



2016 / 2017

College Catalog & Student Handbook

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Table of Contents

Introduction	7
Mission / Vision / Philosophy	7
Catalog Preparation	7
Accreditation, Approvals and Licensure	7
Veterans' Benefits	8
Ownership	8
Location and Facilities	8
Admissions	10
Admissions Requirements	10
Admissions Requirements for the Associate of Applied Science in Media Business	11
Admissions Disclosure	11
Cancellation of Classes	11
Student's Right to Cancel	11
Financial Information	13
Student Financial Services	13
Cash Paying Students	13
Financial Aid Programs	13
Institutional Funding Option	15
Scholarships	15
Students Using Third-Party Funding	15
Withdrawal or Dismissal	15
Refunds	16
Academics	18
Academic Awards	18
Academic Dishonesty	18
Academic Freedom	18
Academic Year and Schedule	18
Advanced Academic Standing	19
Attendance	20
Change of Grade	21
Change of Program	21
Class Size	21
Consortium Agreement	21
Copyright Policy	21
Course Schedules and Registration	22
Degrees and Certificates	22
Externship/Clinical	22
Grading System	23
Grade Point Average	25
Graduation Requirements	25
Holidays and Weather Closures	25
Homework	25
Leave of Absence	25
Independent Study	25
Involuntary Withdrawal	26
Notice Concerning Transferability of Credits and Credentials Earned at Our Institution	26
Online Courses	26
Re-Entry	27
Repeating a Course	27
Satisfactory Academic Progress	27
Textbooks	30
Transcripts	30
Transfer from Media Institute to Another AHED System School	30
Voluntary Withdrawal	30

Student Services	31
Career Services.....	31
Library.....	31
E-mail Accounts.....	32
Policy on Accommodation for Disabled Individuals.....	32
Student Advising.....	34
Student Services.....	34
Student Services Coaching.....	34
Student Tutoring.....	34
Student Conduct	34
Illegal Drugs and Alcohol	35
Weapons.....	35
Campus Dress Code.....	35
Grievance and Appeals Policy.....	36
Student Sexual Harassment Policy.....	37
Madison and Minneapolis Media Institute Student Sexual Harassment Policy	38
General Information	40
Administrative Hours of Operation	40
Articulation Agreements	40
Campus Visitors	40
Children on Campus.....	40
FERPA	40
Messages for Students.....	41
Non-Discrimination Policy.....	41
Photo Release	41
Placement Release.....	41
Program Disclosure	41
Report a Criminal Offense	41
Security on Campus	41
Security Report.....	42
Student Housing	42
Academic Programs	42
Course Codes.....	43
Credit Hours.....	43
Program Modification	43
Bachelor of Science in Entertainment and Media Business	44
Bachelor of Science in Business in Media.....	46
Associate of Occupational Science in Electronic & Audio Visual Systems.....	48
Associate of Applied Science in Entertainment and Media Business.....	50
Associate of Applied Science in Media Business.....	52
Associate of Art in Game Art & Animation	53
Diploma in 3D Modeling for Gaming	55
Diploma in Animation and Motion Capture	56
Diploma in Graphic Design.....	57
Diploma in Recording and Live Sound	58
Diploma in Video Production & Editing	59
Diploma in Web Developer	60
Course Descriptions.....	62

Introduction

Mission / Vision / Philosophy

Mission

The mission of MMI is to educate our students with a relevant, well-rounded education, provide employers with well-prepared graduates, and serve our community partners.

Vision Statement

- MMI continuously studies and evaluates student outcomes and institutional goal achievements and uses these to improve our efforts for our students, staff, employers, and the community.
- MMI provides contemporary education in an independent flexible educational system by following the true-to-life requirements of the industries that employ our graduates
- We provide knowledgeable staff to guide students through the entire educational experience including application, financial planning, academic and career training, and preparation for gainful employment
- It is our belief that career training is best achieved through hands-on work with industry standard professional equipment, in real job-like situations.
- Our curriculum and facilities are continually upgraded to keep up with constantly progressing technology.
- We are committed to providing experienced and knowledgeable faculty with demonstrated industry success and a commitment to providing quality education through continuous professional development.

Madison and Minneapolis Media Institute is committed to providing quality media career training programs. We accomplish this by following the true-to-life requirements of the companies that employ our graduates. We further our commitment by providing experienced staff to guide the student through not only the application step, but also the financial planning process. These efforts create results of real value to the students of Madison and Minneapolis Media Institute.

It is our belief that career training is best achieved through hands-on work with industry standard professional equipment, in real job-like situations. Our curriculum and facilities are continually upgraded to keep up with constantly progressing technology.

Catalog Preparation

This catalog was prepared by American Higher Education Development Corporation (AHED) with the assistance of the leadership at Madison and Minneapolis Media Institute. Policies, curricula, fees, and other content are subject to change without notice at the discretion of Madison and Minneapolis Media Institute and AHED. Any updates to the catalog may be reflected in an addendum or supplement. The catalog is updated annually.

Accreditation, Approvals and Licensure

Madison and Minneapolis Media Institute is accredited by the Accrediting Council for Independent Colleges and Schools, 750 First Street N.E., Suite 980, Washington, DC, 20002-4242, 202-336-6780, to award Certificate, Diploma, Associate, and Bachelor degrees. The Accrediting Council for Independent Colleges and Schools is listed as a nationally recognized accrediting agency by the United States Department of Education and is recognized by the Council for Higher Education Accreditation.

State of Wisconsin

Madison Media Institute is licensed by the state of Wisconsin Educational Approval Board. Madison Media Institute is authorized to grant Certificates, Diplomas, Associates and Bachelor Degrees.

State of Minnesota

Madison and Minneapolis Media Institutes are registered with the Minnesota Office of Higher Education pursuant to sections 136A.61 to 136A.71. Registration is not an endorsement of the institution. Credits earned at the institution may not transfer to all other institutions. *Minnesota Office of Higher Education, 1450 Energy Park Dr., Suite 350, St. Paul, MN 55108 www.ohe.state.mn.us 651-642-0533*

Veterans' Benefits

Students with veterans' benefits are required to report all previous postsecondary education prior to attending. Official transcripts in English must be submitted for transfer credit.

Check with the College's Veterans' Affairs Certifying Official to determine if the program you are interested in is currently approved for Veterans' benefits.

Ownership

Madison and Minneapolis Media Institute is a private, postsecondary institution that is owned and operated by American Higher Education Development Corporation (AHED) which is located at 116 Village Boulevard, Princeton, N. J. 08540. AHED has a four (4) member Board of Managers. The members are Michael Goodman, Peter Petrillo, Ryan Wierck and Dr. James Devaney.

Location and Facilities

Madison is located at 2702 Agriculture Drive and 2758 Dairy Drive in Madison, Wisconsin. The main campus and learning site location is approximately 31,000 square feet. Madison Media Institute also has a learning site called Rockford Career College. Rockford Career College in Madison is located at 2821 Dairy Road in Madison, WI. The campus is approximately 6,000 square feet

Minneapolis Media Institute is comprised of a one building campus of more than 18,000 square feet of classrooms, computer labs, studios and administrative offices. MMI's main building and administrative offices are located at 4100 West 76th Street, Edina, Minnesota 55435. Minneapolis Media institute also has a learning site called Rockford Career College. Rockford Career College in Minneapolis is located at 4444 West 76th Street, Suite 200 in Edina, Minnesota. The campus is approximately 6,000 square feet.

Madison Facility Description

The **Graphic Design** program classroom houses 16 Mac workstations which feature industry standard design software. The **Animation and Motion Capture / 3D Modeling for Gaming** programs feature hands-on experience with a professional-grade Motion Capture (MOCAP) lab, giving students firsthand working knowledge with the tools and equipment most sought after in the industry. The **Electronic & Audio Visual Systems** program spans over three rooms, including a 7.1 Channel Commercial Quality Theater System. The **Recording & Live Sound** program provides training in industry standard digital recording technology and analog technology. Madison Media Institute (MMI) has three computer labs containing a total of 55 workstations, a third lab also features keyboards at each workstation, and three recording control rooms surround a live room and three isolation booths. The **Video Production & Editing** program has several dedicated rooms featuring professional grade equipment and software, two Mac computer labs, six video editing suites available to students, and a professional quality video production studio. Students in the **Independent Digital Film** gain access to a Canon C100 and 35mm, 50mm, 85mm L Series Prime Lenses, and a 70-200mm L Series F2. Zoom Lens. In addition to this, you will have access to a professional quality video production studio. The studio features two pedestal-mounted JVC Studio Cameras, and a lighting grid with Lowel Fluo-Tec Studio 450 Studio Lights, a variety of Fresnel Lights, all managed with an NSI Memory Lighting Controller. The studio also features in-studio monitoring, a cyclorama, and a 40-foot green and blue screen for chroma key production. Also available is a VariZoom QuickJib Kit with TCR100 Tripod, DCR100 Dolly, MC100 Motorized and ZeroGravity heads. Students are encouraged to use the Rifa Soft Boxes, Lowel Omni, Tota, and Pro Light Kits

Minneapolis Facility Description

The **Animation and Motion Capture / 3D Modeling for Gaming** programs feature a professional grade Motion Capture (MOCAP) lab and three computer labs, giving students first hand working knowledge with the tools and equipment of the industry. The **Recording and Live Sound** program provides training in both digital and analog technology used by recording studios around the world. Our Minneapolis campus features a wonderful facility that was the former Flyte Tyme studios. The five control rooms have been designed by WestLake Audio, the experts on sound isolation. MMI's three computer lab contains several workstations, each with a variety of recording equipment and software applications. The **Graphic Design** program utilizes the latest in tablet monitor interfaces in a Wacom Cintiq lab. In the Cintiq lab, the students use the latest Adobe Creative Suite software on Apple iMacs coupled with Wacom Cintiq 22HD tablet monitors. These tablet monitors allow students to use a special stylus to interact on the screen in a manner nearly identical to natural media, allowing for more precise control than a mouse or even a traditional USB tablet. The Cintiq screens are 22 inch widescreen displays with a resolution of 1920 x 1080 pixels. The Cintiq stylus gives its user 2048 levels of pressure sensitivity for extreme accuracy and control.

Admissions

Admissions Requirements

All students must comply with one of the following:

1. Possess a high school diploma
2. Possess a recognized equivalency certificate (GED)
3. Possess a State-authorized examination recognized as the equivalent of a high school diploma (e.g., High School Equivalent Test (HiSET) or Test Assessing Secondary Completion (TASC), or other State-authorized examination)

In addition to complying with one of the above, each student must successfully pass a Digital Learning Readiness Assessment (DLRA) with a score of 60 or higher. The DLRA is designed to help the school and student understand if they are able to successfully take courses in an online/digital environment. While not all programs at the school are offered online, the student will be required to access and understand the school's Learning Management System (LMS).

Additional Admissions Requirements (Minnesota Campus Only)

In addition to the above admissions requirements, prospective students at the Minnesota campus will be required to submit a vaccination history. (Proof of vaccination for MMR and TD or state of Minnesota approved waiver of vaccination requirement. Vaccination not needed for online students)

Students at Madison and Minneapolis Media Institute must be at least seventeen (17) years of age. All other students must have written consent by a parent or guardian.

Prior to enrollment, all prospective students must be interviewed by an admissions representative to determine if they have the maturity, motivation, commitment and dedication to succeed in the programs they have chosen and the qualities of personality that will help make placement assistance effective.

Students who have been convicted of a crime, which may affect their ability to be eligible for employment in their chosen field, may be denied admission to the College.

In order to be admitted to Madison and Minneapolis Media Institute, prospective students who are not citizens of the United States of America must provide Madison and Minneapolis Media Institute with official documents verifying their current authorization from United States Immigration and Naturalization Service to attend college. Furthermore, because all courses are taught in English all applicants must demonstrate competence in the English language. This requirement may be met by submitting a diploma from a secondary school in a system in which English is the official language of instruction. If English is not the applicant's primary language, the applicant may be required to demonstrate English proficiency.

Prospective students who received a high school diploma from a school outside the U.S. must have an official evaluation to determine equivalency to a U.S. high school diploma. Once the first class begins, the student will have a maximum of thirty (30) calendar days to have the official evaluation submitted, evaluated and returned to Madison and Minneapolis Media Institute. To initiate the process, the student will provide the College with official copies of all foreign diplomas, degree certificates, and/or transcripts, including the original language documents as well as translations to English. The College will then submit the information to a foreign credential evaluation organization. There is no cost to the student for evaluating the official documents; however, the student may incur costs for requesting the official documents and/or the translation to English. If the foreign credential evaluation organization determines the diploma is not equivalent to a U.S. high school diploma or the process is not completed within the allotted timeframe, the student's enrollment will be cancelled. When the enrollment is cancelled, the student is expected to return all materials (books, uniforms, supplies, etc.) within two weeks to avoid charges. Further, when the enrollment is cancelled, the student will not be responsible for any tuition charges and any/all loans that were scheduled will be cancelled.

Admissions Requirements for the Associate of Applied Science in Media Business

This program is designed for media business professionals with a certificate or coursework in a media related program.

In addition to the *Admissions Requirements*, all students must comply with the following minimum requirements for admission to the program:

1. Must have 50 quarter credit hours in a media concentration or be a graduate of a media related field program (i.e., Audio and Live Sound Recording, 3D Modeling, Animation and Motion Capture, Video Production and Editing Web Developer, Social Media and Digital Marketing, etc.).
2. A confirmed certificate/diploma or coursework:
 - a. Certificate/diploma or coursework must be completed at an accredited institution recognized by the U.S. Department of Education and confirmed with official transcripts in English.
3. Students must have a cumulative grade point average of 2.0 or higher from the previous educational institution.

Admissions Disclosure

Since most employers conduct background checks prior to hiring, it is important to make our prospective students aware that many career fields prohibit or discourage hiring individuals with a history of criminal background. It is important to provide full disclosure of past criminal history (misdemeanors and/or felonies) to your Admissions Representative prior to enrolling in the College. Failure to disclose this history may affect externship and/or employment opportunities upon completion of your program.

Madison and Minneapolis Media Institute will not deny enrollment to any prospective student on the basis of a felony or misdemeanor criminal history *except* in the case for enrollment into a program requiring state licensure. Only the state licensure requirements for Madison, WI and Minneapolis, MN were researched. Many medical, accounting and paralegal careers prohibit externship or employment to individuals with a history of criminal offenses. Madison and Minneapolis Media Institute recommends that all potential employability questions are discussed with the campus Career Services Department.

Cancellation of Classes

The College reserves the right to cancel a starting class if the number of students enrolling is insufficient. Such a cancellation will be considered a rejection by the College and will entitle students to a full refund of all money paid.

Student's Right to Cancel

Students who have signed a new Enrollment Agreement have the right to cancel the Enrollment Agreement for a program of instruction - including any equipment such as books, materials and supplies or any other goods related to the instruction offered in the Agreement - up until midnight of the seventh (7th) calendar day (excluding weekends and holidays) after the first scheduled class.

Cancellation shall occur when a student has given written Notice of Cancellation at the College address shown on the top of the front page of the Enrollment Agreement. A student can do this by mail, e-mail, hand delivery, or fax; the Notice of Cancellation must include a signature from the student. The written Notice of Cancellation, if sent by mail, is effective when deposited in the mail properly addressed with postage prepaid.

The written Notice of Cancellation need not take any particular form, and, however expressed, it is effective if it shows that a student no longer wishes to be bound by the Enrollment Agreement. If the College has provided any equipment, including books or other materials, the student shall return them to the College within seven (7) business days following the date of Notice of Cancellation. If a student fails to return this equipment, including books (except online students), or other materials, in good condition within the seven (7) business day period, the College may deduct its documented cost for the equipment from any refund that may be due. Once students pay for the equipment, it is theirs to keep without further obligation.

Within five (5) days of receipt of Notice of Cancellation, the College will acknowledge to the student in writing the receipt of the Notice with the effective cancellation date. If a student cancels this agreement, the College will refund any monies paid, less any deduction for equipment not timely returned in good condition, within thirty (30) days after Notice of Cancellation is received.

Financial Information

Student Financial Services

Preparing for a lifelong career requires not only a commitment of time and effort, but also a financial investment. Madison and Minneapolis Media Institute assists the student and their family in developing a payment plan to enable the student to complete their program. Students may apply for scholarships, grants and loans. Students seeking financial aid must first complete the Free Application for Federal Student Aid (FAFSA). Financial Aid Officers guide students through the application process for federal and state grants and loans appropriate to students' circumstances. Students do not repay scholarships and grants, but loans must be repaid plus interest.

Students who receive federal and/or state financial aid must maintain satisfactory academic progress. See Satisfactory Academic Progress for details.

Cash Paying Students

Federal regulations prohibit giving a discount to students who pay in cash or who pay their tuition in full before the start of class.

Financial Aid Programs

Madison and Minneapolis Media Institute administers many of the federal student financial aid programs in addition to other alternative loans based on an academic year, which varies by program. All students receiving federal aid are required to meet various eligibility requirements including entrance counseling and verification (if applicable) prior to the disbursement of funds.

In accordance with Title IV regulations, students are also required to complete all documentation and the verification process (if applicable) and first-time Direct Loan borrowers must have attended for thirty (30) days before the first disbursement can be applied to their account. The time of transmission of financial aid resources to Madison and Minneapolis Media Institute is dependent on action by the funding agency. The College will do everything possible to expedite the disbursement, after verifying students have met all eligibility requirements for disbursement. After this confirmation, funds are ordered and credited towards eligible tuition, books and fees. Any credit balance that occurs is available to students unless otherwise requested to be held on account.

The following financial aid programs are available to qualifying students at Madison and Minneapolis Media Institute:

Financial Aid Programs	
PELL	Federal Pell Grant
FSEOG	Federal Supplemental Educational Opportunity Grant
DIRECT	Subsidized and Unsubsidized Loan Programs
PLUS	Federal Parent Loan for Undergraduate Students
WIA	Workforce Investment Act
REHAB	Private Rehabilitation Benefits
ALTERN	Alternative Loan / Cash Payment Programs
FWS	Federal Work Study
VA	US Department of Veterans Affairs

Federal Pell Grant

The Federal Pell Grant is authorized by the United States Congress and administered by the United States Department of Education. As a grant, no repayment is necessary unless a student fails to complete a portion of the payment period, which will result in a Return of Title IV aid calculation. The Federal Pell Grant is need-based and limited to undergraduate students who have not earned a bachelor's degree or first professional degree.

Federal Supplemental Educational Opportunity Grant

Authorized by the United States Congress and administered by the United States Department of Education, the Federal Supplemental Educational Opportunity Grant (FSEOG) is available for undergraduate students with exceptional financial need who are receiving a Federal Pell Grant. The FSEOG is available only to students who have not earned

a bachelor's degree or first professional degree. FSEOG funding is limited and is awarded until funding is expended. Priority will be given to new students with a 0 EFC. Remaining funds are awarded to otherwise eligible students based on need.

Federal Direct Subsidized Loan

Authorized by the United States Congress and administered by the United States Department of Education, the Federal Direct Subsidized Stafford Loan is a need-based loan for eligible undergraduate students. While a student is in school on at least a half time basis, interest is subsidized (paid) by the federal government. Repayment begins six (6) months after ceasing to be enrolled at least half time. Monthly payments are based on aggregate amount borrowed; the minimum monthly payment is \$50 per loan.

Federal Direct Unsubsidized Loan

Authorized by the United States Congress and administered by the United States Department of Education, the Federal Direct Unsubsidized Stafford Loan is a non-need-based loan for eligible undergraduate and graduate students. Independent students and dependent students whose parents did not qualify for the Federal PLUS Loan (see below) may qualify. In addition, undergraduate students who are ineligible for subsidized loans may qualify for unsubsidized Stafford loans. There is a six (6) month grace period after the last date of attendance during which no principal payments are due. Students are responsible for interest from the date of disbursement and may choose to pay the interest while in school or opt to capitalize the amount until after the grace period ends. Minimum payments are \$50 per month per loan.

Federal Direct PLUS Loan

Authorized by the United States Congress and administered by the United States Department of Education, the Federal PLUS Loan provides funding up to the total cost of attendance (COA) minus all other financial aid students have for their current enrollment. Parents of dependent undergraduate students and graduate students are eligible to apply and credit checks are conducted. Minimum payments are \$50 per month per loan. There is no grace period on this loan, however parents may request a deferment of repayment while the student is enrolled at least half-time and for a period of six (6) months after the student ceases to be enrolled. Graduate student PLUS borrowers receive an automatic deferment while in school and a six-month deferment (comparable to a grace period) after they graduate, leave school or drop below half-time enrollment.

Federal Work Study

Federal Work-Study (FWS) provides part-time jobs for undergraduate and graduate students with financial need, allowing them to earn money to help pay education expenses. The program encourages community service work and work related to the recipient's course of study. Please see Financial Aid to determine eligibility if interested.

Veterans Assistance Programs

There are various Veterans Programs available to assist with educational funding. Please go to <http://gibill.va.gov/benefits/index.html> for more detailed information or speak to Financial Aid to determine eligibility for Veterans Benefits.

Federal or State Loans

If a student is eligible for a loan(s) guaranteed by the federal or state government and the student defaults on the loan(s) both of the following may occur:

1. The federal or state government or a loan guarantee agency may take action against the student, including applying any income tax refund to which the person is entitled to reduce the balance owed on the loan.
2. The student may not be eligible for any other federal student financial aid at another institution or other government assistance until the loan is repaid.

