sketchbook and drawing pencils to enjoy a day in the open.

professional field trips

Second year students visit an agency and a printer to experience the real world in action.

open house

AIC has two Open House events. The first, in October, features students who will graduate in February; the second is the Senior Show in April featuring the work of July graduates. Both are held on the third Thursday of the month.

Senior students serve as ambassadors, giving visitors tours of AIC and explaining the various projects. A committee of senior students also designs the exhibit each year. Visitors have the opportunity to meet current students and speak to faculty and staff. Over 1,000 invitations are sent to AIC graduates, friends and professionals in the field.

addy awards

Each year instructors choose the best work from both years and they are entered in the Cincinnati Ad Club's Addy Awards. All entry fees are paid by AIC. Addy winners are also invited to the event night as guests of AIC.

scholarship week

Scholarships to AIC are offered to senior high school students and non-traditional students interested in attending AIC. (see scholarship) A second year scholarship is awarded in July at the graduation ceremony.

graduation

AIC's graduation is held at the Union Terminal in the beautiful Auditorium - it is a cap & gown event with live music and speaker who is a usually former student sharing his/her success in the field

school tours

AIC invites students who are interested in the graphic design field to call and plan a visit (parents/spouses are welcome). You will be able to see a class in action, speak to current students and faculty. Our admissions director (who is an artist herself) enjoys viewing your portfolio during that time and discussing your goals without the pressure of time. Taking a tour is a good way to help you decide if graphic design is the right field for you.

RULES**dismissal**

The Institute reserves the right to dismiss any student whose conduct is detrimental to the training environment within the classroom, to the well-being of fellow students or faculty or to the appearance or structure of the school facility, unsatisfactory work or excessive absences.

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.

After a leave of absence a student must reapply for admission through the Office of Admission. They 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.

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transfer of credits

Any student who wishes to transfer to AIC from an accredited college must follow the normal admissions process (application, interview & portfolio review).

All general education credits will be accepted with a grade of "C" or better.

- College transcript required.

- Art credits will be accepted if they follow closely to the AIC curriculum and are of the quality expected by: admissions, director of education and the CEO. Due to differences in the AIC system, the student may still be required to take courses in order to complete the program.

AIC's approval by the Ohio Board of Regents may allow the acceptance of AIC credits to other Ohio colleges in order to earn a Bachelor Degree.

AIC does not discriminate or deny admission to any applicant on the grounds of race, greed, color, sex, disability or national origin. Reasonable accommodations will be made for persons with a disability as required by law.

A student who has completed one full quarter at AIC may apply for a leave of absence during a quarter. When 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 and uncertainty about academic or career goals. Personal considerations such as illnesses within families, or special educational opportunities may also influence this decision.

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 and to confirm that the student understands re-entry procedures. This also ensures appropriate contacts with other offices of the college. Then 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 AIC apprised of his or her mailing address and students on leave are responsible for all arrangements with Financial Aid.

right to publication

AIC does not normally keep students' 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.

right to change

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

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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 AIC, 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.

complaint / grievance policy

In the case of a school problem or a 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: State of Ohio Board of Career Colleges and Schools, 35 East Gay Street, Columbus, Ohio 43266-0591, Tel. (614) 466-2752, toll free (877) 275 4219. Web: scr.ohio.gov

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 Commission will keep the complainant(s) informed as to the status of the complaint as well as the final resolution. Direct all inquires to: Accrediting Commission of Career Schools/Colleges, 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.

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. Students must complete course work in order to graduate.

breaks

There is a half-hour break from 10 a.m. to 10:30 a.m. 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. 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 maintain a favorable impression for frequent professional visitors.

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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 are 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

AIC expects students to be punctual and to treat school as a workplace experience. Students are expected to attend each day from 8:30 a.m.- 1:30 p.m.; Lectures are held on Mondays and critiques on Wednesday and Fridays. Students whose attendance lacks commitment will face dismissal. Refer to the student handbook for student regulations.

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 9:00 am or later and will be counted as a full day.

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.