Verification

Under Title IV regulations, students who have applied for federal aid may be selected for verification. If selected, students will be required to submit additional documentation (including but not limited to prior year tax return transcripts available from the IRS and W-2s) to the Department of Financial Aid within five (5) business days to complete the process so final eligibility for federal aid can be determined. Students should be aware, this process may require changes to the application, thereby affecting eligibility for grant and loan programs. Students whose eligibility changes will be notified of such changes upon determination by the College.

New Students

All first-time, first-term students awarded federal and state financial aid will be eligible for disbursement of their financial aid thirty (30) days after the start of their program. Students must maintain Satisfactory Academic Progress (SAP) as outlined in the Madison and Minneapolis Media Institute catalog in order to be eligible for subsequent disbursements. Subsequent disbursements are posted to the students' account approximately seven (7) days after the start of the next fifteen (15) week term. For students attending certain Certificate programs, the subsequent disbursements are posted once the student has completed half of the required weeks, credits and hours of the program.

Exit Counseling

All students using federal loans to fund any part of their educational costs are required to complete exit counseling. There are various methods to complete exit counseling; in person, on-line or via mail. Students are encouraged to schedule a personal appointment with the Education Loan Specialist to complete the process prior to departure; however, in the event this isn't possible, exit counseling information will be mailed to the student within 30 days of the date of determination that the student withdrew.

Institutional Funding Option

Madison and Minneapolis Media Institute offers many federal, state, and alternative financial aid options for students to pay their educational expenses. Many of these options require credit worthiness and not all those who apply will be approved. For students who have exhausted these options, the College offers an institutional financing option called *Retail Installment Contract*. A Retail Installment Contract without credit worthiness is available.

Scholarships

Please refer to the Catalog Supplement for additional scholarship resources.

Students Using Third-Party Funding

Prior to attending classes, Madison and Minneapolis Media Institute must receive verbal authorization from an official of the organization to sponsor students. Within two weeks after the verbal authorization, the College must have received written authorization in order for sponsored students to continue attending class. The organization will be billed within thirty (30) days of receipt of signed authorization.

Withdrawal or Dismissal

Students have the right to withdraw from a program of instruction at any time. Within five (5) days of receipt of Notice of Withdrawal, the College will acknowledge to the student in writing the receipt of the Notice of Withdrawal with the effective withdrawal date. If a student attends the College and officially withdraws or is involuntarily withdrawn or dismissed, the student is obligated to pay for the institutional charges (tuition and fees) and possible equipment costs.

The amount of tuition and fees owed to the College is based on the week of the last day of attendance. If a student attends after the 9th week of a Semester, the student is obligated to pay for all of the institutional charges for the Semester.

If a student obtains equipment, as specified in the Enrollment Agreement, and returns it in good condition within thirty (30) days following the date of withdrawal, the College will not charge for the equipment. If a student fails to return the equipment in good condition, allowing for reasonable wear and tear, within thirty (30) days, the College may charge the student for the cost of the equipment. A student will be liable for the amount, if any, if the cost of the equipment exceeds a refund amount. A list of equipment costs is available at the College.

The amount of tuition and fees owed to the College and charges for equipment are subtracted from the amount a student paid for tuition and fees. **If the amount owed is more than the amount paid to the student's account, the student must make arrangements to pay the College the outstanding balance.** Student balances that remain unpaid for a period of thirty (30) days without payment will be forwarded to an agency for collection. Additional fees will apply and this further attempt to collect the outstanding debt will adversely affect a student's permanent credit history.

If the amount paid for institutional charges is more than the amount owed, a refund will be made to the student within thirty (30) days of the last day of attendance (see Post Withdrawal Disbursements).

Refunds

Standard Term Refund Policy

A student who withdraws or is dismissed from Madison / Minneapolis Media Institute after the first week of classes, but on or before completing 60% of a term, shall be entitled to a pro rata refund, less any amounts owed by the student for the current enrollment period. The number of weeks that make up the period of enrollment for which the student has been charged will be divided into the number of weeks remaining to be completed by the student as of the student's last recorded date of attendance. The resulting decimal will be converted to a percentage and that percentage will be rounded down to the nearest ten percent. This percentage applied to the charges for the period of enrollment will be the amount of refund to which the student is entitled.

All Madison / Minneapolis Media Institute students receiving Federal Title IV Grants and Loans who withdraw will be subject to a calculation of earned funds up through the 60% point in the term. All unearned Title IV grants and loans will be returned to the appropriate program (Pell Grant, SEOG, and Direct Loans). If the withdrawal occurs *after* the 60% point in the term, then the percentage of aid earned is 100%. To calculate the amount of Title IV funds not earned by a student, the school must determine the last date of attendance. If a student withdraws on or before the 60% point (day specific), the school will calculate the percentage of aid not earned by the student and return the funds to the appropriate fund.

If a student withdraws from school before completing over 60% of the term, he/she may owe a refund to the federal government for unearned Title IV funds or a balance to the school for unearned funds returned.

For All Programs:

- The withdrawal date (official or unofficial) for tuition refund calculation and return of Federal Title IV funds is defined as the last date of physical or online attendance.
- Refund of Veterans Benefits for Education is made in accordance with current Department of Veterans Affairs regulations.
- The institution processes refunds within forty days of notification of withdrawal by the student or the date of determination the student is no longer attending. The institution terminates the student's enrollment or determines the student has withdrawn after a student has failed to attend for 14 consecutive days.
- A student who cancels before attending any classes is entitled to a full refund of all tuition and fees.
- All requests of notification of cancellation must be in writing.

Return of Title IV Funds

A student's withdrawal date (official or unofficial) for tuition refund calculation and return of Federal Title IV funds is defined as the last date of physical or online attendance. Further, all funds will be returned, based on the following information, in forty-five (45) calendar days.

An unofficial withdrawal is a student who meets any of the following criteria and will be subject to withdrawal from the College:

- failure to attend classes for more than fourteen (14) calendar days
- academic dismissal (see *Satisfactory Academic Progress*)
- certification test not successfully completed (if applicable to program)
- violation of the rules of conduct

The last date of attendance will be determined by the Education Department using attendance records. Re-admission to the College following withdrawal will be at the discretion of the College. See the Re-entry section.

An official withdrawal is a student providing to the Education Department official notification either orally or in writing of their intent to withdraw. The Education Department will determine the last date of attendance based on the date of the official notice. Within five (5) days of receipt of Notice of Withdrawal, the College will acknowledge to the student in writing the receipt of the Notice of Withdrawal with the effective withdrawal date.

Re-admission to the College following voluntary withdrawal will be at the discretion of the College. See the Re-entry section.

After a return of unearned federal aid has been calculated, the portion of aid to be returned to federal programs is distributed in the following order:

1. Federal Direct Unsubsidized Loan
2. Federal Direct Subsidized Loan
3. Federal Direct PLUS Loan
4. Federal Pell Grant
5. Federal Supplemental Educational Opportunity Grant

After a return of unearned federal aid has been calculated and returned as listed above, the portion of aid to be returned to other funding programs is distributed in the following order:

1. Third party funding such as Veterans Administration Rehabilitation, Division of Vocational Rehabilitation, Worker's Compensation, WDP, and/or foundation funding.
2. The student.

The percentage of earned Title IV aid may include disbursed and not disbursed funding for which students were eligible prior to the withdrawal from the College. If withdrawing students are determined to have been eligible for and earned more aid than was actually disbursed before the official withdrawal date, Madison / Minneapolis Media Institute will disburse the funds in accordance with federal regulations (see Post Withdrawal Disbursements).

Title IV Post Withdrawal Disbursements

Earned Title IV funding that has not been disbursed may be applied to outstanding institutional charges.

If a student is eligible for a post-withdrawal disbursement of Pell Grant, the grant money will be disbursed directly to the student's account at the College within forty-five (45) days of the student's withdrawal date or graduation date.

If a student is eligible for a disbursement of loan funds (different from Pell Grant), the College will send the student a written notice within thirty (30) days of the student's withdrawal date or graduation date indicating the type and amount of the eligible disbursement. If the student would like the post-withdrawal disbursement applied to their account, they must give the College either a verbal or written approval within forty-five (45) days of the student's withdrawal date or graduation date. Once the student has given their approval the eligible loan funds will be disbursed to the account. After outstanding institutional charges are paid and if excess funds remain, the excess funds will be provided to the student within fourteen (14) days of the credit balance occurring on the student's account.

Academics

Academic Awards

Dean's List

After each module/term, Madison and Minneapolis Media Institute students who have earned a grade point average (GPA) of 3.75 or better for the module/term are placed on the Dean's List and receive a Dean's List certificate.

Integrity Award

Minneapolis Media Institute presents an integrity award to a student from each graduating class in each program. The recipient is selected by the faculty and staff, and is a student who demonstrates great professionalism and character in their time at MMI. Recipients are recognized at commencement and receive a printed certificate.

Perfect Attendance Award

After each term, Madison and Minneapolis Media Institute students with perfect attendance receive a printed certificate. This award does not apply to online/blended courses and/or programs.

Valedictorian Award

Upon graduation a Minneapolis Media Institute student or students with the highest cumulative GPA for each graduating program is recognized at commencement and receives a printed certificate.

Academic Dishonesty

Academic honesty is essential in student conduct. An academic honesty violation includes, but is not limited to, cheating, plagiarism, forgery, falsification, alteration, copying, fabrication, bribery, and collaboration without expressed permission. Madison and Minneapolis Media Institute students are responsible for the preparation and presentation of work representing their own effort, skills and achievements. Students will cite any quotations, materials or paraphrased materials taken from the work of others and fully acknowledge and identify the sources. *The work of others* includes published works as well as work completed by other students, and encompasses projects, assignments, computer exercises and exams.

Cheating, including plagiarism, will result in an "F" grade for the assignment. If a second occurrence would occur, it will result in an "F" for the course.

Academic Freedom

Madison and Minneapolis Media Institute provides instructors with the freedom to teach and pursue knowledge and skills and to discuss them openly, consistent with the requirements and expectations of the subject matter and the College curriculum. Instructors at Madison and Minneapolis Media Institute are entitled to express professional points of view within the limits of the mission and academic policies and procedures.

Academic Year and Schedule

Madison and Minneapolis Media Institute schedules (3) Semesters in a twelve (12) month period for its programs.

Semester Programs

Each Semester program term meets for fifteen (15) weeks. All students who first enroll or withdraw and re-enter will be required to be full-time. Full-time students take a minimum of twelve (12) Semester credit hours. An academic year is at least 30 weeks. Full Time students typically take 5 courses in a fifteen (15) week period.

Modular Programs

Each modular program term meets for ten (10) weeks and each term consists of two (2) five (5) week modules. All students who first enroll or withdraw and re-enter will be required to be full-time and attend all scheduled courses. Students who do not attend/post attendance in their scheduled courses will be dropped from the entire program. Full-time students take a minimum of twelve (12) quarter credit hours or a maximum of nineteen (19) quarter credit hours per term. An academic year is at least forty (40) weeks in length and thirty-six (36) quarter credit hours. Full-time students will typically take two (2) courses each five (5) week module for a total of four (4) courses in a term.

Advanced Academic Standing

Course credit may be awarded by examination and transfer of credit. The Education Department is responsible for approving all advanced academic standing. Advanced standing credit is assigned a grade of “T”. Advanced academic standing counts toward meeting graduation requirements, however, these credits could not count toward satisfactory academic progress (see the Satisfactory Academic Progress section). Tuition will be adjusted accordingly for course credit.

No more than 75% of the credit hours in a program may be awarded either by transfer of credit and/or by examination. Transfer credit evaluation must be completed prior to a student posting attendance in a course. A student cannot receive transfer credit for a course they are currently attending.

Transfer of Course Credit from Other Institutions

Transfer credit will be considered from an institution of higher education accredited by an agency recognized by the U.S. Department of Education. Course credit will be awarded for courses that are comparable in scope, content and number of credits to courses offered at the Media Institute. Courses must be at the 100-level or higher and completed with a grade of “C” or higher or the equivalent. Technical coursework should be current and no older than eight (8) years; general education coursework should be current and no older than fifteen (15) years. Course Prerequisites and course sequencing must be observed to ensure appropriate skill development. A student will not be granted partial credit for a course; however, similar courses may be combined to allow for full credit transfer. If a student has a sequence or combination of courses that are worth fewer credits, those courses may be combined and granted for one course. If the course being evaluated does not match the content of the Media Institute course, credit will not be awarded. **Students who have a confirmed Bachelor’s degree or higher, supported by official transcripts in English, may petition for transfer credit for SS101 and SS102. The confirmed degree must be current and no older than fifteen (15) years.**

When evaluating transfer credit from other institutions, it may be necessary to convert the transfer credits to either semester credits or quarter credits, depending on the credit hour system of the Media Institute program. When converting quarter credits to semester credits, the quarter credits are divided by one-and-a-half (1.5). When converting semester credits to quarter credits, the semester credits are multiplied by one-and-a-half (1.5).

To obtain transfer credit, the Media Institute Education Department must receive an official transcript in English from the other institution prior to the course’s scheduled start date. The transcript will be reviewed by the Education Department. A student may be required to produce a catalog, course description or other supporting documentation. Transfer credit evaluation must be completed prior to a student posting attendance in a course. A student cannot receive transfer credit for a course they are currently attending.

Proficiency Credit

Madison and Minneapolis Media Institute allows students to test out of a course by passing a proficiency examination. The fee for a proficiency examination is \$200 per course. Students must test out of a course prior to the first day of the course. Proficiency exams are proctored by a staff member of the College. The student may take the test out exam at any Madison and Minneapolis Media Institute location and must present a valid (non-expired) form of identification (i.e., driver’s license, state issued ID, military ID, etc.) In order to successfully pass a proficiency examination a student must score 70% or higher. Proficiency examinations may be attempted only once. Students may not use proficiency credit for SS101 and SS102 courses. Proficiency credit awards may not exceed more than 25% of the credits in the student’s program of study.

Credit by Certification Examination

Students may receive credit for courses that cover certification examinations. Students may attempt certification exams as many times as permitted by the vendors. See the Tuition and Fees section for certification examination fees.

Students who have passed an official certification examination must provide the College with the original certification approval showing a passing score for the exam. All official certification exams must be approved by the Education Department and be current (within the last four (4) years) prior to credit being awarded. In addition to the certificate examination, a student may be required to take and successfully complete a proficiency examination to demonstrate mastery of the course content.

Fees for official Microsoft certification exams will be assessed for every attempt of the exam. Official certification exams may be taken at Madison and Minneapolis Media Institute, if available, or at any certified testing center.

Credit by National Examination

Students who have taken an Advanced Placement Test may receive course credit by scoring three (3) or higher. Students who have scored fifty (50) or higher on College Level Examination Program (CLEP) tests may receive course credit. Course credit may be awarded for scores of four (4) or higher on the Higher Level (HL) International Baccalaureate Test. Official documentation must be received by the College prior to a student starting classes.

Experiential Learning Credit

Madison and Minneapolis Media Institute students can apply for credit on the basis of experiential learning and receive college credit up to 25% of the program requirements. No more than 75% of the credit hours in a program may be awarded by any combination of Experiential Learning Credit, transfer of credit, or credit by examination.

Credit is awarded for experiential learning in a specific course. Students may only apply these credits toward the requirements of the program in which they are enrolled. Students can apply for Experiential Learning Credit in certificate level programs only.

Students applying for experiential credit are required to complete a portfolio to determine equivalency to college level coursework. Equivalency is determined by submission of supporting documentation (e.g., signed job description, a narrative of equipment used, a description of the work environment, verification of employment by the company on the employer's letterhead, signed performance reviews/evaluations, evidence of certification or licensure, resume, documentation of in-service training or professional growth activities, community or volunteer work, military service record (DD 214), and/or various other appropriate forms of documentation verifying employment or work-related learning).

The portfolio may contain evidence to support multiple courses for which the student is applying for experiential learning credit. Students are required to demonstrate through documentation the fulfillment of course objectives based on the current course syllabus. The College reserves the right to deny credit or require supplementary readings and/or tests if required syllabus requirements or objectives are not met through the portfolio materials presented.

Experiential learning credits are not used in calculating the cumulative GPA but are used in the calculation for Rate of Progress (see Satisfactory Academic Progress section). Credit earned through experiential learning will be awarded the grade of "EC".

The portfolio must be submitted and evaluated prior to the start of the student's second module/term of the program. The student will be charged a \$100 fee per course for which the student is applying for experiential learning credit. Students are limited to one Portfolio submission during their Madison and Minneapolis Media Institute academic career. For assistance in writing the portfolio, see a member of the Education Department.

All experiential learning credit is reviewed on a case-by-case basis and credit is awarded at the discretion of the College.

Attendance

The College emphasizes the need for all students to attend classes in order to develop the skills and attitudes necessary to compete in the highly competitive labor market. Since much of each program is conducted in a hands-on environment, attendance is critical to proper skill building.

Attendance is mandatory for all courses. Students are expected to attend every scheduled class, be on time, and attend for the entire scheduled class time. Attendance is taken in each class and is recorded permanently. Students arriving late for a class or leaving early are considered tardy. Tardiness and absenteeism will affect a student's grades.

Hours of make-up work outside of the student's scheduled class will not be accepted as hours of class attendance.

Make-up work is not permitted for the purpose of receiving veterans educational training benefits.

Students at Madison and Minneapolis Media Institute are responsible for completing all course assignments. Students who know in advance that they need to be absent must inform their instructors early so that appropriate make-up work can be arranged. Instructors will determine whether students who are absent from an exam may make it up.

Students are advised to call the administrative offices of Madison and Minneapolis Media Institute when they are going to be absent from their course(s). Office hours are 8:00 a.m. to 8:00 p.m., Monday through Thursday and 8:00 a.m. to 5:00 p.m. on Friday. A message may be left with anyone answering the phone.

Online Attendance

Online success is a critical part of the student's education. For this reason, all students are expected to login and participate actively online in each course, at least 2 times per week. A week is defined as Monday through Sunday. A student can log on any days as they prefer throughout that week, including the day of their physical class session. The attendance in an online course is based on graded activity in the course.

Ground and Online Attendance

New students must attend the first day of class of their first module or term. This also applies to students who reenter. In extenuating circumstances, exceptions can be made. A student who fails to *either* attend a ground class *or* post attendance in an online class for 10 or more consecutive days will be dropped (See "Withdrawal and Course Drop" under Grading System) from the course.

Students who fail to attend classes for more than fourteen (14) calendar days will be subject to involuntary withdrawal (see Involuntary Withdrawal) from the College.

Change of Grade

If a student questions a grade received in a course, the student must first contact the instructor of the course. The instructor may request that the student supply any assignments or coursework for consideration. If the student is not satisfied with the instructor's decision, the student may meet with the Campus President and/or Education Department. The student must complete this process within the first two weeks of the end of the module/term. All grades are considered final thirty (30) days after the end of the module/term.

Change of Program

Students may change educational programs at Madison and Minneapolis Media Institute during their enrollment. Students must contact the Education/Student Services Departments to determine if the Admissions Requirements can be met for the new program. Because the program requirements differ, not all of the course credits may transfer. A student's current Satisfactory Academic Progress (SAP) status may carry over to the new program of study (see Satisfactory Academic Progress section). Students not making SAP may transfer programs of study.

Class Size

Madison: The average class size is 30 students, and the average student-to-teacher ratio is 30:1.

Minneapolis: The maximum class size for online classes is 24:1, the maximum class size for computer labs is 20:1; and the maximum class size for lecture classes is 32:1.

Consortium Agreement

The College has a Consortium Agreement with Rockford Career College to offer distance learning courses.

Copyright Policy

It is the policy of Madison and Minneapolis Media Institute to comply with the Copyright Laws of the United States, and therefore, copyright infringement is not allowed by employees or students of Madison and Minneapolis Media Institute.

Copyright infringement is the unauthorized reproduction, use, or display of copyrighted work without the permission of the copyright owner. Copyrighted work includes many forms of protected work including literary, musical, dramatic, and audiovisual creations, but not limited to these. Copyright protects the particular way an author has expressed himself; it does not extend to any ideas, systems, or factual information conveyed in the work.

The 1961 Report of the Register of Copyrights on the General Revision of the U.S. Copyright Law cites examples of activities that courts have regarded as fair use: “quotation of excerpts in a review or criticism for purposes of illustration or comment; quotation of short passages in a scholarly or technical work, for illustration or clarification of the author’s observations; use in a parody of some of the content of the work parodied; summary of an address or article, with brief quotations, in a news report; reproduction by a library of a portion of a work to replace part of a damaged copy; reproduction by a teacher or student of a small part of a work to illustrate a lesson; reproduction of a work in legislative or judicial proceedings or reports; incidental and fortuitous reproduction, in a newsreel or broadcast, of a work located in the scene of an event being reported.”

Unless the doctrine of fair use would clearly apply to the situation, Madison and Minneapolis Media Institute recommends that permission is obtained from the copyright owner before using copyrighted material. If there is any doubt, don’t copy the work.

Course Schedules and Registration

Courses may be scheduled any day of the week Monday through Sunday, morning, afternoon and evening. Students may be scheduled for an online, on-ground, or blended course delivery. Days and times of attendance may vary by program and may change from module/term to module/term.

Students are registered for courses by the Education Department.