In addition, General Education classes are three (3) hours in length & occur one day per week from 1:30 to 4:30 p.m. and generally are on Wednesday for 1st year students and Tuesdays for 2nd year students. Attendance for GE classes is recorded by each instructor and filed with AIC's Director of Education. AIC's expectation is for students to honor the starting of class at 8 a.m. and departure at 1:30 p.m. Courtesy calls do not necessarily excuse an absence or tardy. Traffic mishaps and delays, regional weather conditions, and personal emergencies constitute attendance issues/excuses to be considered. Prolonged illnesses (after 3 days) or death in the family is excused with a note from a physician or proof of funeral dates. Sleeping during class is not permitted. Students observed as sleeping during class are immediately excused for the day and will be counted absent (sleeping constitutes head on desk, eyes closed, a slumped position & unresponsive to work or lecture). Student vacation days are to be taken during school quarter breaks (refer to the AIC calendar).

It is important to realize that good attendance is an indication of professional behavior. Good attendance is necessary to complete the course of study successfully. Absences and tardies affect students' work ethic and have a direct correlation with the timeliness and quality of work submitted.

- AIC allows a maximum of 8 absences excused and/or unexcused absences per quarter.
- AIC allows a maximum of 15 tardies and/or early departures per quarter.
- AIC allows a maximum of 3 absences from the General Education classes per quarter.

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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: the Director of Education issues a "student warning notice".
- c) Dismissal: the Director of Education issues a "student warning notice" after conferring with the AIC President and instructors. The student is dismissed and may not return to school until he/she requests an appointment with the Director of Education 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 96 core credit hours and completed all 7 general education courses. The student must have financial responsibilities met, completed the Career Hunt Workshop, turned in a completed 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.

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.

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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.

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 72 hours 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

Incomplete project(s) results in a '0' grade. Late projects will receive a maximum grade of "2.0" upon completion. Student missing projects in first year will not be permitted into the second year until all missing projects are completed. Students missing over 50% of the quarter's projects will be required to repeat that quarter. No extensions are given in Quarter IV and Quarter VIII. All 2nd year students must have all projects turned in by the final Wednesday prior to Graduation.

OPPORTUNITIES

transfer credits to a bachelor degree

AIC is approved by The Ohio Board of Regents, allowing credits to be transferred from The Art Institute of Cincinnati to member International Council of Design Schools (ICDS), and other state colleges. The Transfer of credits is always at the discretion of the college the student is applying to and depends on the transferee's portfolio and GPA.

career options

The range is wide and diversified, for example, and includes: 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.

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SCHOLARSHIPS

AIC • COLLEGE OF DESIGN makes available over \$70,000 in SCHOLARSHIPS EACH YEAR! Like grants, scholarships are free money and will not need to be repaid. However, students receiving scholarships are required to donate time on community projects (example: art event for local children).

New Students:

\$10,000 President's Scholarship

\$10,000 Roy Waits Scholarship

\$ 8,000 ICDS Scholarship

(2) \$ 5,000 Faculty Scholarships

\$5,000 Military Scholarship

The above scholarships are judged by the AIC faculty and are awarded to incoming students.

New or Second Year Student:

\$6,000 John Harris Memorial Scholarship

\$6,000 Jane Walter-Knaber-Baker Memorial Scholarship: awarded to a single parent

Second Year Student only:

\$6,000 Ron Long Memorial Scholarship

The above scholarship is judged by outside Art Directors, and is awarded to a student who has attended AIC for one year and has met the eligibility criteria (grades/attendance).

In Addition there is an Allman/Mendell Founders Scholarship Fund \$1,000 to Full Scholarship as well as a \$1,000 Summer Workshop Scholarship. Based on Merit & Need, the fund is a discretionary fund awarded to enrolled first year students, who, after all avenues of funding have been explored, need further financial assistance. The Fund is determined on an individual basis. Further information is available from the financial aid office. All scholarships are judged on the basis of excellence of artwork submitted and must follow the rules for entry.

to enter:

All entries must be contained in an envelope, portfolio or 2 boards completely taped together on 3 sides. No loose pieces will be accepted!

- Select five (5) pieces of your best work. Work may consist of drawings, paintings, design or sculpture. Sculpture or 3 dimensional pieces must be entered on a CD or photographic form.
- At least one piece must be in color.
- Out-of-town entries must be in CD form only and mailed with a self addressed, stamped envelop for return.
- We recommend you include a letter of recommendation from your High School Art Teacher.

to qualify

Open to High School Seniors, High school Graduates or those who have earned a GED and are interested in attending the 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 their scholarship.