Degrees and Certificates

A diploma is awarded to graduates when all program requirements are met and financial obligations are current. Prior to externship, students are encouraged to contact Financial Aid to confirm their financial status. Students with unpaid balances can request a completion letter to affirm their completion of the course requirements for their program.

Externship/Clinical

For programs requiring an externship, the policies and grading are the same as required for other academic coursework. Days, hours, dress code, responsibilities, etc., are dependent on the requirements of the externship facility. During the externship, a student will be evaluated in the areas of professional performance, work habits, initiative, etc. If a student is unable to reach minimum competency in the extern facility, she/he will be required to return to the College for remedial assistance and/or serve additional externship hours. Students are required to submit weekly attendance documentation to the College while on externship.

Some externships require students to have immunizations and/or a health clearance. Check with Career Services and the externship site to obtain a list of required immunizations. All costs for immunizations and a health clearance are the responsibility of the student. For students who are pregnant at the time of externship, the externship site may or may not accept a student who is pregnant. If the student/school is not able to find a suitable externship site, the student will be withdrawn from the College and can re-enter at an appropriate time (See Re-Entry section of the catalog for more information).

In order to be eligible for externship, students must meet the requirements of Satisfactory Academic Progress (SAP) and must be current in their financial obligations to the College. Prior to externship, students are encouraged to contact Financial Aid to confirm their financial status. Students who are delinquent in their monthly payments or who have unfunded debt with the College will be involuntary withdrawn from the College until such time as their financial obligations are met. Once the financial situation is resolved and a student is in good standing, the student is eligible for readmission to the College through the re-entry process. See the Re-Entry section.

All students enrolled in a program with an externship component in a clinical setting must complete the following prior to beginning their clinical experience:

- Current CPR certification that is valid for the length of all clinical/externship components
- Complete immunization record which may include titers
- Flu Shot (depending on season)
- Physical from a Physician
- TB test
- Hepatitis Series

Grading System

Evaluation of student achievement will be based on meeting the objectives for each course. At the beginning of each course, the instructor will provide students with a syllabus identifying the objectives and grade determination criteria. Instructors base assessment on assignments, tests and quizzes, and course participation. The standard scale of A to F and P are considered earned grades. Official grades are issued at the completion of each semester/course. Students who wish to dispute a grade must complete the process within the first two weeks of the semester/course (see Change of Grade). All grades are considered final thirty (30) days after the end of the semester.

Modular Programs

Letter Grade	%	Quality	Quality Points	Effect on Credits Earned	Effect on Credits Attempted	Effect on CGPA	Effect on SAP (Rate of Progress)
A	90%-100%	Superior	4.0	Y	Y	Y	Y
B	80%-89.9%	Excellent	3.0	Y	Y	Y	Y
C	70%-79.9%	Satisfactory	2.0	Y	Y	Y	Y
D	60%-69.9%	Min. Passing Grade	1.0	Y	Y	Y	Y
F	Below 60%	Fail	0.0	Y	Y	Y	Y
I	N/A	Incomplete	0.0	N/A	N/A	N/A	N/A
T	N/A	Transfer Credit	0.0	Y	Y	N	Y
W	N/A	Withdrawal	0.0	Y	Y	N	Y

To pass a course in a Diploma or Associate degree program, a grade of 60.0% or higher in the concentration course requirements and 67% rate of progression must be met.

Semester System Grading Scale

Letter Grade	%	Quality	Quality Points	Effect on Credits Earned	Effect on Credits Attempted	Effect on CGPA	Effect on SAP (Rate of Progress)
A	90%-100%	Superior	4.0	Y	Y	Y	Y
B	80%-89%	Excellent	3.0	Y	Y	Y	Y
C	70%-79%	Satisfactory	2.0	Y	Y	Y	Y
D	60-69%	Min. Passing Grade	1.0	Y	Y	Y	Y
F	Below 60%	Fail	0.0	Y	Y	Y	Y
FR*	N/A	Fail Repeated	0.0	N	Y	N	Y
P	N/A	Pass	0.0	Y	Y	N	Y
AU	N/A	Audit	0.0	N	N	N	N
I	N/A	Incomplete	0.0	N/A	N/A	N/A	N/A
LOA***	N/A	Leave of Absence	0.0	N	N	N	N
T	N/A	Test Out	0.0	Y	Y	N	Y
TR	N/A	Transfer Credit	0.0	Y	Y	N	Y
EC	N/A	Experiential Credit	0.0	Y	Y	N	Y
W	N/A	Withdrawal	0.0	Y	Y	N	Y
WA**	N/A	Withdraw Attempted	0.0	Y	Y	N	Y

*Grade discontinued after June 14, 2012

**Grade discontinued after November 18, 2015

***Grade discontinued after January 1, 2016

To pass a course in a Diploma or Associate degree program, a grade of 60% or higher in the concentration course requirements and 67% rate of progression must be met.

Incomplete

Once enrolled in a course, students should make the effort to complete all course assignments during the module/term in which they are officially enrolled. However, circumstances of unusual and exceptional hardship may arise which prevent students from completing course assignments by the end of the module/term. In those cases, an Incomplete grade, "I," may be granted to a student who has completed 75% of the assignments required by the course. Students must petition to receive an Incomplete in the course with the approval of the instructor and the Education Department (or Program Chair). Students must complete a petition form and submit it to the instructor prior to the last class meeting. Petition forms are available in the Education Department.

Students who are granted an Incomplete will receive a grade of "I" followed by a "/" and the grade earned thus far in the course (e.g., "I/D"). Students must submit all missing course requirements to the instructor within two (2) weeks after the end of the module/term. Students officially enrolled in an externship may petition for additional time to complete the externship with the permission of the Education Department. If the missing requirements are not completed, the student will be issued the grade indicated on the Incomplete Petition. Regardless of whether the course work is completed, the Incomplete will be changed to a letter grade. If a student would challenge an academic grade, the student would need to review the "Change of Grade" section of the catalog. Students enrolled in SS101 Student Success Strategies, SS102 Professional Development Strategies may not petition for an "I" grade. Students in these courses will receive a grade at the end of the course.

Failure

Any course in a program of study that is failed must be repeated and passed (See *Repeating a Course*).

Withdrawal

A course is assigned a withdrawal grade of “WA” when a student officially withdraws or is withdrawn by the College. A course withdrawal is not included in the calculation of a grade point average.

Transfer Credit

When a student receives advanced academic standing a grade of “TR” is assigned for the course. Advanced academic standing counts toward meeting graduation requirements and the credits count toward satisfactory academic progress (see the *Satisfactory Academic Progress* section).

Grade Point Average

To calculate a grade point average, multiply the quality points associated with each grade times the number of credit hours for each course. Add these quality points and divide by the total number of credit hours.

Graduation Requirements

To be eligible for graduation, students must:

1. Complete all required courses in Certificate, Diploma, and Associate degree programs with a Cumulative Grade Point Average of at least 2.0;
2. Meet the specific grade and other program requirements (if applicable);
3. Successfully complete the externship or clinical requirement (if applicable);
4. Achieve Satisfactory Academic Progress; and
5. Complete all required certifications (if applicable).

Holidays and Weather Closures

Occasionally the College will close due to holidays, bad weather or other natural phenomena. Make-up days for holidays are scheduled and can be found in the Catalog Supplement. If the College closes for more than one (1) day, classes will meet on an unscheduled day. In the case of an unexpected closure, if possible, students will be given notice at least one (1) week in advance so that arrangements can be made to attend. When the College closes unexpectedly, students should anticipate making up the time before the end of the term.

Homework

In addition to attendance in all courses, students will be required to complete out-of-class assignments. These assignments include but are not limited to reading, exercises and problem solving, projects, research, papers, and presentations. A student can anticipate out-of-class activities that equal about two (2) hours for every one (1) hour of lecture.

Out-of-class assignments such as papers, projects and presentations and sometimes exercises and problem solving will be graded and included in the final evaluation of a student’s grade in a course. The syllabus for each course provides the criteria used to determine the grade in the course.

Leave of Absence

Students are not allowed to take a Leave of Absence (LOA). Students who are not attending will be withdrawn and must follow the established process for re-entry.

Independent Study

Students who are in good academic standing and are in their last semester, but unable to complete a traditional course needed for graduation, may request to complete independent study credits equivalent to those acquired by students enrolled in traditional courses. Students will be required to read, conduct research, complete written examinations, reports, research papers, portfolios, projects or similar assignments that are designed to measure the student’s achieved competency relative to the required subject matter objectives. The course will include comprehensive educational objectives and a written outline of the competencies to be achieved. In addition the student will meet regularly with the qualified independent study faculty member. The student and instructor will be required to sign an independent study contract.

Within a fifteen-week semester the student should be able to demonstrate competency of the material once they have acquired the knowledge, skills, and/or competencies that are at least equivalent to those acquired by students enrolled in the traditional course. Students are allowed to complete no more than 10% of their program as independent study. Each independent study credit must represent 45 hours of learning. The enrollment fee for independent study credit is calculated at the same rate as for other credit courses. Requests for independent study must be submit to the Academic Dean. Students must be in good academic standing and in their last semester of school. Requests will not be considered for any course the student is retaking due to a failing grade.

Involuntary Withdrawal

A student who meets any of the following criteria will be subject to involuntary withdrawal from the College:

- failure to attend classes for more than fourteen (14) calendar days
- academic dismissal (see *Satisfactory Academic Progress*)
- certification test not successfully completed (if applicable to program)
- violation of the rules of conduct

The last date of attendance will be determined by the Education Department using attendance records. Re-admission to the College following involuntary withdrawal will be at the discretion of the College. See the Re-entry section.

Notice Concerning Transferability of Credits and Credentials Earned at Our Institution

The transferability of credits you earn at Madison and Minneapolis Media Institute is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the degree, diploma, or certificate you earn in a program of study is also at the complete discretion of the institution to which you may seek to transfer. If the credits, degree, diploma, or certificate that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending Madison and Minneapolis Media Institute to determine if your credits, degree, diploma or certificate will transfer.

Online Courses

Madison and Minneapolis Media Institute offers programs in an on-ground or online format (refer to the *Academic Programs* section). Madison and Minneapolis Media Institute courses are not self-paced and must be completed as prescribed in the course syllabus. Online assignments and/or projects are typically graded within 72 hours of the due date. Blended learning combines a hands-on classroom experience with online education. Students taking courses online or blended must complete the online orientation prior to the first day of the first course. Blended and online courses require students to be dedicated and have self-discipline in order to succeed in their courses. In addition, students enrolled in blended or online courses are required to have available a computer and high-speed Internet access, and a supported web browser (including Mozilla Firefox, Internet Explorer, Chrome, and Safari). Other system requirements include the following:

Windows-based computer or laptop capable of accessing the internet via a high-speed connection, not a modem (nor dial-up).

- Minimum Platform: Windows 7 x64 or Later
- Google Chrome, Mozilla Firefox, or Internet Explorer 11 or Later
- Inter core i5 quad core or higher.
- 4GB of Ram
- 250GB HDD 7200rpm or SSD. For best application performance SSD is recommended if one's budget allows.

An Apple computer or laptop capable of accessing the internet via a high-speed connection, not a modem (nor dial-up).

- Minimum Platform: Mavericks 10.9
- Google Chrome, Mozilla Firefox, or Safari

- Intel Core I5 or higher
- 4 GB of RAM
- 250GB HDD 7200rpm or SSD. For best application performance SSD is recommended if one's budget allows.

The platform for online or blended courses is Desire to Learn and/or Moodle Rooms. Students enrolled in online or blended courses must sign in to the course during the first week of the course. Additionally, students will need to complete the Online Orientation prior to the first day of the first course.

Online/Blended Student Identity Authentication and Privacy

The College Learning Management System (LMS) for blended and online students is a restricted access and password protected electronic environment. Prior to entering the LMS, an online student's identity must be verified by way of an assigned unique login and password that is provided to each student upon enrollment and class registration. Verification of student information is provided at no extra cost to the student. Student identity will be maintained in a private format by the College in accord with established institutional privacy and confidentiality policies with access provided only to agents of the College who require immediate and necessary use of the information in order to fulfill the various academic activities of the College. It is the student's responsibility to strictly preserve the privacy of their login and password information. Students are prohibited from sharing login and password information. Any such intentional compromise of the integrity of the privacy of a student's login and/or password (i.e., sharing of this information) will result in the student being subject to immediate termination from Madison and Minneapolis Media Institute. In the event a student believes the privacy associated with their login and password information has been compromised, they are required to contact school officials for an immediate reset of their information. This is also done at no extra cost to the student.

Re-Entry

A student who has been voluntary or involuntary withdrawn for less than twelve (12) months and wishes to re-enter the College must contact the Student Services Office. The Student Services Office interviews the student and the student completes a petition form. The College reviews the student's petition, academic record, and financial aid. The Student Services Office contacts the student as to the petition decision.

When a student has been approved to return, the student must sign a new Enrollment Agreement and meet with the Financial Aid Department. The student is subject to the current tuition rate on the new Enrollment Agreement, the current catalog policies and procedure and current program. A re-entry fee will not be charged to the student.

Repeating a Course

A student who has received a failing grade ("F") or a withdrawal ("W", "WA") in a course, must repeat the course to meet the requirements of the student's program.

When a course is repeated the higher of the two (2) grades will be counted for purposes of calculating the student's Cumulative Grade Point Average and Rate of Progress. If repeating a course is required, the length of the program must not exceed one-and-a-half (1.5) times the scheduled program (see *Satisfactory Academic Progress* and *Grading System*).

A course in which a student has received a "W", "WA" or "F" grade may be attempted only **three (3)** times. A student who does not successfully complete a course after the third attempt will be academically dismissed from the College and may not appeal the dismissal. A student will be charged for all repeats.

Satisfactory Academic Progress

In order to graduate, a student in a Certificate, Diploma, or Associate's degree program must have a cumulative grade point average of 2.0; all students must complete all courses and requirements for graduation within 150% of the total number of credit hours in the program of study. To help students meet these requirements the College checks periodically that students are making Satisfactory Academic Progress (SAP). SAP is measured in two ways: Cumulative Grade Point Average and Rate of Progress. Rate of Progress is the percentage of successfully completed

credit hours relative to attempted credit hours. That is, number of completed credit hours divided by attempted credit hours times 100.

SAP is measured at evaluation points that occur every ten (10) weeks (i.e., every quarter). The SAP table indicates what CGPA and rate of progress benchmarks a student must have at the evaluation points to be meeting SAP.

Satisfactory Academic Progress Evaluation Points and Benchmarks

Degree	Evaluation Point	Benchmarks CGPA and % Rate of Progress
Certificate and Diploma Programs	1 st	Minimum of 1.6 and 50%
	2 nd	Minimum of 1.8 and 60%
	3 rd and thereafter	Minimum of 2.0 and 67%
Full Associate's Degree Programs	1 st	Minimum of 1.0 and 33.4%
	2 nd	Minimum of 1.6 and 50%
	3 rd	Minimum of 1.8 and 60%
	4 th and thereafter	Minimum of 2.0 and 67%
Associate's Degree Completion Programs	1 st and thereafter	Minimum of 2.0 and 67%

Students not meeting these benchmarks are not making Satisfactory Academic Progress. The first time a student is not making SAP, the student is placed on academic warning. If the student receives financial aid, the student may be placed on financial aid warning. Students on academic warning/financial aid warning will be notified via the student portal and contacted by their Program Chair or the Education Department (see the Academic Advising section).

At the next evaluation point if a student on financial aid warning meets or exceeds the benchmark, the student is taken off financial aid warning. If, however, a student does not make SAP, the student is placed on financial aid probation. Students on financial aid probation will be notified by the Education Department. **Students placed on financial aid probation must appeal in order to continue receiving financial aid.** See the *Appealing Financial Aid Probation* section of the catalog for details. If the student chooses to not use Title IV funds, the student will need to secure funding. All coursework attempted will count toward maximum time frame when a student does not receive Title IV aid. The maximum time frame for completing any program is the maximum amount of time a student would have to complete his or her program. A student may not attempt more than 1.5 times the number of clock hours required to complete the program.

Students on academic probation have until the next evaluation point to meet or exceed the SAP benchmark. If they do so, they are taken off academic probation. If a student does not make SAP, the student is dismissed from the College. A dismissed student is notified via the student portal and contacted by the Education Department.

A dismissed student may appeal the dismissal. See the *Appealing Academic Dismissal* section of the catalog for details. If a student's appeal is denied, the student may appeal again after one (1) year of the date of the dismissal. A student may not return to the College if denied more than once. If a student's appeal is approved, the student is placed on academic probation and may be eligible for financial aid with an academic plan until the next evaluation point.

Satisfactory Academic Progress and Course Withdrawals and Failures

When a student withdraws from a course, the course is assigned a "W" grade. This grade has no grade points and therefore does not impact a student's cumulative grade point average. A course withdrawal, however, negatively impacts the rate of progress by increasing the number of credit hours attempted.

A failing grade negatively impacts a student's cumulative grade point average and rate of progress.

Transfer Credit and Satisfactory Academic Progress

When a student receives transfer credit (advanced academic standing), the transferred credit hours do not carry grade points and therefore do not impact the student's cumulative grade point average. The total number of allowable credit

hours attempted, however, decreases by the number of credit hours transferred to the College. For example, if a student transfers 15 credit hours into a program with 55 credit hours, the number of allowable credit hours attempted will equal $55 - 15 = 40$, and $1.5 \times 40 = 60$ credits hours attempted allowed.

Appealing Financial Aid Probation

To appeal financial aid probation a student must write a letter to the Appeals Committee stating what circumstances lead to poor academic performance. Acceptable circumstances are generally outside of the student's control and are unavoidable. Examples include: Death of a family member, an illness or injury suffered by the student, documented medical condition or serious illness, Documented learning disability, Domestic violence, Involuntary call to active military duty, Documented change in conditions or employment or Special circumstances of an unusual nature which are not likely to recur. Documentation to support the appeal must be submitted with the appeal letter. In addition, the appeal letter must state what steps have been taken to correct the situation. The student should submit the appeal letter to the Education Department or a Program Chair. While the appeal is being considered by the Appeals Committee, the student should continue to attend classes. During the time the appeal is being considered and the student continues to attend class, the student will continue to incur tuition charges. If the financial aid appeal is denied, the student may continue to attend classes on a cash pay basis until the next SAP evaluation point. At the next evaluation point the student must meet or exceed the SAP benchmark to be making satisfactory academic progress. If the student is making SAP, financial aid eligibility is reestablished. If a student does not make SAP, the student is dismissed from the College.

Appealing Academic Dismissal

A student that has been dismissed for not making satisfactory academic progress may appeal the dismissal. To appeal the student must write a letter to the Appeals Committee stating what the circumstances were that lead to poor academic performance. Acceptable circumstances are generally outside of the student's control and are unavoidable. Examples include: Death of a family member, an illness or injury suffered by the student, documented medical condition or serious illness, Documented learning disability, Domestic violence, Involuntary call to active military duty, Documented change in conditions or employment or Special circumstances of an unusual nature which are not likely to recur. Documentation to support the appeal must be submitted with the appeal letter. The student should submit the appeal letter to the Education Department or a Program Chair. While the appeal is being considered by the Appeals Committee, the student should continue to attend classes. The Education Department will notify the student regarding the outcome of the appeal.

A student who is academically dismissed and does not appeal the dismissal within five (5) calendar days will be involuntarily withdrawn from the College. When academically dismissed, a student who wishes to return to the College must appeal the academic dismissal according to the requirements above. If the appeal is approved by the Appeals Committee, the student will be readmitted to the College. The Education Department will inform the student of the appeal approval and will direct the student in the readmission process.

Changing Programs

If a student changes programs, only those courses that apply toward the new program will be counted in calculating the number of credits attempted and in calculating GPA.

Additional Program/Credentials

If a graduate of the College enrolls in a new program or if a student in good SAP standing transfers programs, only those courses that apply toward the new program will be counted in calculating the number of quality points in the CGPA and the credits attempted in calculating the Rate of Progress.

Academic Advising and Student Responsibilities

Students not making satisfactory academic progress must meet with the Education Department or a Program Chair for academic advising within seven (7) days of the SAP notification. Further, weekly meetings must occur with the students and academic department during the SAP period. Academic advising includes analyzing the circumstances that lead to poor academic performance and creating an academic improvement plan to address the circumstances. The academic improvement plan becomes part of a student's academic file. Students with an academic improvement plan must meet weekly with the Education Department or their Program Chair to determine progress toward completing the plan.

Satisfactory Academic Progress and Course Withdrawals, Failure, and Incompletes

When a student withdraws from a course, the course is assigned a “W” or “WA” grade. This grade has no grade points and therefore does not impact a student’s cumulative grade point average. A course withdrawal, however, negatively impacts the rate of progress by increasing the number of credit hours attempted.

A failing grade negatively impacts a student’s cumulative grade point average and rate of progress.

Students who are granted an Incomplete will receive a grade of “I” followed by a “/” and the grade earned thus far in the course (e.g., “I/D”). Students must submit all missing course requirements to the instructor within two (2) weeks after the end of the module/term. Students officially enrolled in an externship may petition for up to five (5) weeks to complete the externship with the permission of the Education Department. If the missing requirements are not completed, the student will be issued the grade indicated on the Incomplete Petition. Regardless of whether the course work is completed, the Incomplete will be changed to a letter grade. At the time the Incomplete grade is changed to a letter grade, SAP will be reviewed to ensure the student is meeting the prescribed qualitative and quantitative measurement. If a student would challenge an academic grade, the student would need to review the “Change of Grade” section of the catalog. Students enrolled in SS101 Student Success Strategies, SS102 Professional Development Strategies may not petition for an “I” grade. Students in these courses will receive a grade at the end of the course.

Noncredit Remedial Courses / Summer Term

The College does not offer noncredit remedial courses. The College does not have any type of summer term.

Textbooks

The estimated cost of textbooks is listed in the enrollment agreement. Textbooks will be provided to students on or before the first day of a course. Textbooks are provided for student use during the program. Students may purchase additional textbooks from the College at any time, however, will need to pay the current costs of the textbook.

Transcripts

Madison and Minneapolis Media Institute will provide a transcript of the student’s academic record upon written request by the student. An official copy will be mailed to the appropriate person and/or institution. An unofficial copy could be provided directly to a student upon graduation, provided the student is not past due on financial obligations to the institution. If the student is past due on their institutional loan. A letter of completion can be sent to an employer. No documentation will be released to another educational institution unless the student is current on a secured payment plan for their institutional loan. A student will not receive a diploma or official transcript if they are in default with any federal loan or if the student is placed with an outside collection agency for their institutional loan. The College archives academic transcripts indefinitely.

Transfer from Media Institute to Another AHED System School

Only students making satisfactory academic progress may transfer from Madison or Minneapolis Media Institute to another American Higher Education Development (AHED) school. Because the program requirements may differ, not all of the course credit may transfer. A student should check with the new campus for more information.

Voluntary Withdrawal

Students may voluntarily withdraw from the College by providing to the Education Department official notification either orally or in writing of their intent to withdraw. The Education Department will determine the last date of attendance based on the date of the official notice. Within five (5) days of receipt of Notice of Withdrawal, the College will acknowledge to the student in writing the receipt of the Notice of Withdrawal with the effective withdrawal date.

Re-admission to the College following voluntary withdrawal will be at the discretion of the College. See the Re-entry section.

Student Services

Career Services

The Campus President, Education Department (via Externship), and Career Services work closely together to develop a network of employers which will utilize current students and graduates program outcomes.

The Career Services Department aids student and graduate placement by educating the local community of program outcomes; actively seeking open employment needs through business to business (B2B) marketing (in person and on the telephone), website searches, and through professional networking associations. Once a student/graduate opportunity is found, the Career Services department verifies skills use, gathers information from the employer regarding the position, company culture, and other necessary work success components, and then begins the process of selecting qualified graduates to speak with and matriculate through the interview and hiring processes.

Career Services and the Externship Administrator work hand-in-hand with students during the last months of their program to ensure students are presented with information about gaining and keeping a job. In the later portion of the Externship, students who appear unlikely to be offered a job from their externship are identified, allowing career services to reach out more aggressively and actively prep students for their job search. Career Services assists students throughout their studies with resume preparation and coaches them on effective interview techniques. The office also matches graduates with positions available in the community, arranges interviews, follows up with both employer and graduate regarding the interview and potential hire, and provides ongoing job notices/opportunities.

Prior to a student's graduation, Career Services schedules an Exit Interview to discuss student needs and to verify the student is prepared for their job search. This process may include coaching and/or distributing information and scheduling follow up appointments in the areas of:

1. Resume preparation.
2. Job search techniques, including how to navigate popular websites and how to network in the community.
3. Completing online applications.
4. Mock interviewing / interview tips / interview follow-up.
5. Arranging a plan of contact in order to maintain a working relationships with Career Services after graduation for continued assistance in securing work in his/her field of study.

Finally, the Career Services Department sends out surveys to both graduates and employers to provide additional feedback to the College in order to evaluate and improve on our programs and services.

Library

The Madison and Minneapolis Media Institute Library is a traditional and virtual library. The traditional library provides access to physical resources such as books, magazines, and media resources. The library also provides students with a quiet place to study and write papers, perform research, and complete homework assignments. The library computer lab provides access to computer software utilized by students in their classrooms. The virtual library provides access to a wide variety of online full-text research databases, an online computer skills training library, and a growing collection of electronic books. Students may access the virtual library from on or off campus once accounts are set up.

Students and faculty are encouraged to use the library for educational and professional development purposes. All materials in the library, including computers, may be used for conducting research and completing class/homework assignments. Library staff is available to provide assistance during library hours. Reference materials and magazines are for library use only.

Those who abuse the privilege of the library, including improper usage of the Internet, may be denied library privileges.

Library Circulation Policy

Library patrons must possess a current Madison and Minneapolis Media Institute ID card to receive library privileges, as it functions as their library card. Patrons are responsible for all materials checked out on their library card and are

responsible for reporting the loss or theft of ID cards. As such, items will not be checked out to students not possessing a current Madison and Minneapolis Media Institute ID. Borrowing privileges are suspended once a patron has kept library material(s) two (2) weeks past the due date and remain suspended until the item is returned or replaced. A fee will be assessed for any lost and/or damaged materials. The library coordinator will determine when an item is damaged beyond repair and must be replaced.

In order for students to register for courses, to use placement assistance services, to receive Madison and Minneapolis Media Institute transcripts, and to graduate, they must be in good standing with the library, to include returning overdue materials and having any assessed fees paid-in-full.

E-mail Accounts

The Madison and Minneapolis Media Institute provide students with a student e-mail account. E-mail accounts are to be used for school reasons only.

Policy on Accommodation for Disabled Individuals

Madison and Minneapolis Media Institute's policy is to make its programs and services accessible to individuals defined as disabled in Section 504 of the Rehabilitation Act of 1973. The College provides evaluation of individual needs, advisement and appropriate support services when indicated. Students are responsible for identifying their needs to each instructor no later than the first day of a course. If any problems arise, please contact the Education Department or the Campus President.

How Reasonable Accommodations Are Decided Upon

When deciding whether a requested accommodation is reasonable, the appropriate Disability Services Coordinator, Accommodation Services staff and AHED's Compliance Officer will rely upon the following elements:

1. The appropriate documentation of the disability by a qualified professional and any recommendations made by the diagnosing professional;
2. A student's request for a given accommodation;
3. Barriers that might result from the documented disability in the campus environment;
4. Accommodations that might remove such barriers;
5. Whether a student may obtain access to the course, program, service, activity or facility without a given accommodation (that is, whether the student is otherwise qualified for participation in the course or program);
6. The relative cost and burden of providing the accommodation given the size and resources of the school;
7. Whether or not essential elements of the course, program, service, activity or facility are compromised by the requested accommodation; and
8. Whether if, even after the accommodation is given, a student can perform the essential functions of the educational program.

Academic adjustments are based upon an individualized assessment of the student's needs. Ideally, initial accommodation requests should be made prior to the start of class so that the student has the necessary resources in place prior to attending class. All requests should be made in writing to the campus Disability Services Coordinator, who will coordinate the school's effort to provide assistance to students with diagnosed disabilities that substantially limit a major life activity.

Once the student has provided appropriate documentation from a professional qualified to diagnose his or her disability, submitted a written request for an accommodation to the Disability Services Coordinator, and met with the Disability Services Coordinator or Accommodation Services staff to discuss the accommodation services request, the Disability Services Coordinator will then invite faculty for courses in which the student is registered to review the accommodation services requested. Ultimately, AHED's Compliance Officer, after consulting with the campus Disability Services Coordinator, is responsible for determining whether a given request may interfere substantively with the requirements of a course. If he so determines, the student will be informed in writing within 14 days of the original request for accommodations and invited to appeal any negative decision on accommodations resulting therefrom. The student denied accommodations has the option to write a letter appealing the decision, including providing additional relevant information, to AHED's Compliance Officer within 14 days of the denial of services. AHED's Compliance Officer will respond in writing to the appeal within 14 days.

ADA and Section 504 of the Rehabilitation Act Grievance Procedure

As stated in the Americans with Disabilities Act of 1990 and Section 504 of the Rehabilitation Act of 1973, qualified students with disabilities have the right to request accommodations and to receive fair treatment within the educational system. AHED is dedicated to resolving conflicts and disagreements regarding requests for reasonable accommodations.

If you feel that you have been subjected to unfair or improper treatment due to a disability, you may contact your campus Disability Services Coordinator. The process and timeline for filing a grievance are as follows:

1. Students shall express their concern initially with the appropriate faculty/staff member involved in the conflict in an informal manner. The campus Disability Services Coordinator should be contacted at the same time by the student to clarify rights and procedures for both parties.

The campus Disability Services Coordinator will keep detailed notes as to the date each step of the accommodations grievance process has occurred in order to ensure that the student's request has been fairly addressed. The accommodations grievance process will be fully documented including notes recorded of pertinent discussions.

The campus Disability Services Coordinator will further retain all requests for accommodation, supporting documentation, including the date(s) of the request(s) for academic adjustments or services, the nature of each request, the final determinations and the reason(s) for any denials in the student's file.

2. If the complaint is unresolved after the informal discussion, the student may file a formal, written statement of the problem with the campus Disability Services Coordinator's Office. The written complaint to the campus Disability Services Coordinator must clearly state the basis for the complaint (*i.e.*, the who, what, where, when, and why), and must:

- Clearly state the nature and basis of the grievance;
- Be signed and dated;
- Provide the name(s) of the person(s) alleged to have engaged in unfair or improper treatment due to a disability;
- Document specifics of the incident(s) in question; and
- Identify any known witness(es) who have knowledge of the allegations.

Note: In cases of alleged illegal discrimination based on race, sex, or handicap, the campus Disability Services Coordinator will contact AHED's Compliance Officer prior to advising the student about course of action.

3. The campus Disability Services Coordinator, in consultation with AHED's Compliance Officer, will conduct an investigation. AHED's Compliance Officer will respond in writing to the student within 14 days of the filing date of the complaint. As appropriate, AHED may designate different persons to review cases or may consolidate complaints when such action is consistent with administrative efficiency and a fair resolution of the problem. Written notification will be provided to the student in such a case.

4. If the student feels that the decision is arbitrary and capricious, or if they have new evidence to present, the student may appeal in writing to AHED's Compliance Officer within 14 days of the decision. If no appeal is made in writing to AHED's Compliance Officer within 14 days of the decision, then the decision shall be final. Upon appeal to AHED's Compliance Officer, the following must be done:

- A copy of the appeal must be submitted to the campus Disability Services Coordinator and to AHED's Compliance Officer; and
- Upon appropriate review, the appellate determination must be communicated in writing to all parties involved within 14 days of the date of the appeal.

5. At any state of the grievance procedure, if it was determined that law and/or college policy was violated, a remedy to the problem will be offered. If it was determined that there was no violation, the complainant will be notified within 14 days and other options for possible resolution of the complaint will be explained, including the right of the student

to contact the United States Department of Education, Office of Civil Rights, 500 W. Madison Street, Suite 1475, Chicago, Illinois 60601.

The Disability Services Coordinator for each campus is listed in each campus catalog supplement.

Student Advising

Students may experience educational, personal, or financial problems during their enrollment. The Institution welcomes the opportunity to assist students in working out solutions to these problems. Students experiencing difficulties in these areas are advised to contact the Education Department. Students requiring other types of professional assistance beyond that offered by the Institution will be referred to the Student Services Office.

Student Services

Madison and Minneapolis Media Institute is committed to the academic and personal support of all of our students. Madison and Minneapolis Media Institute Student Services department can assist students with finding resources for ride sharing, housing referrals, and child care services. Students who wish to seek out any type of personal assistance should visit the Student Services Office immediately to learn of any resource the College has available.

Student Services Coaching

Student Services Coaching is available for students who need additional assistance in their studies. Upon the request of the student, faculty members are available for help. Students who need assistance should contact their instructor or Education Department.

Student Tutoring

A free tutoring service is provided for all Madison and Minneapolis Media Institute students. Students should see the Student Services Office to sign up.

Student Conduct

Students are expected to observe the following policies and those described in this Catalog and Student Handbook:

1. Accept assigned duties and responsibilities.
2. Demonstrate initiative and productivity.
3. Demonstrate sensitivity, compassion and a caring attitude towards peers, patients, and clients.
4. Maintain professional grooming and personal hygiene at all times.
5. Demonstrate a cooperative, supportive team attitude toward peers, instructors and directors.

Students will be held accountable for, or should report, the following violations while on the College or externship property:

1. All forms of dishonesty, including cheating, plagiarism, forgery and intent to defraud through falsification, alteration, or misuse of College documents.
2. Theft or destruction of College or the private property of individuals associated with the College.
3. The possession or sale of firearms or other weapons, explosives, or dangerous chemicals.
4. Any type of harassment, horseplay, threats, verbal abuse, or violence of any kind as they will not be tolerated and may be reported to local authorities.
5. The use of profanity, insubordination, dishonesty and violation of safety rules.
6. Possession or being under the influence of illegal drugs or alcohol while on the campus and/or surrounding structures.
7. Smoking on campus. Smoking is permitted in the designated areas outside by each of our buildings.
8. Failure to comply with the Campus Dress Code.
9. Food or drink in the classrooms.
10. Inappropriate use of pagers, cell phones, or other electronic devices. All electronic devices must be in the "off" position while in the classroom.
11. Failure to comply with all emergency evacuation procedures, disregarding safety practices, tampering with fire protection equipment, or violation of any other safety rules or regulations.

12. Externship/Clinical students only: Electronic devices are not allowed for students in clinical facility areas. Students should communicate with faculty as needed in these areas.

Violation of the rules of conduct present in the Catalog and Student Handbook may lead to dismissal from the College. All disciplinary matters will come before the Administration, which will review the complaint, interview the person(s) involved and make a determination of the action. Results may include: dismissal of the charge, dismissal of the student, probation, or suspension for a specified period of time. The finding will become part of the student's permanent file, possibly affecting a recommendation from Madison and Minneapolis Media Institute to future employers. Madison and Minneapolis Media Institute reserves the right to dismiss any student for whom it feels continuation would be a detriment to the student, fellow students and/ or the College.

Illegal Drugs and Alcohol

Madison and Minneapolis Media Institute have standards that prohibit the unlawful possession, use or distribution of illicit drugs and alcohol by students, faculty and staff on campus property or as part of campus activities.

The unlawful possession or distribution of illicit drugs and alcohol is a violation of state and federal law.

For those who want to obtain direct assistance, there are several sources within the local community. Students can request a list of these sources from the Student Services Office.

Weapons

For the safety of everyone, all types of weapons are prohibited on campus. This includes, but is not restricted to, firearms, illegal knives, ammunition, explosives, gas or spring-loaded guns, crossbows, bows and arrows, spring-type guns, slingshots, firecrackers, fireworks and cherry bombs. Anyone possessing or using any of these weapons can and will be subject to disciplinary action or arrest.

Campus Dress Code

All casual clothing is not suitable for school. Therefore, such clothing is not suitable for Madison and Minneapolis Media Institute. These guidelines will help a student determine what is appropriate to wear to Madison and Minneapolis Media Institute and ultimately to the workplace. Clothing that works well for the beach, yard work, dance clubs, exercise sessions, and sports contests may not be appropriate for a professional appearance at work. Clothing that reveals too much cleavage, back, chest, feet, stomach or underwear is not appropriate for a place of business, even in a business casual setting. Even in a business casual work environment, clothing should be pressed and never wrinkled. Torn, dirty, or frayed clothing is unacceptable. All seams must be finished. Any clothing that has words, terms, or pictures that may be offensive to other students/employees is unacceptable. Failure to comply with the Madison and Minneapolis Media Institute dress code will result in a warning from the instructor for the first lapse. A student will not be allowed in class for any subsequent incidents.

Grievance and Appeals Policy

Occasionally, a problem may arise between a student and another party, or with some aspect of the College. Students are encouraged to verbally communicate their concerns to the appropriate person. The following are the steps the student should take to resolve concerns:

Step 1: Communicate with the appropriate instructor or staff member.

Step 2: Communicate with the Campus President. A “Complaint Form” can be obtained from the Campus President or the Education Department.

Step 3: The Campus President will meet with the student to discuss the issue. The Campus President may also meet with the other party(ies) to attempt to resolve the issue.

Step 4: Unresolved concerns may be appealed within fourteen (14) days to the Grievance Committee in writing. The Grievance Committee may be comprised of the following people, but is not limited to, the Campus President, instructor and/or Program Chair.

The following steps must be followed:

- a. All parties involved must complete a “Complaint Form”.
- b. All documentation must be received prior to the meeting.
- c. All persons involved with the incident/complaint will be in attendance.
- d. Testimony will be presented by the student and all other parties involved and will be recorded in the official minutes.
- e. After all testimony is presented, the student and other parties will be excused.
- f. The Grievance Committee has the responsibility for reaching a decision within fourteen (14) days that is in balance with the best interests of both the student and the College.

Step 5:

Madison, Wisconsin

Other interested individuals or agencies with a concern or grievance should contact the State of Wisconsin Educational Approval Board. A student or any member of the public may file a complaint or appeal about this institution with the Wisconsin Educational Approval Board, 431 Charmany Drive, Suite 102, Madison, WI 53719.

Minneapolis, Minnesota

Other interested individuals or agencies with a concern or grievance should contact the Minnesota Office of Higher Education. A student or any member of the public may file a complaint or appeal about this institution with the Minnesota Office of Higher Education, 1450 Energy Park Drive, Suite 350, St. Paul, MN 55108.

Step 6: If a student does not feel that the College has adequately addressed a complaint or concern, the student may consider contacting the College’s accrediting agency.

All complaints must be in written form, with permission from the complainant(s) for the Council to forward a copy of the complaint to the College for a response. The complainant(s) will be kept informed as to the status of the complaint as well as the final resolution by the Council. Please direct all inquiries to:

*Accrediting Council for Independent Colleges and Schools
750 First Street N.E., Suite 980
Washington, D.C. 20002-4242*

Other interested individuals or agencies with a concern or grievance should contact Madison and Minneapolis Media Institute administration. This information will then be forwarded to the appropriate department for review and possible resolution.

Student Sexual Harassment Policy

Title IX of the Education Amendment of 1972 prohibits discrimination on the basis of sex including, but not limited to sexual harassment, in any federally funded education institution.

Sexual harassment is unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature. It can have the effect of unreasonably interfering with a person's or a group's educational or work performance or can create an intimidating, hostile, or abusive educational or work environment. Examples of sexual harassment include but are not limited to unwelcome sexual advances, requests for sexual favors and lewd, vulgar or obscene remarks, jokes, posters or cartoons, and any unwelcome touching, pinching or other physical contact.

Madison and Minneapolis Media Institute is strongly opposed to sexual harassment and is committed to providing a working and educational environment for all faculty, staff, and students that is free from sexual harassment. Sexual harassment is prohibited by state and federal laws including Title IX.

The Campus President serves as one (1) of the Title IX Coordinators. If students feel that they have experienced sexual harassment, students must report any violations to the Campus President immediately. If the potential sexual harassment incident involves the Campus President, directly or indirectly, the student should report the violation to the Campus President or the Chief Compliance Officer. The College takes all reports seriously and will provide a prompt and equitable response to all reports of sexual harassment in accordance with the College's Student Sexual Harassment Policy. A prompt and equitable response may include an early resolution of the issue, a formal investigation, and/or targeted training or educational programs. If an investigation is warranted, the College shall maintain confidentiality for all parties to the extent permitted by law. However, complainants should be aware that in a formal investigation due process requires that the identity of the charging party and the substance of the complaint be revealed to the person charged with the alleged harassment. Nonparty witnesses who participate in sexual harassment investigations shall not share with involved parties, other witnesses, or any others, information revealed to them during the investigation. Students, staff and faculty are protected by law from retaliation for reporting alleged unlawful harassment or discrimination or for otherwise participating in processes connected with an investigation, proceeding or hearing conducted by the College or a government agency with respect to such complaints.

Students, staff and faculty are protected by law from retaliation for reporting alleged unlawful harassment or discrimination or for otherwise participating in processes connected with an investigation, proceeding or hearing conducted by the College or a government agency with respect to such complaints.

The College recognizes that sexual harassment frequently involves interactions between persons that are not witnessed by others or cannot be substantiated by additional evidence. Lack of corroborating evidence or "proof" should not discourage individuals from reporting sexual harassment. However, making false charges of sexual harassment is a serious offense. If a report is found to have been intentionally false or made maliciously without regard for truth, the claimant may be subject to disciplinary action. This provision does not apply to reports made in good faith, even if the facts alleged in the report cannot be substantiated by an investigation.

The U.S. Department of Education Office for Civil Rights ("OCR") investigates complaints of unlawful harassment of students in educational programs or activities. This agency may serve as a neutral fact finder and will attempt to facilitate the voluntary resolution of disputes with the parties. For more information, visit the OCR website at: <http://www.hhs.gov/ocr/>.

Madison and Minneapolis Media Institute Student Sexual Harassment Policy

Introduction

Madison and Minneapolis Media Institute (the “College”) is committed to providing a working and educational environment for all faculty, staff, and students that is free from sexual harassment. Every member of the College community should be aware that the College is strongly opposed to sexual harassment, and that such behavior is prohibited by state and federal laws including Title IX of the Education Amendments of 1972.