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All scholarships are credited to the student's accounts in four (4) equal quarterly disbursements. Second year February students are eligible for half of the Ron Long second year scholarship - or \$3,000. The remainder may be awarded to a second student. In case of a tie, student's will split the scholarship. A student must maintain a GPA of 3.5 or better; have a positive attitude towards the college and an excellent attendance record. Any student who withdraws, is dismissed or fails to meet any one of the aforementioned qualifications would lose any scholarship monies remaining.

Any student who enters an AIC Scholarship must understand that in order to qualify they must meet all requirements specified in said scholarship. They must also understand that from the field of eligible applications the ultimate decision of who is chosen to receive the scholarship is left to the discretion of the judges.

when to enter

Entries need to be delivered on (or out-of-town entries received by) the 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'll see the AIC College of Design sign.

Note: The Art Institute will exercise all reasonable care in the handling of entries, but cannot be held responsible for materials/slides damaged, stolen or misplaced. Upon completion of the judging (date of pick-up will be given on the day entries are delivered) entrants will be responsible for picking up entries. Work not claimed will be discarded after one month.

additional scholarships

- The Scholarship Book 2008-09
- How to go to College Almost Free – Ben Kaplan
- Fastweb.com
- Brokescholar.com
- Scholarshipcoach.com
- Studentawards.com
- Finaid.org
- Collegescholarships.com
- Theoldschool.com
- Scholarship-page.com
- Sourceforstudents.com

KEES: For KENTUCKY Residents

AIC will match KEES awards for Kentucky students. Award letters must be submitted to the Financial Aid Office.

THE 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.

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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, 96 Credit Hours.

There is a one-week break between quarters and approximately a six-week break in the summer. (Refer to the calendar on the last page of the catalog)

One Year Length: equals 4 Qtrs. per yr.

Hours per week: 25, Quarter Length: 10 weeks, 250 Clock Hours / 12 Credit Hours per Quarter.

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: ACCSC, 2201 Wilson Blvd., Suite 302, Arlington, VA. 22201, Tel: (703) 247-4212 or Web: www.accsc.org / collegeboard.com

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.

lectures

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 12/1 or less. Occasionally students have the benefits of workshops conducted by designers and illustrators who are contracted from the profession.

academic classes

Students are required to complete seven (7) academic classes in addition to the art program in order to earn the Associate Degree and meet Ohio Board of Regents requirements. Those classes are listed in the curriculum section of this catalog.

instructors

Instructors at AIC are hired from the field of Graphic Design and are all full-time with the exception of General Education Associate Degree instructors, who all hold a Master's Degree and are hired from accredited colleges. 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.

approvals and authorizations

The Art Institute of Cincinnati is accredited by the Accrediting Commission of Career Schools and Colleges – ACCSC (listed by the United States Department of Education as a nationally recognized accrediting agency)

- Approved by the Ohio Board of Regents
- Licensed by the State Board of Career Schools & Colleges - OH #77-03-0548T.

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- 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.

Approval by the Board of Regents allows credits to be transferred from AIC to earn a bachelor degree in most colleges in Ohio and the following ICDS schools where the degree is offered:

American Members:

- Northwest College of Art
Poulsbo, WA.
- Nossi College of Art
Goodlettsville, TN.
- 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
Decoratives de Madrid
Madrid, Spain
- Ecole d' Architecture
Athenem
Lausanne, Switzerland
- University of Santo Tomas
Manilla, Philippines
- Escuela Internacional de
Disenadores in Terioristas
Barcelona, Spain

ICDS is an organization founded in 1980; its 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 U.S. schools have articulation agreements.

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memberships

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

CURRICULUM

Courses at AIC are designed to be relevant to the marketplace and availability of jobs. We stay away from glamour courses, that may be appealing to the creative person but offer few opportunities. All products need some form of packaging therefore it's a very lucrative field. For that reason we offer package design in the second year. AIC does offer a touch of animation using the Flash software, in the Interactive Major, quarters 7 and 8, however, the Midwest offers few job opportunities in that field so we recommend several coastal colleges where their expertise is only animation.

CURRICULUM & COURSE DESCRIPTION

Quarter One

DESIGN FOUNDATION	3 CR
TYPOGRAPHY I LETTERFORMS	3 CR
DRAWING I FORM	3 CR
COLOR I	3 CR
GENERAL ED	3 CR
TOTAL	15 CR

BA 111 - Design Foundation - 3 Cr.

Students will explore form systems as parameters and variables leading to an understanding of principles governing the making and use of form: dot, line, shape, an essential component of visual language used for the embodiment of content. Assignments include: Use of tools, Limericks, perspective, and photography.

DE 115 - Typography I Letterforms - 3 Cr.

History and process of calligraphic and typographic symbology, study of letterforms and designing with type. Aesthetics of typography. Students are taught the elements of type design, form & add interpretation; thereby having a better understanding of the visual vocabulary and type as an art form.

B 112 - Drawing I Form - 3 Cr.

Disciplined free hand drawing. Representational and aesthetic concern.

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

Animal Drawing - A field trip to the zoo is included in the animal drawing segment of the class.

B 114 – Color I – 3 CR.

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

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Quarter Two	
ILLUSTRATION I	3 CR.
INTRO TO LAYOUT	3 CR
DESIGN II	3 CR
DRAWING II	3 CR.
GENERAL ED	3 CR.
TOTAL	15 CR.

CA138 Illustration I – 3 CR.

This course introduces the student to various line techniques used in illustration. Students study various children books illustration styles, line techniques and patterns.

B121 – Introduction to Layout – 3 CR

Students are taught the art of marker indication, the use of type and layout principles – taking a photo and indicating it for layout purposes.

DE 124 – Design II – 3 CR

Stamp Design - Encompassing simplicity in design, relating to an event, famous person in history, students explore concept and the thinking process. Multimedia, samples are used for exploration & discussion. A written paper on the subject matter is required.

CA 125 Drawing II - 3 CR

HUMOR – Students are taught the fundamentals of humor and develop a spokes character for a product. Humor is a popular method in selling a product.

TV STORYBOARD – Students develop a 30 second TV spot using the character they developed with the product. They are taught the storyboard method used by the industry.

Quarter Three

DESIGN FOUNDATIONS III	3 CR
BRANDING/PACKAGING	3 CR
TYPOGRAPHY III	3 CR

GENERAL EDUCATION	3 CR.
TOTAL	15 CR.

CA 126 - Design Foundations III - 3 Cr.

Speed Layouts – students are assigned three (3) products and are required to complete each within a day and a half. Includes thumbnail, concept and using methods learned in LO intro along with the necessity to meet deadlines

CA 137 – BRANDING/PACKAGING – 3 CR.

LABEL DESIGN – explaining the various types of labeling and the mechanical requirements (paper, clear film, wrap-around, digital, shrink wrap, heat etc.). Students research and develop a label concept for a given product that clearly expresses the region and product.

DE 115 Typography II Textual Organization - 3 Cr

Legibility, multiple and sequential experiences. Interrelationships of text, heading, format, grids, and design elements. Students learn, form and language of type; size of fonts, spacing and how type and illustrative work together in design.

DE 143 - Design IV - 3 Cr.

Constructive image making, perspective, mechanical, light, shadow.

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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.

Media

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.

Pop-up

Thinking 3D with paper- engineering feat! Structure, design, and selection of paper stock. The 'moving books' are more popular every day. Students are given a theme and freedom of creativity.

Quarter Four

DIGITAL SOFTWARE	9 CR.
ILLUSTRATOR	
INDESIGN	
PHOTOSHOP	
PHOTOGRAPHY	3 CR.
GENERAL ED.	3 CR.
TOTAL	15 CR

CG 251 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.

DP 253 InDesign - 3 Cr.

This course provides the basic skills needed for InDesign page layout. Master pages, style sheets, multi-page document construction and importing images are covered. The are the software programs used to produce this catalog.

InDesign - Students are taught the basics of this desktop publication application, which is frequently used in the industry.

PH 252 Adobe Photoshop / Digital Photography – 3 Cr.

This is one of the most frequently used software programs. It is used for enhancing and manipulating photography. Students learn about stock photos and their requirements for use.

DP 136 - Photography II - 3 Cr.