As part of the College’s commitment to providing a harassment- free working and learning environment, this policy shall be disseminated widely to the College community through publications, the College website, new employee orientations, student orientations, and other appropriate channels of communication. The College provides training to key staff members to enable the College to handle any allegations of sexual harassment promptly and effectively. The College will respond quickly to all reports of sexual harassment, and will take appropriate action to prevent, to correct, and if necessary, to discipline behavior that violates this policy.

Definitions

Sexual harassment is unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature, and it can have the effect of unreasonably interfering with a person’s or a group’s educational or work performance or can create an intimidating, hostile, or abusive educational or work environment. Sexual harassment includes unwelcome sexual advances, requests for sexual favors and lewd, vulgar or obscene remarks, jokes, posters or cartoons, and any unwelcome touching, pinching or other physical contact.

All acts of sexual violence are considered forms of sexual harassment under Title IX. Sexual violence is a sexual act perpetrated against a person’s will or where a person is incapable of giving consent, whether because of an intellectual disability or due to drug or alcohol consumption. Sexual violence includes rape, sexual assault, sexual battery, and sexual coercion.

Sexual harassment can take many forms, and the determination of what constitutes sexual harassment will vary according to the particular circumstances. Sexual harassment may involve behavior by a person of either gender against a person of the same or opposite gender. Sexual harassment may include incidents between any members of the College community, including faculty, staff, students, and non-employees participants in the College community, such as vendors, contractors, and visitors.

Retaliation Prohibited

Employees and students are protected by law from retaliation for reporting alleged unlawful harassment or discrimination or for otherwise participating in processes connected with an investigation, proceeding or hearing conducted by the College or a government agency with respect to such complaints. The College will take disciplinary action up to and including the immediate termination or expulsion of any employee or student who retaliates against another employee or student for engaging in any of these protected activities.

Complaint Procedure

Any member of the College community may report conduct that may constitute sexual harassment under this policy. In addition, managers and other designated employees are responsible for taking whatever action is necessary to prevent sexual harassment, to correct it when it occurs, and to report it promptly to the Title IX Coordinator (Sexual Harassment Officer).

Any individual may file a complaint or grievance alleging sexual harassment by contacting the College’s Title IX Coordinator:

Campus	Title IX Coordinator	Phone	Address
Madison	Campus President	608-663-2000	2702 Agriculture Drive, Madison, WI 53718
Minneapolis	Campus President	952-897-1111	4100 W 76 th Street, Edina, MN 55435

Response to Sexual Harassment Allegations

The College takes all reports seriously and will provide a prompt and equitable response to all reports of sexual any student with a sexual harassment complaint should contact the campus Title IX Coordinator immediately. A prompt and equitable response may include an early resolution of the issue, a formal investigation, and/or targeted training or educational programs. If an investigation is warranted, the College shall maintain confidentiality for all parties to the extent permitted by law. However, complainants should be aware that in a formal investigation due process requires that the identity of the charging party and the substance of the complaint be revealed to the person charged with the alleged harassment.

Nonparty witnesses who participate in sexual harassment investigations shall not share with involved parties, other witnesses, or any others, information revealed to them during the investigation.

False Reports

The College recognizes that sexual harassment frequently involves interactions between persons that are not witnessed by others or cannot be substantiated by additional evidence. Lack of corroborating evidence or “proof” should not discourage individuals from reporting sexual harassment under this policy. However, making false charges of sexual harassment is a serious offense. If a report is found to have been intentionally false or made maliciously without regard for truth, the claimant may be subject to disciplinary action. This provision does not apply to reports made in good faith, even if the facts alleged in the report cannot be substantiated by an investigation.

Additional Information

The U.S. Department of Education Office for Civil Rights (“OCR”) investigates complaints of unlawful harassment of students in educational programs or activities. This agency may serve as a neutral fact finder and will attempt to facilitate the voluntary resolution of disputes with the parties. For more information, visit the OCR website at: <http://www.hhs.gov/ocr/>.

General Information

Administrative Hours of Operation

Madison and Minneapolis Media Institute administrative office hours are 8:00 a.m. to 8:00 p.m. Monday through Thursday and 8:00 a.m. to 5:00 p.m. on Friday.

Articulation Agreements

Madison and Minneapolis Media Institute have not entered into any articulation or transfer agreements with any other college or university.

Campus Visitors

Parents, spouses, prospective employers/students, etc. are cordially invited to visit the campus at any time with appropriate notice to the College. All visitors must check in at the front desk. To ensure classroom instruction is not disrupted, special arrangements may be made for groups.

Children on Campus

Students may not bring children with them to Madison and Minneapolis Media Institute. It is disruptive to others and it may be hazardous for the children. Madison and Minneapolis Media Institute is not equipped to serve children and cannot assume responsibility for them. As a matter of policy, therefore, Madison and Minneapolis Media Institute does not permit students to bring children to the school.

FERPA

Based on the Family Education Rights and Privacy Act (FERPA), Madison and Minneapolis Media Institute students (if under 18 years of age, their parents) may request to inspect their academic records by submitting a written request to the Education Department. Madison and Minneapolis Media Institute will make records available for review within 45 days of receipt of the request. Students may then request amendment of their academic records by notifying the Education Department in writing. After evaluations of these requests, students will be notified in writing of the outcome.

In compliance with FERPA, Madison and Minneapolis Media Institute will release “directory information” on all students. Directory information includes student names, student statuses, professional certifications, Madison and Minneapolis Media Institute High School Scholarship awards, academic award and commencement information. Students may consent to release additional personally identifiable information in their academic records and/or decline release of directory information by completing the form titled Authorization to Release Information.

Madison and Minneapolis Media Institute will honor requests by students to withhold certain information from parties requesting it, except where governed by law and/or regulation.

Under FERPA, Madison and Minneapolis Media Institute may release student information without student consent to school officials. This includes Madison and Minneapolis Media Institute officials and those officials of other institutions who have a legitimate educational interest and need the information in order to fulfill their professional responsibilities. The College is also authorized to release student information to various federal and state agencies, accreditation agencies and to appropriate parties when so ordered by a federal or state court. Additionally, in the event of an emergency, Madison and Minneapolis Media Institute will release student information to protect the health and safety of students, staff and faculty.

Madison and Minneapolis Media Institute’s responses to student requests for academic record amendments may be appealed in accordance with the College’s Grievances and Appeals Policy. After exhausting all appeals, students who have a grievance regarding the release of their personally identifiable information may file a complaint with the U.S. Department of Education, Family Policy Compliance Office, 400 Maryland Avenue, S.W., Washington, D.C. 20202-4605.

Messages for Students

Madison and Minneapolis Media Institute is neither staffed nor organized to deliver personal messages to students. Nonetheless, the College realizes the importance of delivering messages regarding medical or police emergencies. To assist students, Madison and Minneapolis Media Institute will take and deliver messages to students while they are in class, during normal office hours, 8:00 a.m. to 8:00 p.m., Monday through Thursday, and 8:00 a.m. to 5:00 p.m. on Friday under the following provisions only: a) the call is a bona fide medical emergency (including calls from child care providers) and/or b) the call is a bona fide police emergency (from an official police agency). The caller will be required to disclose fully the nature of the call.

Non-Discrimination Policy

Madison and Minneapolis Media Institute is an equal opportunity institution providing an educational and working environment free from discrimination for students and employees. The College does not discriminate on the basis of race, color, national origin, sex, gender, sexual orientation, religion, disability, or age in its programs and activities. Contact the President of the College with any inquiries and complaints regarding the Non-Discrimination Policy.

Photo Release

Madison and Minneapolis Media Institute students give to the College absolute rights and permission to use photographic portraits, pictures or videos of them in character form for advertising or any other lawful purpose.

Placement Release

Monthly, the Career Services Department announces to all campus staff the graduates by name and program who have secured career positions in their field of study. The message is sent via email in a celebratory fashion allowing all campus staff the opportunity to celebrate the career success of graduates. A graduate of Madison and Minneapolis Media Institute may choose to “opt out” of such announcements by providing a request in writing to the Director of Career Services at the time of or prior to securing employment.

Program Disclosure

To obtain more information about any program regarding Classification of Instructional Programs (CIP) numbers, related occupation information, median debt information, completion rates, and placement rates, please visit <http://www.mediainstitute.edu>.

Report a Criminal Offense

As mentioned above under “Reporting Criminal Actions” the best method of reporting a non-emergency criminal action is to fill out an “Incident Report” which can be obtained from the Campus President or Executive Assistant. A student who wishes may also speak with the College President if further concerns exist. For emergency criminal actions or life threatening situations, call 911.

Security on Campus

As mentioned above, the students, faculty, staff and community members themselves are responsible for measures to ensure personal safety and to protect property on Madison and Minneapolis Media Institute Campuses. The College does not have law enforcement or security personnel located on the facilities.

To inform students and employees about campus security procedures, various measures are taken. The catalog, which is updated on an annual basis, is the main source of information pertaining to college policies in regards to campus security.

Madison and Minneapolis Media Institute is also required to include in their annual campus security reports where information on registered sex offenders may be obtained.

Security Report

In compliance with federal regulations, Madison and Minneapolis Media Institute is required to disclose crime statistics for the previous three (3) calendar years as part of a campus security report to be published annually by each institution. This report details statistics regarding campus security issues and is distributed to all faculty, staff and students as a “Campus Security Report”. The report includes information regarding on and off campus offenses, drug awareness and sexual assault programs.

The occurrence of the following crimes must be reported:

- Murder and non-negligent
- Manslaughter
- Negligent manslaughter
- Forcible sex offenses
- Violence Against Women Act
- Non-forcible sex offenses
- Robbery
- Aggravated assault
- Burglary
- Motor vehicle theft
- Arson

In addition, Madison and Minneapolis Media Institute is required to report on liquor law violations, drug law violations and illegal weapons possession. Campus crime statistics must be reported by location: on campus and public property (streets, sidewalks, lots adjacent to campus).

The Madison and Minneapolis Media Institute Annual Campus Security Report

Madison and Minneapolis Media Institute is committed to promoting a safe and secure environment for all campus members and visitors. Madison and Minneapolis Media Institute has developed policies and procedures designed to ensure that every possible precaution is taken to protect persons on campus from harm or theft.

On the Madison and Minneapolis Media Institute campuses, the students, faculty, staff and community members themselves are responsible for measures to ensure personal safety and to protect property. The cooperation and involvement of students and employees in a campus safety program are absolutely necessary.

Crime statistics for the previous three (3) calendar years are available. A daily log, which records all crimes reported to the campus, is maintained by the Campus President and open to public inspection during normal business hours. Limited information may be withheld to protect victim confidentiality. Madison and Minneapolis Media Institute is also required to provide timely warning/notices of crimes that pose an on-going threat to students and employees.

The annual report is made available to all current students upon enrollment and employees upon hire. Prospective students and employees are to be notified of its existence and afforded an opportunity to request a copy. Paper copies are available upon request through the Campus President.

Student Housing

Madison and Minneapolis Media Institute has no responsibility to find or assist students in finding housing. The Student Services Department will be able to provide resources to students upon request.

Academic Programs

All courses listed in this section include out-of-class activities including but not limited to reading, exercises and problem solving, projects, research, papers, and presentations. A student should anticipate two (2) hours of out-of-class activities for every one (1) hour of lecture.

Course Codes

The five (5) or six (6) character course number assigned to each course provides substantial information. The first two (2) or three (3) characters are letters that indicate the area of study. In the course descriptions, if the letter “O” appears in the course number, it denotes the course description for online. They are as follows:

Area of Study		
AC: Accounting	AMC: Animation/Motion Capture	AV: Audio/Visual
BU: Business	DE: Digital Editing	DM: Digital Media
EB: Entertainment Business	EL: Entertainment Law	EN: English
GD: Graphic Design	GM: Game	GEN/GS: General Studies
HU: Humanities	IM: Internet Marketing	IN: Independent
MA: Math	MB: Music Business	MG: Motion Graphics
MH: Music History	MK: Marketing	MM: Management & Marketing
MS: Media & Society	PS: Psychology	RLS: Recording/Live Sound
RT: Recording Technology	SO: Sociology / Social Science	SS: Student Success
VP: Video Production	WD: Web Design	

Undergraduate Programs

The three (3) numeric digits indicate the level of the course. Course numbers that are 100-level and 200-level, are generally taken early in a program. Course numbers that are 300-level and 400-level are taken later in a program

Credit Hours

Coursework at Madison and Minneapolis Media Institute is measured in quarter credit hours or semester credit hours (refer to the program information to determine if the coursework is offered in quarter or semester credit hours).

Quarter Credit Hours

One (1) Quarter credit hour equals ten (10) contact hours of lecture, twenty (20) hours of laboratory, or thirty (30) hours of externship.

Semester Credit Hours

One (1) Semester credit hour equals fifteen (15) contact hours of lecture, thirty (30) hours of laboratory, or forty-five (45) hours of externship.

Contact Hours

One (1) contact hour is fifty (50) minutes.

Program Modification

The College reserves the right to modify the course content, structure, and schedule without additional charges to the student and within regulatory guidelines. The College reserves the right to amend the Catalog and Student Handbook as required.

Bachelor of Science in Entertainment and Media Business

This program is no longer accepting new students and/or re-entering students into the program.

Delivery Method: Online and On-Ground Modality

Campus: Madison Campus Only

The purpose of the Entertainment & Media Business program is to prepare students for marketing, management, social media, public relations and production careers in the entertainment/media industry. Entertainment and media business is the collision of social media, music, video, film, entrepreneurship, event management, gaming, sports, the Internet and genres that have only been imagined. It is the business of sound and vision and how to make a living working with your passion. As Andy Warhol famously stated “Being good in business is the most fascinating kind of art. Making money is art and working is art and good business is the best art.” The EMB program is your next step to becoming a well-rounded, appealing candidate for a sought-after career in the entertainment and media industry. Students entering this program can expect to learn key components and skill sets related to social media, advertising, event/project management, public relations and business administration within arts and entertainment, surveying the development, marketing, management, and distribution of media and entertainment in the recording, video, film, and new media sectors. Students also examine industry-wide technologies, platforms and trends, preparing them for careers in the entertainment and media industry. The program also offers instruction in essential general business skills, including written communications, statistics, accounting and entrepreneurship. We have a philosophy of teaching both traditional and unconventional techniques to succeed in business... And have fun doing it! In addition to attendance in all courses, students will be required to complete out-of-class assignments. These assignments include but are not limited to reading, exercises and problem solving, projects, research, papers, and presentations. A student can anticipate out-of-class activities that equal about two (2) hours for every one (1) hour of lecture. Upon successful completion of the program (see graduation requirements section of the catalog), students could seek or obtain entry-level employment in an entertainment and media related field.

Program Outcomes:

Upon successful completion of this program, graduates should be able to:

1. Demonstrate key components and skills sets related to social media, advertising, event planning.
2. Apply essential general business skills related to project management, public relations and business administration within arts and entertainment.
3. Explain industry-wide technology platforms and trends the entertainment and media industry.
4. Apply concise verbal and written communication as it pertains to clients and collaborators.

Course Code	Course Title	Contact Hours	Semester Credit Hours
Concentration Requirements			
BU326	Project Development	60	3.0
BU330	Principles of Entrepreneurship	60	3.0
BU410	Digital Distribution, E-Commerce & Merchandising	60	3.0
BU412	Social Media & Web Strategies	60	3.0
BU432	Advanced Digital Marketing	60	3.0
BU441	Capstone	60	3.0
IM325	SEO & Analytics	60	3.0
MK335	Publicity & Promotion	120	6.0
MM305	Contemporary Topics in Management and Marketing	120	6.0
MM320	Event Management & Promotion	60	3.0
Transfer Credit	Transfer in 45 semester credit hours in a media or entertainment concentration	0	45.0
Total		720	81.0
General Education Requirements			
AC320	Financial Accounting	60	3.0
HU315	Role of Mass Communications in Culture and Politics	60	3.0
HU325	Art in the Community	60	3.0
HU402	Writing Across Genres	60	3.0
HU410	Applied Ethics	60	3.0
MA320	Data Analysis for Decisions	60	3.0
MA401	Environmental Science - Sustainability	60	3.0
SO404	Introduction to Social Psychology	60	3.0
Transfer Credit	Transfer in 15 semester credit hours in a media or entertainment concentration	0	15.0
Total		480	39.0
Grand Total		1,200	120.0

Bachelor of Science in Business in Media

This program is no longer accepting new students and/or re-entering students into the program.

Delivery Method: On-Ground Modality

Campus: Minneapolis Only

Business in Media is a four-semester bachelor program designed to prepare students for employment in the fields of management and administration. Target careers include advertising, promotions, marketing managers, logisticians, marketing research, public relations, purchasing managers, venue managers, and project managers. These positions can be found at design firms, advertising agencies, new media web development companies, professional sports teams, the publication departments of larger corporations, talent agencies, marketing firms, non-profit organizations, public agencies, and among independent contractors serving these businesses. Students in the Business in Media Program develop a solid grounding in business including product development, sales and negotiations, marketing and promotions, and management. Students will also have the opportunity to enhance their skills in one of the following areas; Audio & Recording Arts, Graphic and Web Design, or Animation and Game Design. For production work, students use a variety of hardware, including computers and graphic tablets, digital cameras, and studio lighting equipment. In addition to attendance in all courses, students will be required to complete out-of-class assignments. These assignments include but are not limited to reading, exercises and problem solving, projects, research, papers, and presentations. A student can anticipate out-of-class activities that equal about two (2) hours for every one (1) hour of lecture. Upon successful completion of the program (see graduation requirements section of the catalog), students could seek or obtain entry-level employment in a media related field.

Program Outcomes:

Upon successful completion of this program, graduates should be able to:

1. Build repertoires of leadership skills and influence tactics, to expand personal spheres of influence
2. Identify the marketing function and describe the concepts and processes involved in designing product strategy, promotional strategy, distribution strategy, and pricing strategy
3. Differentiate the many ways in which entrepreneurship manifests itself, including start-up contexts, corporate contexts, social contexts, public sector contexts, and the legalities of the business ownership such as sole proprietorship, partnership, and corporation.
4. Discuss the ethical issues inherent in the rapid changes in business, including information technology and environmental degradation.

Course Code	Course Title	Contact Hours	Semester Credit Hours
All Concentration Requirements			
BU316	Entrepreneurship	45	3.0
BU317	Business Ethics	45	2.0
BU318	Digital Distribution	45	3.0
BU322	Social Media and Marketing	30	2.0
BU323	Organizational Management	45	3.0
BU324	Leadership	45	3.0
BU413	Sales and the Art of Negotiation	30	2.0
BU416	Information Management	30	2.0
BU422	Advertising and Promotions	60	4.0
BU423	Business Finance	45	3.0
Transfer Credit	Transfer in 39 semester credit hours in a film or media concentration	0	39.0
Total		420	66.0
Concentration Requirements – Graphic & Web Design			
BU315	Illustration	75	4.0
BU328	Advanced Design	75	4.0

BU417	Group Dynamics	75	4.0
BU418	Research and Design	75	4.0
BU420	Visual Communication Applications	75	4.0
BU424	Team Development	75	4.0
	Total	450	24.0
Concentration Requirements – Animation & Game Design			
BU314	Scripting for Games	75	4.0
BU329	Game Development I	75	4.0
BU417	Group Dynamics	75	4.0
BU419	Game Development II	75	4.0
BU424	Team Development	75	4.0
BU425	Game Development III	75	4.0
	Total	450	24.0
Concentration Requirements – Audio & Recording Arts			
BU319	Advanced Engineering Concepts	75	4.0
BU327	Entertainment Business and Communication	60	4.0
BU414	Mastering	75	4.0
BU421	Advanced Content Creation	75	4.0
	Total	285	16.0
General Education Requirements			
BU417	Group Dynamics	75	4.0
BU424	Team Development	75	4.0
EN314	Contemporary Literature	45	3.0
MA317	Statistics	45	3.0
PS325	Social Psychology	45	3.0
Transfer Credit	Transfer in 21 semester credit hours in a general education	0	21.0
	Total	285	38.0
	Grand Total	990- 1,005	120.0 – 128.0

Students must complete the “All Concentration” courses, along with one of the “Concentration” requirements and “General Education Requirements to be considered a graduate of the program.

Associate of Occupational Science in Electronic & Audio Visual Systems

This program is no longer accepting new students and/or re-entering students into the program.

Delivery Method: Online and On-Ground Modality

Campus: Madison Campus Only

The Electronic & Audio Visual Systems (EAV) program is a program designed to prepare students for entry-level employment in the audio-visual and media systems fields. Target jobs include residential electronics installation technician, home theater installer, live sound reinforcement technician, audio-visual technician, low-voltage field service technician, low-voltage installer, and electronic systems design assistant. These positions are typically found within low-voltage integration companies (sellers and installers of security systems, fire alarms, intercom systems, home networks, and audio-visual systems), business communication (voice & data) infrastructure resellers, high-end consumer electronics retailers, and cable/media companies. Trade associations for EAV professionals include InfoComm, the National Systems Contractors Association (NSCA), the Custom Electronic Design and Installation Association (CEDIA), and the Electronic Systems Professional Alliance (ESPA). To prepare for a career in Electronic & Audio Visual Systems, MMI students develop a solid foundation in principles of electricity and electronics, and the application of low-voltage electronics to residential and commercial applications. Students acquire the basics of media systems design, especially as it relates to sound and video systems. They learn to install low-voltage cabling and wireless networking systems and to connect components ranging from LCD projectors to audio components to networking infrastructure. Students work with a variety of tools and hardware, including digital multi-testers, cable testers, reflectometers, cabling, switches, connector blocks, racks, and servers. Throughout the program they are trained in on-the-job safety. In addition to these skills, the EAV program introduces students to non-technical aspects of the media systems business and breaking trends in the industry. In addition to attendance in all courses, students will be required to complete out-of-class assignments. These assignments include but are not limited to reading, exercises and problem solving, projects, research, papers, and presentations. A student can anticipate out-of-class activities that equal about two (2) hours for every one (1) hour of lecture. Upon successful completion of the program (see graduation requirements section of the catalog), students could seek or obtain entry-level employment in the electronic and audio visual related positions.