Integration of photo design techniques with typography, symbology, and dimension.

CURRICULUM YEAR TWO

Quarter Five

DESIGN I	3 CR.
TYPOGRAPHY III ADVANCED LAB	3 CR.
DESIGN METHODOLOGY I	3 CR.
GENERAL ED.	3 CR.
TOTAL	12 CR.

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DE 124 - Design I - 3 Cr.

Design problems requiring research, analysis, execution, and evaluation.

Stamp Design

Encompassing simplicity in design, relating an event, famous person in history etc. We explore concept and the thinking process. Slides, samples and assignments are used for exploration and discussion.

BA 136 - Typography III Advanced Lab - 3 Cr

This course develops advanced skills in typography. Students learn to conceptualize and visualize more complex bodies of information. Projects encourage students to develop a deeper understanding of the expressive potential of type.

Poster Design

This course teaches students the history of the poster and its importance relating to 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. Along with teaching the graphics side, the project introduces students to the diplomacy of working with a client.

CA 137 - Design Methodology I Semantics - 3 Cr.

Introduction to Design as a Strategic problem solving process. 4 Page Brochure.

Quarter Six

DESIGN II	3 CR.
INTERACTIVE SOFTWARE	3 CR.
DESIGN METHODOLOGY II	3 CR.
GENERAL ED.	3 CR.
TOTAL	12 CR.

CA 134 - Design II – 3 Cr.

Design problems requiring research, analysis, execution, and evaluation.

Corporate Identity

Logo & trademark design teaches the student to communicate with ‘marks’ (also called symbols or icons). Students interpret the company’s image and purpose graphically and develop graphic standards guide.

Trade show design

Taking corporate identity one step further and developing a trade show design for students’ company or product.

WP 272 WEB DESIGN I - 3 Cr.

Students are introduced to web design software and techniques through exercises.

Macromedia Dreamweaver

Students explore web design and development in HTML. An overview of CSS site organization, e-business planning, e-commerce, models and strategies.

Flash Animation I

Students develop an animation short with the use of Illustrator and Flash. Concepts and basic animation techniques, storyboarding and character development are discussed.

EN 263 - Design Methodology II Communications (3 Cr)

Research, procedure and social analysis in relationship to communication theory and practice.

Environmental Design III

Students create a concept for an event, festival or organization using a variety of indoor / outdoor media. (signage, banners, displays etc.)

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Quarter Seven	
DESIGN III	6 CR.
INTERACTIVE DESIGN II	3 CR.
GENERAL ED	3 CR.
TOTAL	12 CR.

CP 273/ AD 281 - Design III - 6 Cr.
Design problems requiring research, analysis, execution, and evaluation.

Package Design

Introduces the student to addressing researched preferences and aspirations of the consumer. Shape, material (recyclable) and mechanics become one with the graphics to compete for attention, identify the product and promote its qualities. Eco & earth friendly materials.

Point of Purchase

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

Advertising Campaign

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

WP 270/ 272 - Interactive Design I (3 Cr)

Design problems requiring research, analysis, execution, and evaluation.

Introduction to Web Development

Students learn the basics of designing and marketing a website. Course explores site planning, preparing graphics for the web and (SEO) Search Engine Optimization. Social media/marketing.

Web Design I

Students utilize Photoshop, Illustrator, ImageReady, and Dreamweaver software to construct a basic web site. Students will be required to combine typography and graphics, tables, frames and basic CSS into a live website.

Flash Animation II

Students learn how to design interactive websites and motion graphics utilizing Flash & Illustrator

Quarter Eight

DESIGN IV AIC MARKETING	3 CR.
INTERACTIVE DESIGN	3 CR.
ASSOCIATES	
PROFESSIONAL DEVELOPMENT	3 CR.
GENERAL ED.	3 CR.
TOTAL	12 CR.

WP 282 - Interactive Design II (3 Cr)

Design problems requiring research, analysis, execution, and evaluation.

Web Design I

Utilizing Photoshop, Illustrator, ImageReady, Flash and Dreamweaver software they construct an e-commerce website. Students will be required to combine typography, animation graphics tables, frames, links and basic CSS into a live website.

CHW 281 - Professional Development (3 Cr.)

Career Hunt Workshop

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A series of lectures that cover job attainment. The process includes designing the individual portfolio and its presentation, resume writing, cover letter, follow-up, dress, etiquette and interviewing skills.

General Education Courses - 3 CR ea.

Students are REQUIRED to take and pass seven (7) general education (GE) classes, one per quarter, in order to receive the Associate Degree of Applied Science in Design/Computer Graphics.

COMMUNICATIONS AND THE CHALLENGE OF EFFECTIVE SPEAKING Marlene Shmalo

The class objectives are to teach the student to critique and create various types of speeches, such as narrative, informative, motivational, and persuasive speeches. Group writing and personal journaling are also expected. Resource: Handouts

HISTORY OF ART Deena Pinales

The student will explore art through the ages: the ancient World, the Middle Ages, the Renaissance, and the Modern World. The scope of the course includes lectures, slides, videos, a field trip, and practical knowledge of the tools and process of the finished art. TEXT: The Story of Art by E.H. Gombrich

AMERICAN CIVILIZATION Marlene Shmalo

Survey of American history from the colonial period through Reconstruction, including the Revolution, Constitution, Early National Era, sectional problems, and the Civil War.

ANTHROPOLOGY AND THE ARTS Deena Pinales

Major aspects of culture (social organization, economics, religion, etc.); cultural patterns and sociocultural change; prehistory of humans and the development of their culture. TEXT: TBD

MEDIA LAW Barbara Morgenstern, Esq

This text explores the latest developments in the fields of technical & business communications. The emphasis is upon writing for workplace media, with assignments that provide students the opportunity to practice and develop professional skills. This course is a prerequisite for Design Business Methods & Practices. Text: Essentials of Business Law, 7th Edition, by Anthony L. Liuzzo

DESIGN BUSINESS METHODS & PRACTICES Dennis Gates

Class is Monday & Tuesday 1:30-3pm. Focus is on strategies that emerging artists need to know for selling artwork and working in the field. The vital issues of websites, copyright/trademark protection, and coping with censorship are explored. "Career Hunting" skills will be emphasized and a completed resume is required. TEXT: Careers by Design by Graphic Rob Goldfarb

*This class does not fulfill a General Education Requirement

GENERAL PSYCHOLOGY Rebecca Hazen

A survey of the basic theories, concepts, principles, and research findings in the field of psychology.

ETHICS Barbara Morgenstern, Esq

This class explores various aspects of intellectual property law including patents, trade secrets, restrictive covenants, agreements not to compete, trade dress, copyright, infringement and fair use, among other topics. Additionally, students will examine common aspects of business law including contract law and the legal environment of business. Text: Essentials of Business Law, 7th Edition, by Anthony L. Liuzzo

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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 view 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 - 7 easy steps

- 1) You will need to complete the interview process and to be accepted by the Institute.
- 2) Call for an appointment with Admissions and Financial Aid officers.
- 3) Bring a check, cash or credit card (\$100.00) for 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.).

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TUITION

Tuition is paid by the quarter. For the first Quarter of the first academic year a deposit of \$500 is due on July 10th for the September start; and December 1st for the February start (10 students minimum). Tuition payment is due on registration day before the start of class. Quarters 2, & 3 tuition is due the last day of the previous quarter. AIC policies comply with the Federal Truth-in-lending law and Ohio Retail Installment requirements. ENROLLMENT FEE (first year only): The \$100.00 that accompanies covers the enrollment fee. (See Cancellation and refund Policy.)

Two-year Associate Degree of Applied Science in Design/Computer Graphics

2011 - 2012 summary of costs

96 Credit hours: cost per credit hour \$445.75

first academic year

Quarter One \$5,349

Quarter Two \$5,349

Quarter Three \$5,349

Total \$16,047

second academic year

Quarter Four \$5,349

Quarter Five \$5,349

Quarter Six \$5,349

Total \$16,047

third academic year

Quarter Seven \$5,349

Quarter Eight \$5,349

Total \$10,698

AIC classes are in session 11 months a year. The Associate Degree runs for 22 months (or two years). Since we have that last summer quarter, we are able to break our curriculum into three academic years. This benefits our students who are on Grants or loans.

tuition and supplies (subject to change)

fees: A late fee of \$25 is assessed if tuition is paid within first 10 days of class and a \$50 fee is assessed thereafter. All monies must be paid in full from the previous quarter before a student is allowed to attend class. Any late fee is non-refundable. One time Enrollment fee of \$100, first quarter.

supplies / books

First Year: Art kit \$450, Lesson books \$240 and text books as required for General education courses.