Program Outcomes:

Upon successful completion of this program, graduates should be able to:

1. Demonstrate audio visual installation designs, knowledge of layout principles and aesthetic design concepts.
2. Identify techniques for mounting video systems, installing equipment racks and enclosures.
3. Create technical documents to support client proposals.
4. Demonstrate knowledge of basic concepts in audio and video delivery.
5. Apply concise verbal and written communication as it pertains to clients and collaborators.

Course Code	Course Title	Contact Hours	Semester Credit Hours
Concentration Requirements			
AV102	First Year Student Project	120	4.0
AV125	Construction, Pathways & Safety	60	3.0
AV130	Installation I	60	3.0
AV150	Systems Design I	60	3.0
AV230	Installation II	60	3.0
AV232	Installation III	60	3.0
AV240	Live Sound I	60	3.0
AV245	Live Sound II	60	3.0
AV250	System Design II	60	3.0
AV260	Networking	60	3.0
AV270	Troubleshooting	60	3.0
AV280	Home Theater Systems	60	3.0
AV292	Systems Integration & Automation	60	3.0
EL201	Electronics II	60	3.0
IN202	Skills Integration Studio	120	4.0
RT130	Electronics	60	3.0
Total		1,080	50.0
General Education Requirements			
GS280	Project Management	60	3.0
HU113	Introduction to College Writing and Research	60	3.0
MS114	Media & Society	60	3.0
SO141	Managing Your Career	60	3.0
Total		240	12.0
Grand Total		1,320	62.0

Associate of Applied Science in Entertainment and Media Business

This program is no longer accepting new students and/or re-entering students into the program.

Delivery Method: Online and On-Ground Modality

Campus: Madison Campus Only

The purpose of the Entertainment & Media Business program is to prepare students for management, marketing, social media, advertising, sales, and administration positions within entertainment, arts, and recreational enterprises. The program provides students with a foundational understanding of media production and business as a prerequisite to the Entertainment & Media Business baccalaureate degree completion program. Students will study core business topics such as marketing, finance, economics, and ethics. They'll also receive specialized training in the entertainment and media industry. Students will develop, market, manage, and distribute media and entertainment in the recording, video and film, and new media sectors. The faculty is experienced in artist management, product development, and entertainment business. Relationships and connections built with them as a student will prove invaluable. Throughout the program students will learn how media and entertainment professionals communicate, collaborate, and do business with each other. Our goal is to equip students with a skill set that will allow them to acquire positions within the entertainment industry, as well as instill the essential entrepreneurial insight to continually develop and monetize their careers. In addition to attendance in all courses, students will be required to complete out-of-class assignments. These assignments include but are not limited to reading, exercises and problem solving, projects, research, papers, and presentations. A student can anticipate out-of-class activities that equal about two (2) hours for every one (1) hour of lecture. Upon successful completion of the program (see graduation requirements section of the catalog), students could seek or obtain entry-level employment in entertainment and media business related positions.

Program Outcomes:

Upon successful completion of this program, graduates should be able to:

1. Identify issues pertaining to the internet and its relationship to the entertainment industry.
2. Distinguish the importance of management, identifying vital management roles in the entertainment industry.
3. Compare entertainment related brands and distinguish strategies used by different types of companies within the industry.
4. Develop event production objectives including venue, scheduling, staffing and collaborate with event related professionals.
5. Apply concise verbal and written communication as it pertains to clients and collaborators.

Course Code	Course Title	Contact Hours	Quarter Credit Hours
All Concentration Requirements			
DE110	Editing & Production	60	3.0
EB101	Intro to the Entertainment Industry	60	3.0
EB200	Intro to Business	60	3.0
EB202	Entertainment Business II: Business and Brands	60	3.0
EB204	Entertainment Industry Forum	60	3.0
EB205	Event Management	60	3.0
EB206	Case Studies in Entertainment & Media	60	3.0
GM124	Visual Story Telling	60	3.0
MB131	Music Business	60	3.0
SO141	Managing Your Career	60	3.0
Total		600	30.0
Program Electives			
	Elective 1	60	3.0
	Elective 2	60	3.0
	Elective 3	60	3.0
Total		180	9.0
General Education Requirements			
EL123	Essentials of Entertainment Law	60	3.0
HU113	Introduction to College Writing and Research	60	3.0
HU125	Speech Communications	60	3.0
HU135	Film & Video History	60	3.0
MA203	Technical Math	60	3.0
MS114	Media & Society	60	3.0
SO102	Intro to Psychology	60	3.0
Total		420	21.0
Grand Total		1,200	60.0

Students must complete the “All Concentration” courses, along with one of the “Concentration” or “Elective” requirements and “General Education Requirements to be considered a graduate of the program.

Electives

Where denoted in the program outline, students will be advised by the Program Chair and/or Academic Dean as to the appropriate course to meet the needs of their program. Students will choose three (3) electives to complete their curriculum. The student may choose from the list below or opt for a program specific concentration that is listed above:

Course Code	Course Name	Semester Credits	Course Code	Course Name	Semester Credits
DM150	Digital Image	3	MH140	History of Contemporary Music	3
DE120	Editing II	3	RT110	Digital Audio Workstations I	3
GM111	Adobe Tools	3	RT120	Digital Audio Workstations II	3
GM113	3D Animation	3	RT230	Digital Audio Workstations III	3
GM212	Art & Color Theory	3	VP120	Camera Techniques and Production	3
HU124	World Music	3			

Associate of Applied Science in Media Business

The Minneapolis Campus is no longer accepting new students and/or re-entering students into this program.

Delivery Method: Online

Campus: Madison and Minneapolis Campuses

The Associate degree in Media Business is designed to provide an opportunity for students who have completed any of the media arts diploma programs to develop fundamental knowledge and skills in media business and marketing while earning an associate's degree. The business acumen of the associate degree is designed to complement the technical skills developed in a media diploma program, and enhancing the talents required for a career in media and/or media-related business. The degree is intended to prepare students to work for an existing company or give consideration to developing a brand new venture. The completion degree also provides essential course work necessary for pursuing additional levels of post-secondary education. In addition to attendance in all courses, students will be required to complete out-of-class assignments. These assignments include but are not limited to reading, exercises and problem solving, projects, research, papers, and presentations. A student can anticipate out-of-class activities that equal to about two (2) hours for every one (1) hour of lecture. Upon successful completion of the program (see graduation requirements section of the catalog), students could seek or obtain entry-level employment in a media and/or media business-related field(s).

Program Outcomes:

Upon completion of this program, students should be able to:

1. Analyze the role of marketing in a media business environment and apply core marketing principles to the development of business strategy and decision-making processes;
2. Develop an understanding for the role of budgeting and administration in a media business professional context;
3. Demonstrate an understanding of the processes, skills and tools to successfully manage media-related project requirements;
4. Evaluate various business models and determine the appropriate requirements to fit various media business ventures;
5. Differentiate between and produce professional techniques, skills, and tools necessary for oral and written presentations within a business environment;
6. Survey and consider various economic principles and articulate the impact that those economic principles have on the decision-making process within a professional media business environment.

Course Code	Course Title	Contact Hours	Quarter Credit Hours
Concentration Requirements			
	Transferred core credits		50
MB205	Marketing Essentials	50.00	4.0
MB210	Business Models for Media	50.00	4.0
MB215	Budgeting and Administration for Media Business	50.00	4.0
MB220	Media Business Project Management	50.00	4.0
MB225	Economics of Public Issues	50.00	4.0
	Total	250.0	70.0
General Education Requirements			
GEN201	College Math	50.0	4.5
GEN220	Critical Reading and Thinking	50.0	4.5
GEN229	Life Science	50.0	4.5
GEN215	Oral and Written Communication	50.0	4.5
GEN230	Ethics	50.0	4.5
GEN204	Intro to Psychology	50.0	4.5
GEN212	History of American Government	50.0	4.5
	Total	350.0	31.5
	Grand Total	600.0	101.5

Associate of Art in Game Art & Animation

This program is no longer accepting new students and/or re-entering students into the program.

Delivery Method: Online and On-Ground Modality

Campus: Madison Campus Only

The Game Art & Animation program prepares students for entry-level positions typically found in computer game production studios, visual effects houses, TV production studios, and computer animation studios. Game Art & Animation students develop a solid foundation in the principles of 3D computer graphics, modeling, texturing, animation, lighting, rendering, compositing, traditional art and storytelling. Students will learn the skills to build 3D models, animate in 3D, character design, VFX, level design and game engine integration using the Unreal Development Kit (UDK) and the Unity game engine. Additional courses will teach the students UV mapping & texturing, traditional drawing techniques, lighting / rendering & compositing in virtual world environments. Students will work with the latest generation of game development software including Autodesk®'s Maya®, MotionBuilder®, and Mudbox™ as well as Adobe Photoshop®, After Effects®, and the revolutionary ZBrush® modeling and texturing tool. The program features hands-on experience with its professional grade Motion Capture (mocap) lab while learning Cortex 2, Calcium, and Solver 2.2 software, giving students firsthand working knowledge and skills they will need to excel in the industry. As students progress through the program, they have the opportunity to hone skill sets to prepare them as 3D asset & Character modelers, 3D character & motion capture animators, level designers and technical artists, while being taught and mentored directly by industry professionals. Both as individuals and in team projects, students will create their own characters and environments, animate entire character performances and integrate them into working games. Graduates of the program will have a working knowledge and the skills in all the standard studio tools along with a portfolio demo reel tailored to their specific skill set(s). In addition to attendance in all courses, students will be required to complete out-of-class assignments. These assignments include but are not limited to reading, exercises and problem solving, projects, research, papers, and presentations. A student can anticipate out-of-class activities that equal about two (2) hours for every one (1) hour of lecture. Upon successful completion of the program (see graduation requirements section of the catalog), students could seek or obtain entry-level employment in game art and animation related positions.

Program Outcomes:

Upon successful completion of this program, graduates should be able to:

1. Demonstrate firm knowledge of animation principles and the creation of numerous 3D animation.
2. Describe 3D modeling and sculpting techniques.
3. Utilize game design principles.
4. Demonstrate firm knowledge of scripting for use in making games.
5. Apply concise verbal and written communication as it pertains to clients and collaborators.

Course Code	Course Title	Contact Hours	Semester Credit Hours
Concentration Requirements			
GM111	Adobe Tools	60	3.0
GM112	Game Industry Overview	60	3.0
GM113	3D Animation	60	3.0
GM114	Drawing for Animators	60	3.0
GM121	3D Modeling and Texturing	60	3.0
GM122	Character Animation	60	3.0
GM123	Computer Graphics	60	3.0
GM124	Visual Story Telling	60	3.0
GM212	Art and Color Theory	60	3.0
GM213	Character Modeling	60	3.0
GM216	Hard Surface Modeling	60	3.0
GM221	Motion Capture	60	3.0
GM222	Animation Production	60	3.0
GM226	Advanced Surfacing	60	3.0
GM233	Portfolio Master Class	60	3.0
GM311	Scripting and Rigging	60	3.0
GM322	Game Engine Integration	60	3.0
GM331	Game Design Principles	60	3.0
GM332	Team Production	60	3.0
GM334	Lighting, Rendering and Compositing	60	3.0
Total		1,200	60.0
General Education Requirements			
HU113	Introduction to College Writing and Research	60	3.0
HU125	Speech Communications	60	3.0
MA203	Technical Math	60	3.0
SO102	Intro to Psychology	60	3.0
SO141	Managing Your Career	60	3.0
Total		300	15.0
Grand Total		1,500	75.0

Diploma in 3D Modeling for Gaming

The Minneapolis Campus is no longer accepting new students and/or re-entering students into this program.

Delivery Method: On-Ground

Campus: Madison and Minneapolis Campuses

The diploma program in 3D Modeling for Gaming is designed to provide an opportunity for students to develop knowledge and skills relevant and required in gaming and film production environments. Students develop a solid foundation in the creation of 3D models and textures for Hard Surfaces and Characters. They will also gain an understanding of 3D animation and the skills needed to integrate art assets into game engines and other mediums for a variety of purposes. Students will also come to know how games, film and other interactive media are designed to interact with the audience effectively. They will learn and work with industry standard 3D development software for the creation of art assets and their integration.

In addition to attending courses, students will be required to complete out-of-class assignments. These assignments include but are not limited to reading, exercises and problem solving, projects, research, papers, and presentations. A student can anticipate out-of-class activities that equal about two (2) hours for every one (1) hour of lecture. Upon successful completion of the program (see graduation requirements section of the catalog), students could seek or obtain entry-level employment in a 3D Modeling for Gaming - or related field(s) as a 3D Modeler, 3D Animator, Digital Modeler, or similar title.

Program Outcomes:

Upon completion of this program, students should be able to develop and demonstrate:

1. A solid understanding of 3D Modeling;
2. A firm knowledge of Texture generation;
3. A basic understanding of 3D animation and its principles;
4. A firm knowledge of integrating animation assets into various mediums;
5. A solid understanding of game design principles;
6. A general understanding of the creation of 2D art;
7. A general understanding of the VFX creation process.

Course Code	Course Title	Contact Hours	Quarter Credit Hours
AMC101	Animation I	50	4.0
AMC102	Drawing	100	6.0
AMC103	Digital Tools	50	4.0
AMC104	Concept Art	50	4.0
AMC160	Lighting Rendering & VFX	100	6.0
AMC170	Production	100	6.0
MG101	Modeling I	50	4.0
MG102	Modeling II	100	6.0
MG105	Texturing and Surfacing	100	6.0
MG111	Digital Sculpting	50	4.0
MG110	Modeling III	50	4.0
MG215	3D Modeling and Animation Capstone	100	6.0
SS101	Student Success Strategies	50	4.0
SS102	Professional Success Strategies	50	4.0
	Total	1,000	68.0

Diploma in Animation and Motion Capture

The Minneapolis Campus is no longer accepting new students and/or re-entering students into this program.

Delivery Method: On-Ground

Campus: Madison and Minneapolis Campuses

The diploma program in Animation and Motion Capture is designed to provide an opportunity for students to develop knowledge and skills relevant and required in animation and gaming environments. Students develop a solid foundation in the creation of 3D animation and the use of optical motion capture technology. They will also gain an understanding of 3D modeling and the skills needed to integrate art assets into game engines and other mediums for a variety of purposes. Students will also come to know how games, film and other interactive media are designed to interact with the audience effectively. Students will learn and work with industry standard 3D development software for the creation of art assets and their integration. In addition to attending courses, students will be required to complete out-of-class assignments. These assignments include but are not limited to reading, exercises and problem solving, projects, research, papers, and presentations. A student can anticipate out-of-class activities that equal about two (2) hours for every one (1) hour of lecture. Upon successful completion of the program (see graduation requirements section of the catalog), students could seek or obtain entry-level employment in a video production and editing or related field(s).

Program Outcomes:

Upon completion of this program, students should be able to:

1. Develop a solid understanding of 3D Animation;
2. Demonstrate a competent knowledge of Motion Capture Techniques;
3. Develop a basic understanding of 3D modeling and texturing techniques;
4. Demonstrate a competent knowledge of integrating art assets into various mediums;
5. Develop a solid understanding of basic game design principles;
6. Develop and demonstrate a general understanding of the creation of 2D digital art;
7. Develop and demonstrate a general understanding of the VFX creation process.

Course Code	Course Title	Contact Hours	Quarter Credit Hours
AMC101	Animation I	50	4.0
AMC102	Drawing	100	6.0
AMC103	Digital Tools	50	4.0
AMC104	Concept Art	50	4.0
AMC105	Animation II	100	6.0
AMC110	Animation III	50	4.0
AMC140	Motion Capture	100	6.0
AMC150	Rigging	50	4.0
AMC160	Lighting Rendering & VFX	100	6.0
AMC170	Production	100	6.0
MG101	Modeling I	50	4.0
MG215	3D Modeling and Animation Capstone	100	6.0
SS101	Student Success Strategies	50	4.0
SS102	Professional Success Strategies	50	4.0
	Total	1,000	68.0

Diploma in Graphic Design

The Minneapolis Campus is no longer accepting new students and/or re-entering students into this program.

Delivery Method: On-Ground

Campus: Madison and Minneapolis Campuses

Graphic designers use their knowledge and experience of color, shape, image and typography to create designs that inform and persuade. These designs are usually printed in some manner, and are directed toward specific audiences. Graphic designers work for clients, either as freelancers or as employees of agencies and corporations, and while they continue to improve their craft throughout their careers, a basic level of skills is required in entry-level positions. In addition to attending courses, students will be required to complete out-of-class assignments. These assignments include but are not limited to reading, exercises and problem solving, projects, research, papers, and presentations. A student can anticipate out-of-class activities that equal about two (2) hours for every one (1) hour of lecture. Upon successful completion of the program (see graduation requirements section of the catalog), students could seek or obtain entry-level employment in a Graphic Design and/or Graphic Design-related field(s).

Program Outcomes:

- Upon successful completion of this program, graduates should be able to:
- Visualize and outline potential design solutions to client needs
- Identify demographic audiences, and design for them
- Develop finished designs through the appropriate use of line, shape, color, image and typography
- Use standard software packages to support the design process
- Output finished designs in the formats and resolutions appropriate for their intended uses
- Be proactive in discussing design choices with clients and potential clients
- Be proactive in continuing to expand and refine their skills as graphic designers

Course Code	Course Title	Contact Hours	Quarter Credit Hours
GD110	Introduction to Design	50	4.0
GD120	Digital Design	50	4.0
GD130	Designing with Vectors	100	6.0
GD150	Design for Publication	100	6.0
GD220	Brand Identity	50	4.0
GD180	Color and Typography	50	4.0
GD210	Motion Graphics	50	4.0
GD170	Design for Information	50	4.0
GD230	Application of Design	100	6.0
GD240	Professional Portfolio Design	100	6.0
SS101	Student Success Strategies	50	4.0
SS102	Professional Success Strategies	50	4.0
	Total	800	56.0

Diploma in Recording and Live Sound

The Minneapolis Campus is no longer accepting new students and/or re-entering students into this program.

Delivery Method: On-Ground

Campus: Madison and Minneapolis Campuses

The Recording and Live Sound program provides students with an opportunity to gain knowledge in the audio profession and to seek entry-level employment as audio specialists in a variety of settings, including music venues: performing arts centers, recording studios, churches, convention centers and production facilities. The program equips students with the tools and techniques used to record, mix, and produce music and live sound in a professional setting. The course work addresses the broad scope of current audio technology and practice, including the use of digital audio workstations, audio production consoles, live sound systems, microphones and plug-ins. In addition to attending and participating in all courses, students will be required to complete out-of-class assignments. These assignments may include reading, learning activities, problem solving, research projects and presentations. Students should expect out-of-class homework that equals at least two (2) hours of work for every one (1) hour of class lecture. Upon successful completion of the program (see graduation requirements section of the catalog), students could seek or obtain entry-level employment in the audio industry.

Program Outcomes:

Upon completion of this program, students should be able to:

1. Successfully operate digital and analog technology in both recording studio and live environments;
2. Capture, edit, manipulate and deliver audio and associated media such as video;
3. Evaluate audio and associated media from a technical and aesthetic standpoint;
4. Identify audio components, configure audio systems and problem solve;
5. Demonstrate the ability to communicate in a professional manner;
6. Identify common media business issues that arise around contracts, intellectual property rights, permissions, liability, copyright, and fair use.

Course Code	Course Title	Contact Hours	Quarter Credit Hours
GM127	Media Business	50	4.0
RLS103	Audio Engineering Fundamentals	50	4.0
RLS105	Pro Tools Fundamentals	50	4.0
RLS111	Studio Recording	100	6.0
RLS113	Video Production	50	4.0
RLS115	Field Audio and Post Production	50	4.0
RLS117	Live Sound	100	6.0
RLS121	Audio Engineering Applications	50	4.0
RLS123	Pro Tools Applications	50	4.0
RLS125	Audio Software	50	4.0
RLS200	Audio Mixing and Portfolio Development	100	6.0
SS101	Student Success Strategies	50	4.0
SS102	Professional Success Strategies	50	4.0
	Total	800	58.0

Diploma in Video Production & Editing

Delivery Method: On-Ground

Campus: Madison

The diploma program in Video Production and Editing is designed to provide an opportunity for students to develop knowledge and skills relevant and required in video and film production and professional environments. This diploma program focuses on skills and abilities required in Post Production, Field Production, Live Studio Production, Audio Production, and Motion Graphics. Students learn to use industry-standard software applications as well as a variety of hardware including light kits, high definition cameras and DSLR cameras, microphones and grip gear equipment.

In addition to attending courses, students will be required to complete out-of-class assignments. These assignments include but are not limited to reading, exercises and problem solving, projects, research, papers, and presentations. A student can anticipate out-of-class activities that equal about two (2) hours for every one (1) hour of lecture. Upon successful completion of the program (see graduation requirements section of the catalog), students could seek or obtain entry-level employment in a video production and editing or related field(s).