Second Year: Lesson Books \$240, Print-outs Fee (Approx.) \$229 and text books as required for General Education and computer courses.

Each student is supplied with a Mac Book Pro computer and course software computer to use during the fourth quarter with the option to purchase the laptop at the end of quarter 8 for a nominal fee of \$25.

IT IS REQUIRED THAT STUDENTS HAVE THE SUPPLIES NECESSARY ON THE FIRST DAY OF EACH CLASS.)

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Financial Assistance

AIC offers Title IV Grants & Loans to eligible students. Included are: PELL, SEOG - Stafford Subsidized & Stafford Unsubsidized or Plus Loans, and War Orphans' Assistance. AIC is approved for the Bureau of Rehabilitation (BVR) and Veteran's Administration (VA) Assistance. Alternative lending is also available through outside lending services. AIC has been certified as a military friendly school.

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. The 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.

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 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

All tuition and fees paid are refundable prior to the start of classes, if the school is notified, in writing, within five (5) calendar days of signing the Enrollment Agreement. All fees paid, less the \$100.00 Enrollment fee, are refundable if the college is notified in writing, after five (5) calendar days of signing the Enrollment Agreement, but prior to the start of classes. 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 Administrative Fee of \$100.00 will be added to the refund calculation. 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.

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 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.

TESTIMONIALS

Comments from graduates, high school teachers, employers and clients!

graduates

"It's Never too 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". R. 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". J. 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. Its presence and power are infinite!

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"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". J. 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". J. 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". A. 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". K. 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". J. Mann

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

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

employers

G. 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".

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M.I.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". C. Sanders - Kings H.S.

"What I like best about AIC - when Cyndi visits my classroom, the computer classes, the staff... everything"! P. Smith - Former 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". S. 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". K. Stegall - Clinton Massie H.S.

Awards

Students of AIC have won ADDY Awards presented yearly by the American Advertising Federation.

Best of Show - Eteri Katsnelson

National Award - Mark Gilsdorf

Regional Gold - Josh Debruler, Mark Gilsdorf

Local Gold - Jennifer Blankenship, Samatha Compton, Tiffany Barrett, Thomas Vaughn, Mark Gilsdorf, Eteri Katsnelson,

Local Silver - Kay Summe(2), Alex Bennett, Josh DeBruler, Justin Binne, Andrew Hazelton (2), Erik Hudson, Sara Helton, Ryon Taylor, the class of 2009 for the Limericks book.

Calendar 2010 - 2011

2010

July 23	Last Day of Class
July 24	Graduation
July 25 - September 13	Summer Break
September 9	Registration Day & Orientation - Tuition Due
September 13	Returning students First Day of Class
September 16	Constitution Day
October 10	Columbus Day**
November 4	Open House 5-7 p.m.
November 19	Quarter Ends Tuition Due
November 22 - 26	Quarter Break - Thanksgiving
November 29	New Quarter Begins / Return to Class
Dec. 20 - Jan. 3	Christmas Break

2011

January 3	Return to class
February 18	Quarter Ends Tuition Due
February 21 - 25	Quarter Break
February 24	Registration Day & Orientation - Tuition Due
February 28	Returning students Noon - 4 P.M. Orientation New Students New Quarter Begins Return to Class
April 21	Open House 5 - 7 p.m.
April 22	Good Friday-off**
May 6	Quarter Ends/Tuition Due
May 9 - 13	Quarter Break
May 16	Return to Class
May 30	Memorial Day - Off
July 22	Last Day of Class
July 23	Graduation
July 25 - September 9	Summer Break
September 8	Registration Day & Orientation - Tuition Due
September 12	First Day of Class
September 15	Constitution Day
November 3	Open House 5 - 7 p.m.
November 18	Quarter Ends Tuition Due
November 21 - 25	Quarter Break - Thanksgiving
November 28	New Quarter Begins Return to Class
Dec. 19 - Jan. 2	Christmas Break

** may be used as snow days

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