Program Outcomes:

Upon completion of this program, students should be able to:

1. Develop ability in the fundamentals of video and film production techniques, studio production , visual storytelling and editing;
2. Explore and apply the aesthetics and strategies of motion graphics;
3. Study and practice successful editing techniques and tools in post-production;
4. Develop additional career skills that apply to all related tracks in this program;
5. Demonstrate a knowledge of and ability in professional skills derived from the study of how media can influence and how it is currently used in our society, the foundational legal implications of media production and use; and how to successfully navigate this professional field.

Course Code	Course Title	Contact Hours	Quarter Credit Hours
SS101	Student Success Strategies	50	4.0
SS102	Professional Success Strategies	50	4.0
VP101	Digital Image (Still Image)	50	4.0
VP102	Video Editing and Production	50	4.0
VP103	Camera Techniques and Lighting	50	3.0
VP104	Script Writing	50	4.0
VP105	Visual Story Telling	50	3.0
VP106	Sound Production	50	4.0
GM150	Media Law	50	4.5
VP107	Lighting and Grip	50	3.5
VP109	Live Production	50	4.0
VP114	DSLR Production	50	3.5
VP116	Motion Graphics	100	6.0
VP200	Portfolio	100	7.5
	TOTALS	800	59.0

Diploma in Web Developer

This program is no longer accepting new students and/or re-entering students into the program.

Delivery Method: On-Ground

Campus: Madison and Minneapolis Campuses

In the Web Developer diploma program, students will learn to use the coding languages, applications, and technology required to create a variety of interactive content for the web, as well as how to take those skills and turn them into a professional career. The Web Developer program covers both front end design and back end development. Students will learn to concept, code, and publish their own content for a variety of destinations, including desktop computers, tablets, and other mobile devices. Students will explore the various languages used in interactive design, such as HTML5, CSS3, JavaScript, PHP, and MySQL in order to develop a robust and versatile skill set. In addition to skills based on coding, students will learn how to concept, design, and create the visual assets used on a site, including topics such as layout, color, typography, identity, user interfaces and user experience (UI/UX). Furthermore, students will learn advanced website management techniques including email account creation, registration of domain names, open-source software installation, and Search Engine Optimization (SEO).

At the culmination of the program, students will develop their own professional online portfolio, and will learn how to prepare themselves as a professional working in the web design industry, whether they choose to pursue a career at a web development studio, or work independently as a freelancer. In addition to attending courses, students will be required to complete out-of-class assignments. These assignments include but are not limited to reading, exercises and problem solving, projects, research, papers, and presentations. A student can anticipate out-of-class activities that equal about two (2) hours for every one (1) hour of lecture. Upon successful completion of the program (see graduation requirements section of the catalog), students could seek or obtain entry-level employment in a video production and editing or related field(s).

Program Outcomes:

Upon completion of this program, students should be able to:

- Develop skills in the use of current coding languages to design, create, and apply web content and functions;
- Practice both design and development concepts and tools in current professional web developer environments;
- Use concept code and design create various visual assets used in a web environment;
- Publish web content for a variety of destinations;
- Explore various languages in order to create interactive web designs;
- Develop skills in advanced website management techniques;
- Create an individual online portfolio and review effective strategies and techniques to prepare for a successful career in the web design industry.

Course Code	Course Title	Contact Hours	Quarter Credit Hours
SS101	Student Success Strategies	50	4.0
SS102	Professional Success Strategies	50	4.0
WD100	Digital Design	50	4.0
WD105	HTML and CSS	50	4.0
WD110	UI/UX Design	50	4.0
WD115	Website Management	50	4.0
WD120	JavaScript and jQuery	50	4.0
WD125	Responsive Web Design	50	4.0
WD130	Web Design Project Management	50	4.0
WD135	Search Engine Optimization	50	4.0
WD140	WordPress	50	4.0
WD145	PHP and MySQL	50	4.0
WD160	Content Management Systems	50	4.0
WD165	Online Applications with Ruby on Rails	50	4.0
WD170	Professional Portfolio Design	100	6.0
	Total	800	62.0

Course Descriptions

AC320 Financial Accounting

3 semester credits

Prerequisite: None

This course introduces business students to financial accounting and the language of business. The focus is on the practical application of accounting principles to real-world business. Students use spreadsheet tools to create worksheets for merchandising and service businesses.

AMC102 Drawing

6.0 quarter credits

Prerequisites: MG101 / AMC101

This class will teach the fundamentals of drawing and introduce students to observational drawing skills. Students will draw from observed setups and life and practice skills including contour line drawing, shading, and perspective. Themes will include: Anatomy and anatomical interaction, weight, mass distribution and balance, observation, positive and negative space, etc.

AMC103 Digital Tools

4.0 quarter credits

Prerequisites: MG101 / AMC101

In this class, students will be given the opportunity to learn the most commonly used 2D software tools. Students will also learn the difference between raster and vector images, basic image adjustment and selection, custom brush and texture creation, seamless texture tiling and how to lay out a texture file on a UV layout.

AMC104 Concept Art

4.0 quarter credits

Prerequisites: MG101 / AMC101

This course will focus the student on the importance of the planning process within the development pipeline. Topics such as: digital drawing, conceptualization and iteration will be discussed. The student will come to understand areas of the pipeline that also include: storyboards and visual storytelling, rapid visualization, and an introduction to Color Theory.

AMC105 Animation II

6.0 quarter credits

Prerequisites: MG101 / AMC101

Students learn the fundamentals of character animation of both bipeds and quadrupeds, including, pose-to-pose, blocking, lip-sync and camera composition. Students create numerous animations that explore the ideas of weight, balance, body mechanics, and explore character acting and emotion. Special focus will be on: weight and balance, body mechanics, and improving the students understanding of the 12 animation principles. Students will begin to understand how animation relates to what is seen in games and film.

AMC110 Animation III

4.0 quarter credits

Prerequisites: MG101 / AMC101 / AMC102 / AMC103 / AMC104 / AMC105

In this class, students will enhance their skills in the area of character animation. Emphasis on areas such as advanced body mechanics, acting and shot composition will be focused on. Students will improve their critical eye as it relates to breaking down references, and understanding various styles of animation as seen in games and film.

AMC140 Motion Capture

6.0 quarter credits

Prerequisites: MG101 / AMC101 / AMC102 / AMC103 / AMC104 / AMC105

Students will learn how clean and solve single to multi-person captures and apply it to 3D characters. Students will learn how to refine animations using hand key techniques blending seamlessly with motion capture data to be utilized in game engines and film

AMC150 Rigging

4.0 quarter credits

Prerequisites: MG101 / AMC101 / AMC102 / AMC103 / AMC104 / AMC105

This course introduces students to the foundations of character rigging. Rigging is the process of creating the skeleton and controls that the animator will use to make a character move. Topics will include, but are not limited to: making bind, IK & FK skeletons. IK/FK and mocap switches, facial rigging, and setting up Set Driven Keys (SDKs).

AMC160 Lighting, Rendering & VFX**6.0 quarter credits***Prerequisites: AMC101 / AMC102 / AMC103 / AMC104 / MG101 / MG102 / MG105 / MG110 / MG111*

This course covers both the technical and artistic side of lighting and rendering. Students create advanced material shaders and multi-layer composites for high quality and realistic imagery. By utilizing lighting and shading techniques used with real-time game engines and advanced rendering engines, students develop skills as cinematographers in a digital environment as well as a basic understanding of Visual Effects for games.

AMC170 Production**6.0 quarter credits***Prerequisites: AMC101 / AMC102 / AMC103 / AMC104 / MG101 / MG102 / MG105 / MG110 / MG111*

In this class students will be responsible for the organization, management, schedule and final deliverables of their team projects. Students will work together to utilize project and asset management tools, milestone and deliverable schedules, sprint workflow and to give presentations of their results.

AV102 First-Year Student Project**4 semester credits***Prerequisites: AV130 / AV150 / AV230 / AV250 or concurrent*

This course provides a capstone experience for EAV students in their third semester. Students work with their instructor through selected phases of a design-bid-build project for a mock client. Phases include needs analysis, design, engineering and system installation.

AV125 Construction, Pathways, and Safety**3 semester credits***Prerequisites: None*

This course introduces students to the structural components of buildings and core construction techniques. Students learn the function and use of the essential tools needed for electronic systems installation. This course also acquaints students with safe working procedures when installing and troubleshooting audiovisual and other electronic systems, and introduces them to codes and standards designed to protect systems users.

AV130 Installation I**3 semester credits***Prerequisites: None*

In this course, students learn basic concepts of electronic system installation and gain hands-on experience soldering joints, preparing and terminating cables, and building systems racks.

AV150 Systems Design I**3 semester credits***Prerequisites: None*

This course explores the design process that leads to proper implementation of visual display, audio, and control systems. Students learn design processes and industry standard software tools, are introduced to codes and regulations affecting design, and study multiple cases of residential and commercial designs. Students also receive initial exposure to design software that is commonly used in the low voltage industry, including D-Tools System Integrator and Microsoft Visio.

AV230 Installation II**3 semester credits***Prerequisites: AV150*

This course is the second in a three-course sequence designed to prepare students for work as AV installers. The focus is on practical, hands-on application of concepts, and mastery of core AV installation skills including cabling, basic cable troubleshooting, and system installation.

AV232 Installation III**3 semester credits***Prerequisites: AV130 / AV230*

The third in a three-course sequence designed to prepare students for work as AV installers, this course focuses on installation of electronic systems for commercial applications, such as fire alarm, security, access control, CCTV and life safety systems.

AV240 Live Sound I**3 semester credits***Prerequisites: None*

Sound Reinforcement Systems introduces students to the theory, mechanics, and practices of live sound system design and operation. Topics include amplifiers, speakers, compression drivers, mixers, crossover networks, front-of-house and monitor mixing, system equalization, 70-volt audio distribution systems, and monitoring systems. Students will

become familiar with the procedures associated with the set-up and transportation of large touring systems and small-club set-ups.

AV245 Live Sound II

3 semester credits

Prerequisites: AV240

In Live Sound II, we take a practical approach to the technical principles we learned in Live Sound I. We will learn the inside and out of digital consoles, wireless audio technology, stage management and advanced setup techniques.

AV250 Systems Design II

3 semester credits

Prerequisites: AV130

This course follows Systems Design I and concentrates on hands-on design. Students conduct needs analysis, spec products, and design systems to meet the needs of clients.

AV260 Networking

3 semester credits

Prerequisites: None

In this course, students apply networking concepts with an emphasis on AV and Automation in a hands-on environment. Students learn networking terminology, set up network communications devices such as wireless routers, media players and IP control devices, and learn how to test networks and trace addresses.

AV270 Troubleshooting

3 semester credits

Prerequisites: AV130 / AV150 / AV230

This course introduces troubleshooting logic and advanced techniques for solving audio-visual installation problems. Students get hands-on exposure to test equipment including digital multimeters, visual pattern generators, tone generators, and impedance bridges. Practical assessments cover electrical power distribution and grounding, audio system troubleshooting and tuning, and video control-panel troubleshooting.

AV280 Home Theater Systems

3 semester credits

Prerequisites: AV130 / AV150 / AV230

Home Theater Systems offers a comprehensive look at home theater technologies, design principles, installation and operation. This class is taught in a commercial level theater room, and offers students hands-on experience in audiovisual component installation, projection systems and remote control system programming.

AV292 Systems Integration and Automation

3 semester credits

Prerequisite: AV130 / AV150 / AV230 / AV250 / AV260 / AV280

This course introduces students to the technology and integration techniques used to install and control home automation and advanced audiovisual systems. Topics include: residential lighting control, low voltage systems, high voltage systems, audiovisual networks and programming logic.

BU314 Scripting for Games

4 semester credits

Prerequisite: None

Games are as technical as they are artistic. This class focuses on the technical nuts and bolts that make video games functional and interactive. An understanding of scripting enables troubleshooting and script customization. The more one understands scripting the greater the customization and functionality can be written into a game.

BU315 Illustration

4 semester credits

Prerequisite: None

In this course, students will further develop their illustration skills using digital and analog tools. Students will practice their skills in utilizing visual metaphors, visual storytelling, as well as furthering the craft of their art. Students will create artwork for use in print or digital media.

BU316 Entrepreneurship

3 semester credits

Prerequisite: None

This course is designed to give students the opportunity to compare different business models and assess entrepreneurial interests they may pursue. Upon successful completion of the course students will incorporate the aspects of business finance, risk management, human resource management, business plans, and the countless moving parts of an organization on a manageable scale.

BU317 Business Ethics**2 semester credits***Prerequisite: None*

Students taking Business Ethics will have the opportunity to identify and differentiate between legal and ethical matters as they relate to an organization. Upon successful completion of the course students will evaluate the actions of individuals and organizations as they pertain to ethical decision making. This course is designed to look at case studies as well as a textbook on the subject allowing the students to think freely and discuss openly.

BU318 Digital Distribution**2 semester credits***Prerequisite: None*

Digital distribution is a fast modern way of getting content producers' media into the hands of consumers and the consumers' money back to the content producers without a physical product. Digital distribution is very attractive because it forgoes most of the upfront expenses involved in physical, but successful distribution requires an understanding of the concepts and technology involved, and persistent online management. Throughout this course students will be introduced to a number of the established digital systems, the process of getting your product distributed through them, and the impact of digital distribution on the market.

BU319 Advanced Engineering Concepts**4 semester credits***Prerequisite: None*

Advanced Engineering Concepts focuses on the practical application of advanced engineering knowledge and skills needed to be successful in both the studio and live event environments. Along with assistant engineer drills, live event system tech drills, and advanced audio production and editing drills, this course also focuses on analog recording techniques and basic electronics. Through practical exercises hands on learning, and real world project assignments, the students will gain insight into building a studio from the ground up, proper setup and tear down of a live event system, and a practical understand of electronics and wiring.

BU322 Social Media and Marketing**2 semester credits***Prerequisite: None*

This course educates and trains users in the rapidly expanding field of Social Media. The topics include social media overviews, strategies for disseminating campaigns, and the tools and tactics to gain attention and create impressions for a website.

BU323 Organizational Management**3 semester credits***Prerequisites: BU316*

This course is designed to articulate the many responsibilities of a manager. Topics discussed will include employee motivation, managing conflict, structuring an organization, and team management. Students will have the opportunity to express their interpretations of the information presented and share their experiences in managerial roles.

BU324 Leadership**3 semester credits***Prerequisite: None*

The emphasis of this course is on developing students' concepts and skills to be effective leaders in organizations. Numerous surveys among managers and CEOs cite leadership and related skills as the most critical competencies that they would like students to have on various jobs. This course serves as an introduction to selected aspects of leadership theories and skills in organizations. It is part of a larger body of knowledge often known as "organizational behavior," which is based on both rigorous scientific research and extensive practical applications.

BU326 Project Development**3 semester credits***Prerequisite: None*

This course covers project development and project management, including the skills, tools and knowledge for sourcing and creating new projects, developing plans and strategies to meet project requirements, and the appropriate application of the project management process. Students gain exposure to practical topics such as planning, time management, monitoring and control, budgeting and revenue sources.

BU327 Entertainment Business and Communication **4 semester credits**

Prerequisite: None

Upon successful completion of this course students will be able to analyze the entertainment business from multiple perspectives. Students will have the opportunity to identify and assess the value of multiple revenue streams and career paths in both the domestic and international entertainment industry. This course will also focus heavily on communication and networking.

BU328 Advanced Design **4 semester credits**

Prerequisites: BU31

In this course, students will create projects integrating all aspects of design, print, screen, and web. Students will become proficient with integrating visual assets into digital and physical outputs, as well as experiment with a variety of tools and styles in their design.

BU329 Game Development I **4 semester credits**

Prerequisites: BU314

Producing a game is both a technical and creatively demanding process. Game Development I offers students a hands on experience with a yearlong development cycle. Game Development I will focus on practically planning a video game project that students have the opportunity to complete in Game Development II and III. Students have the opportunity to play a principle role with the pre-production portion of a Game Development Cycle.

BU330 Principles of Entrepreneurship **3 semester credits**

Prerequisite: None

This course will examine entrepreneurship by identifying and evaluating key roles and characteristics of entrepreneurship. Students examine the behavioral and social foundations of entrepreneurship, and then explore process, with a focus on the role of entrepreneurship in media and entertainment.

BU410 Digital Distribution, E-Commerce & Merchandising **3 semester credits**

Prerequisite: None

This class will survey various e-commerce and digital distribution strategies, platforms, and technologies for various forms of media content and retail products. Included will be analysis of pricing and payments, technology, warehousing, oversight, sales and marketing. The course will also consider merchandising strategies appropriate for various content and products.

BU412 Social Media and Web Strategies **3 semester credits**

Prerequisite: MM305

This class will investigate online tools and analyze digital marketing strategies for business in a digital age. Students will consider how specific online tools and strategies affect current and future business models. Topics discussed will include, but not be limited to, content marketing via various social media platforms, how to develop a social media marketing campaign, e-mail marketing, crowdfunding, web advertising, customer relationship management and use of mobile and web related tools that optimize social media usage and enhance integrated marketing capabilities within the context of an entertainment related career.

BU413 Sales and the Art of Negotiation **2 semester credits**

Prerequisites: BU324

Many people are turned off by sales and negotiations, but they can both be fun. Upon successful completion of this course students will be significantly more comfortable with sales and negotiations. Students will examine the sales process and techniques used to maximize returns for both sides of the table. This course focuses on tracking sales accounts, projecting outcomes, and negotiating agreements.

BU414 Mastering **4 semester credits**

Prerequisite: None

Mastering is the last critical step in the post-production process. The course will cover acoustics, monitoring, and the digital audio intricacies particular to the mastering process, and how to make a proper assessment to a piece of music to fulfill the artist's vision and expectation. Topics include applying signal processing to enhance audio material, noise reduction techniques, advanced editing techniques such as album sequencing and manual gain riding, the importance of quality control, and disc / electronic delivery preparation. Understanding various mastering techniques will equip

you with a professional level understanding of the day-t-oday mastering process, which enables the creation of a level matched, hi-fidelity, error free, and duplication-ready master.

BU416 Information Management

2 semester credits

Prerequisites: BU323

This course focuses on the implementation of information provided by databases and spreadsheets. It focuses on creating custom formulas for spreadsheets and custom databases for inventory and contact management. Students taking this course will have the opportunity to learn how to organize, interpret, and present information to team members and potential clients.

BU417 Group Dynamics

4 semester credits

Prerequisites: BU324 / PS325

In this course, students from each discipline will work together on audio based project, utilizing their own special skills. Non-audio students will help create collateral materials. Examples include and are not limited to still artwork, animated video, merchandising, branding, CD art, etc. Students will practice planning and implementing project management, content creation, formulating and integrating team building, assessing and justifying strategic thinking skills, and applying and planning collaborations.

BU418 Research and Design

4 semester credits

Prerequisites: BU328

This course is designed to teach students the value of image and text placement, color, size, and font selection as it pertains to a digital or print campaign. Using posters, fliers, social media, and websites as a canvas for visual expression and the generation of leads and call to action as the purpose, students in this class will have the opportunity to create art that causes people to react.

BU419 Game Development II

4 semester credits

Prerequisites: BU329

Producing a game is both a technical and creatively demanding process. Game Development II offers students a hands on experience with a yearlong development cycle. Game Development II focuses on the production portion of the Game Development Cycle for a video game project to be completed over this and the following semester. Students have the opportunity to play a principle role with the production portion of a Game Development Cycle.

BU420 Visual Communication Applications

4 semester credits

Prerequisites: BU418

In this course, students will be given the opportunity to work on single concept through many different iterations and applications. Students will need to create assets for a fictional client. These assets may include but are not limited to: illustrations, designs, logos, comics, and websites. Students will then need to respond to the client's needs in continuing to update and develop these assets, simulating a long-term deployment in a business setting.

BU421 Advanced Content Creation

4 semester credits

Prerequisite: None

In Advanced Content Creation, students will build upon recording, production and engineering skills attained at the associates level, and zero in on advanced techniques and disciplines that will enable them to take part in the ever increasing demand for content in the new music/media business. Students will receive feedback from industry professionals, with an opportunity to improve upon their projects and re-submit.

BU422 Advertising and Promotions

4 semester credits

Prerequisites: BU413

This course introduces advertising and promotion management, emphasizing the role of advertising and promotion in an organization's marketing and communications. Topics include regulatory, social and economic aspects of advertising. This course will also discuss budgeting, advertising to a variety of demographics, and market research.

BU423 Business Finance**3 semester credits***Prerequisites: MA317 / BU323*

Students learn the fundamental principles of financial decision making. This course covers issues that examine the full spectrum of financial decision making while focusing on such concepts and tools as the time value of money and risk-return tradeoffs, using modern technology to track trends for proper financial decision making.

BU424 Team Development**4 semester credits***Prerequisites: BU324 / PS325*

In this course, students from each discipline will work together on projects. Non-animation students will help create audio/post to support the project. Examples include and are not limited to foley, sounds effects, voice over recording and artistry, scoring, audio production and mixing. Students will collaborate on the project concepts, and have weekly meetings to keep each discipline accountable for their progress.

BU425 Game Development III**4 semester credits***Prerequisites: BU419*

Game Development III focuses on wrapping a year-long game development cycle with the completion of a video game project. Game Development III focuses on inserting the functionality and interactivity of a game, the quality assurance of a game and the ultimate publishing of a game.

BU432 Advanced Digital Marketing**3 semester credits***Prerequisites: MM305 / BU412*

This class will focus on the process for developing a digital marketing plan. Through a series of assignments students will consider various elements of digital marketing; Search Engine Optimization, Search Engine Marketing and Social Media Marketing as well as recognize and analyze their role in a digital marketing proposal. The course will also focus on business writing, presentation and advanced Microsoft Excel skills as part of developing a digital marketing plan.

BU441 Capstone**3 semester credits***Prerequisites: MM305 / MK335 / BU412*

This course provides students an opportunity to develop a single, professional-quality project using both school resources and those available in the broader community. The class operates similar to an independent study, but supports students work via a team environment. Each week students meet as a group with the instructor to discuss goals, challenges and opportunities for each project; offering solutions and suggestions that help each individual advance their project. The meetings mimic a professional setting where department members meet to discuss their individual tasks as a team. The instructor works with students to scope each project, develop a time line and set measurable and obtainable goals. Creative projects are allowed but must be accompanied by business documentation/planning such as an integrated marketing plan.

Students are expected to commit a minimum of 120 hours across the 15-week semester to developing their capstone project, which equates to two in-class hours per week along with an average of one-hour per day for the other six days of each week.

DE110 Editing & Production**3 semester credits***Prerequisite: None*

This is both a lecture and hands-on course. The lectures are designed to give you a full understanding of the video production processes. The exercises are designed to enable professional-quality editing using Premiere Pro CC. Learners will perform exercises out of the textbook as well projects designed by Madison Media Institute instructors. Throughout the semester students will evaluate each other's projects.

DE112-O Video Production**3 semester credits***Prerequisite: None*

This course is a general overview of the video production process, from planning to shooting, editing, and distribution. Students will watch and discuss how professionals create film and video projects. Students will also be given the opportunity to apply these lessons to prerecorded footage and their own projects, which Students will plan, shoot, edit, and distribute online.

DE120 Editing II**3 semester credits***Prerequisites: DE110 / DM150*

This course enables students to develop additional skills in non-linear projects for final delivery with a professional look and sound. Attention will be focused on color correction, motion graphics, audio post production, effects and delivery methods. Students receive additional practice on the professional use of graphics.

DM150 Digital Image**3 semester credits***Prerequisite: None*

This course will introduce students to the creation, manipulation, and optimization of digital images for use in video, web, print, and other professional visual design projects. Adobe Photoshop has long been the industry standard for these tasks, and will be the primary application focused on in this course. Students will learn the tools, techniques, and best practices used in the creation and modification of digital assets for implementation in professional-quality visual design.

EB101 Intro to the Entertainment Industry**3 semester credits***Prerequisite: None*

Introduction to the Entertainment Industry summarizes and differentiates the numerous components of the entertainment industry and surveys current topics relevant to the ever-changing landscape that affects the constant evolution of entertainment products and services. The class will include analysis of multiple entertainment industries, including music, television, film, sports, gaming, comedy, festivals, travel, radio, print media and other forms of consumer entertainment. Each industry will be explored through in-class discussion of current topics relevant to that industry, evaluating and considering the core functions of each area of entertainment from its current state back to its origins. The course will also evaluate perspectives on how we interact with media by summarizing how modern advancements are changing the entertainment industry and its affiliated careers.

EB200 Intro to Entertainment Business**3 semester credits***Prerequisite: None*

Students taking this course will explore fundamental business concepts and principles as they relate to the entertainment industry including the impacts of change, competition, economics and social responsibility upon contemporary businesses. Additional topics include marketing, business size, business structure, spreadsheets and databases. The course is made complete by examining the functions of management.

EB202 Entertainment Business II: Businesses and Brands**3 semester credits***Prerequisite: None*

Students taking this course will survey a diverse array of entertainment and media businesses and brands. The focus will be student-driven analysis and case studies on how modern-day businesses and brands build loyal followings and differentiate themselves from one another.

EB204 Entertainment Industry Forum**3 semester credits***Prerequisite: None*

This class will feature bi-weekly guest lectures from entertainment and media professionals. Each guest will offer insight into his or her field of expertise, giving brief analysis on workflow, professional experiences, challenges, competition and opportunities within their industry. This open forum gives students the opportunity to engage with professionals and exchange ideas on real world issues related to areas of entertainment and media. Students will research each industry, company and guest; offering pre and post lecture analysis. This includes developing questions for each guest and providing a written summary that evaluates the lecture content.

EB205 Event Management**3 semester credits***Prerequisite: None*

This course will survey the foundations of event management for entertainment and media related events, corporate meetings, conferences and conventions by surveying current topics and challenges facing event planners. Students will gain the knowledge necessary to organize and produce successful events by assessing the fundamentals of planning, operations, marketing, sponsorships, execution, technology and evaluation for all stages of event management.

EL123 Essentials of Entertainment Law**3 semester credits***Prerequisite: None*

Essentials of Entertainment Law familiarizes students with the fundamental legal concepts that govern the world of new media. Media professionals of all kinds face legal issues - issues that require attention at every stage of production and delivery. Students in Essentials of Entertainment Law will learn about rights issues and the correct procedure for obtaining permission and minimizing risk, along with knowledge of contracts, copyright law and liability.

EL201 Electronics II**3 semester credits***Prerequisite: RT130*

Electronics II explores the underlying principles of electronics that provide the basis for low voltage systems. Students will expand their knowledge of basic electronics topics including Ohms law, resistance, voltage, transformers, power supplies, and integrated circuitry. New topics will include semiconductor devices, linear electronic circuits and digital electronic circuits. Students will build upon their knowledge of how to read and comprehend basic schematics, and understand the workings of basic circuits. In addition, students will expand their knowledge and use of electronic test equipment.

EN314 Contemporary Literature**3 semester credits***Prerequisite: None*

This literature course will examine the lives of influential figures, inventors, and entrepreneurs and their impact on society. Students will examine contemporary figures in literature, the times in which they lived, the ethical questions they faced, and the biography as a literary form.

GD120 Digital Design**4 quarter credit hours***Prerequisites: None*

Digital designs are made with computers, and are stored as binary files rather than as physical objects. This makes them easy to manipulate and modify, with the appropriate software skills, but also creates unique challenges if we want them to have a consistent appearance wherever they are displayed. In this course we will use *Adobe Photoshop* to explore the fundamentals of the manipulation, management and preservation of pixel-based digital images.

GD130 Designing with Vectors**6 quarter credits***Prerequisites: GD110 / GD120*

Vector images are built from mathematically defined curves and colors, rather than the “colored dots” of a pixel-based image; this is analogous to the difference between cartoons and photographs. Because vector image are clean and simple, and can be scaled without loss of resolution, they are especially useful for typographic and logo design. This course will build vector-drawing skills, using *Adobe Illustrator* with a graphics tablet as an input device. Students will use these skills to develop designs for logos, maps and typographic elements.

GD150 Design for Publication**6 quarter credits***Prerequisites: GD110 / GD120*

Anything that we “read” – a magazine, a book, a poster, a menu, or a business card - has been designed by a graphic designer. Indeed, publication design is the most common task undertaken by graphic designers. In this course students will develop layout skills, using *Adobe InDesign* to combine images, text and other graphic elements, and use these skills to design items a variety of printable designs.

GD170 Design for Information**4 quarter credits***Prerequisites: GD110 / GD120*

The world communicates electronically, and globally all at once. How can we get important info to people of different cultures and languages in a clear and quick fashion? By utilizing Information design and the World Wide Web. Information is defined as the communication of knowledge obtained through investigation, study or instruction. Information design is focused on breaking down data into small, easily understood pieces, and presenting it to the people who need it. This type of design is centered around the needs of the end user, or person who needs it. Information design can be found in something as simple as a road sign or as complex as a website interface. In this course students will explore human perception and learning, as well as find clear ways to communicate with a global audience. They will identify the user, then apply what they learn to different communication scenarios, in a user-friendly way, to a broad audience.

GD180 Color and Typography**4 quarter credits***Prerequisites: GD110 / GD120*

Color and typography, unlike words and images, do not seem to contain information, yet they communicate meaning in an immediate and unconscious manner. In this course students will analyze the uses of color and typography in historic and contemporary design, and produce design variations to explore the influence of different color palettes and typefaces upon the perceived “message” of a design.

GD210 Motion Graphics**4 quarter credits***Prerequisites: GD110 / GD120 / GD130 / GD150 / GD170 / GD180*

Motion graphics software lets the designer take a layered digital image and link it to a timeline so that controlled movement can be added to the layers. The end result is an animation, which could be an animated title for a website, or a live scorecard for a sports broadcast, or a title sequence for a movie. In this course students will use layered images, timelines, interpolation and digital effects to create a series of motion graphics projects of increasing complexity.

GD220 Brand Identity Design**4 quarter credits***Prerequisites: GD110 / GD120 / GD130 / GD150 / GD170 / GD180*

Before we design anything for a campaign or a website, there must be a framework that influence and establishes the medium. Branding not only requires designs main properties such as logos, but also to think as a brand about a company’s core message and all components that go with it. This course will link many basic design skills with new positioning and thinking skills needed to succeed in the corporate world. More than just logo creation, you will be making a defined system of rules and regulations for the logo and its application-including integration in packaging and display systems. You will also be expected to make extensions of the brand and how they interact with other brands and sub brands of the same company.

GD230 Application of Design**6 quarter credit hours***Prerequisites: GD110 / GD120 / GD130 / GD150 / GD170 / GD180*

In this course students will apply all of the skills previously used to the creation of an advertising campaign that will require a variety of finished designs having a common brand identity. Depending on the specific product, the finished project might include designs for logos, product packaging, magazine ads, brochures, billboards and business cards, and every design should share the same look and feel. Anticipating professional practice, the course will emphasize an iterative workflow from preliminary sketches to finished designs, and will set challenging deadlines that place a premium on good tool skills.

GD240 Professional Portfolio Design**6 quarter credit hours***Prerequisites: GD110 / GD120 / GD130 / GD150 / GD170 / GD180 / GD210 / GD220 / GD230*

A good “book” (portfolio) is essential to all graphic designers. It should showcase the very best of the designer’s work and skills, but it cannot speak for itself. Equally important is the ability to discuss the work, and justify the decision-making processes that support it. This course focuses on the process of selecting the work and building the actual portfolio, as well as using a series of presentation exercises to build confidence in discussing the design choices that were made to satisfy the needs of the client.

GEN201: College Math**4.5 quarter credits***Prerequisites: None*

This course provides students with an opportunity to not only discover how to solve general mathematical problems, but also how to apply what they’ve learned to problem solving in everyday situations. College Math covers a range of mathematical topics, including: polynomials, rational expressions, quadratic and linear equations, conic sections, functions, and systems of equations, as well as statistical graphs and data use and analysis. Students will also have the opportunity to explore how critical thinking can be enhanced with knowledge of Mathematics.

GEN204: Introduction to Psychology**4.5 quarter credits***Prerequisites: None*

This course provides students with an overview of the field of psychology, including the history and science of the field; theories of personality; heritage and cultural influences throughout the life span; consciousness and mental states; perception, memory, learning and intelligence; psychological disorders and treatments; emotion, stress and health.

GEN212: History of American Government**4.5 quarter credits***Prerequisites: None*

This course introduces students to the American political system from local to state and federal levels of government. It covers the making of laws, the institutions, rights and liberties of federal citizenship, policy formulation, diverse political groups, and key issues. The course covers the historical background of the Declaration of Independence, Articles of Confederation, and the struggles to ratify the Constitution of 1787. The course also covers significant historical events and doctrines. The course emphasizes how government affects us, as well as how we can affect change in government via responsible citizenship.

GEN215: Oral and Written Communication**4.5 quarter credits***Prerequisites: None*

This course prepares students for oral and written communication in both college and career contexts. Students will have the opportunity to develop oral communication skills by developing a working understanding of the fundamentals of communication, and researching and preparing persuasive and informative speeches and presentations. Foundational skills include understanding the communication process and perceptions, different uses of language, types of nonverbal communication, the importance of listening, and the function of communication in effective teamwork. Written communication will be explored by composing essays and shorter writings with an emphasis on the writing process and using effective rhetorical strategies. Students will examine the importance of understanding audience, purpose, genre, style, and professionally appropriate documentation.

GEN220: Critical Reading and Thinking**4.5 quarter credits***Prerequisites: None*

This course is designed to acquaint the student with the process of analyzing the reliability of information and the relative biases of the sources. The student will learn to identify the differences between facts and inferences and conclusions. The student will also learn to consider information critically based upon analysis of point of view. The student will also be taught to analyze an argument and recognize its component parts. Emphasis will be placed upon identifying the characteristics of critical thinking and traditional barriers thereto.

GEN229: Life Science**4.5 quarter credits***Prerequisites: None*

This course prepares the student with a general knowledge of biological science. The course emphasizes the interdependence of various organisms with each other and the environment, and relates information to current issues including the impact of humans on the world around us

GEN230: Ethics**4.5 quarter credits***Prerequisites: None*

This course explores the basic ethical theories relating to societal issues such as lying, cheating, establishing ethical business practices, honoring ethical obligations in medicine, abortion, affirmative action, the death penalty, extramarital sex, pornography, animal rights, world hunger, and the environment, as well as the tools to practically apply arguments and deal with these social issues.

GM111 Adobe Tools**3 semester credits***Prerequisite: None*

This course will introduce many of the core Adobe software packages typically used in production and including Photoshop, Illustrator, and After Effects. As student's progress through the program, these applications will provide fundamental tools for creating graphics and manipulating imagery

GM111-O Adobe Tools**3 semester credits***Prerequisite: None*

This course will introduce many of the core Adobe software packages typically used in production and including Photoshop, Illustrator, and After Effects. As student's progress through the program, these applications will provide fundamental tools for creating graphics and manipulating imagery.

GM112 Game Industry Overview**3 semester credits***Prerequisite: None*

The game industry will be explored from both the business and art creation perspectives. The wide variety of games, genres, hardware, software and techniques will be discussed as well as current and future trends, industry leaders and up and coming technologies.

GM113 3D Animation**3 semester credits***Prerequisite: None*

This course is an introduction to 3D animation covering modeling, texturing, rigging, animation, lighting and rendering. This class will give an overview of the Maya® animation software package and the animation production environment.

GM114 Drawing for Animators**3 semester credits***Prerequisite: None*

This class will teach the fundamentals of drawing, with emphasis on animation related curriculum. The study of perspective, shading, storyboarding, figure drawing and traditional animation techniques will be covered.

GM121 3D Modeling and Texturing**3 semester credits***Prerequisite: GM111 / GM113*

This course students will develop their modeling and texturing skills using in-depth techniques in 3DS Max. Polygon modeling, modifiers, compound objects, UV mapping, and other topics will be covered. Additional texturing methodologies will be introduced, including using Photoshop to create textures for layered shaders. Students will also learn how to optimize models and textured assets for integration with game engines.

GM122 Character Animation**3 semester credits***Prerequisite: GM113*

Students learn the fundamentals of character animation of both bipeds and quadrupeds, including story boards, pose-to-pose, blocking, lip sync and camera composition. Students create numerous walk and run cycles and explore character acting and emotion. Students will learn the 12 principles of animation including: squash and stretch, timing, anticipation, and secondary action.

GM123 Computer Graphics**3 semester credits***Prerequisite: GM113*

This course will be an introduction to lighting, rendering, visual effects, and simulation. Students will learn the six basic light types, basic rendering settings, understanding of proper composition, base understanding of light and shadow color and how they interact with each other along with a basic understanding of dynamic effects like nCloth, particles, and fluids.

GM124 Visual Story Telling**3 semester credits***Prerequisite: None*

Covering a wide variety of cinema, film history, composition, character development, line of action, story arc, and structure, this course will serve as a foundation for storytelling, directing and cinematography. Learning the techniques developed in film production enables students to build emotional and endearing stories.

GM127: Media Business**4.0 quarter credits***Prerequisites: RLS103 / RLS105*

Media Business familiarizes students with the fundamental concepts that govern the world of new media. Media professionals of all kinds face business issues - issues that require attention at every stage of production and delivery. Students in Media Business will learn to identify rights, clearance issues and the correct procedures for obtaining permissions and minimizing risk, along with an evaluation of contracts, copyright liability and other business-related issues.

GM150 Media Law**4.5 quarter credits***Prerequisites: VP101 / VP102 / VP103 / VP107*

This class presents the fundamental legal concepts that govern the world of mass media, from copyrights and clearance issues to liability, contracts and defamation. Students will be exposed to the professional vocabulary necessary to discuss the entertainment industry in a legal context.

GM212 Art and Color Theory**3 semester credits***Prerequisite: None*

This course will give a brief history of art highlighting important milestones. Students will learn color theory, symbolism and different styles of art while exploring how they relate to game development.

GM213 Character Modeling**3 semester credits***Prerequisite: GM121*

Students will build on the skills learned in 3D Modeling and Texturing. Students will learn to use the Zbrush modeling and texturing program to create highly-detailed models. A wide variety of advanced modeling, texturing, and material creation techniques will be demonstrated and explained, including: human anatomy principles, Zbrush sculpting, Zsphere armature creation, ZSketching, PolyPainting skins for a model, MatCap construction, normal map creation, ambient occlusion, sub-surface scattering, and composited multi-pass rendering. Students will apply these skills to the creation of a high-polygon character which can be utilized in subsequent classes for rigging, animation, and integration into the Unreal Engine.

GM216 Hard Surface Modeling**3 semester credits***Prerequisite: GM121*

This course utilizes 3D Studio Max to develop mechanical/hard-surface meshes. The tools and techniques used in the process of modeling high polygon meshes are analyzed and students will apply these skills to their own projects throughout the course. These meshes are designed and optimized to be used in real-time (video game) environments. A primary focus of the course is developing low-poly cage meshes from high-resolution meshes and then transferring details from the high-polygon mesh to the normal maps of the low-poly mesh. The process of creating clean UV layouts for the low-poly meshes and the fundamentals of clean topology will be thoroughly discussed and students will apply these techniques to their own models.

GM221 Motion Capture**3 semester credits***Prerequisite: GM113 / GM122*

Students will learn Motion Analysis software: Cortex, Calcium, and Solver 2.2 which will enable them to capture, clean, and solve motion capture data. Students will learn how to place motion capture data onto a character skeleton and manipulate post motion capture data using Maya's HIK and Motionbuilder software for game and film ready animations.

GM222 Animation Production**3 semester credits***Prerequisite: GM113 / GM121 / GM122 / GM213 / GM216*

Building on what students have learned in previous courses, students will focus on refining the skill set(s) they have chosen. Students will create either a short animation project or a mini-game using UDK or the Unity game engine with a team of their peers. Students will develop a complete production plan and design document which will include all aspects of the game pipeline for a complete and finished product.

GM226 Advanced Surfacing**3 semester credits***Prerequisite: GM111 / GM213 / GM216*

Students will develop the skills and understanding to create professional-level textures and shaders for models in real-time applications. Techniques for developing different realistic materials will be covered including edge wear, grime, metal, wood, plastic, and skin. Various surface properties will be discussed in depth, including diffuse, specular, normal mapping, reflectivity, emissive and more. Students will explore processes for obtaining the highest quality textures for models using Photoshop®, ZBrush®, Crazybump, and the Quixel Suite. Anatomy of shaders will be covered using the Unreal engine for both current and next generation Physically Based Rendering (PBR).

GM322 Game Engine Integration**3 semester credits***Prerequisite: None*

This course provides an in-depth practicum in the creation of assets for use in a real-time rendering engine, and the implementation of those assets within the rendering engine. Students will work intensively with all major portions of the Unreal Engine tool set. All students will explore all major areas of the engine tools, but students will also choose a subset of the tools for intensive independent study, and plan their own projects based on their chosen area of study.

GM233 Portfolio Master Class**3 semester credits***Prerequisite: GM111 / GM113 / GM121 / GM122 / GM123 / GM216 / GM221 / GM226*

This course will focus on individual portfolio creation. Students will spend time polishing previous work and creating new work in their desired field of interest to create a themed portfolio that will be presented on YouTube and/or Vimeo in the form of a demo reel.

GM311 Scripting and Rigging**3 semester credits***Prerequisite: GM113 / GM122*

This course will focus on creating a character rig along with writing scripts which contribute to further the functionality and control. Students will learn to plan, develop and create a rig similar to the pipeline used in the gaming industry. Students will also understand the importance of creating a rig as per the animators needs.

GM331 Game Design Principles**3 semester credits***Prerequisite: GM111 / GM113 / GM121 / GM122 / GM123 / GM216 / GM221 / GM226*

This course focuses on the Unity game engine and how to implement assets from start to finish, resulting in a completed game at the end of the semester. Studies will focus on implementation of game play, aesthetic elements, and game scripting. Lab work and assignments will work together to support the creation of a complete game and convey different industry-based approaches to developing games with the Unity engine.

GM332 Team Production**3 semester credits***Prerequisite: GM111 / GM113 / GM121 / GM122 / GM123 / GM216 / GM221 / GM226*

This course will include lecture, lab, and self-directed study. Students will be able to specialize in one of 3 disciplines including Environment Modeler, Character Modeler, or Animator. Students will be able to choose their specialty as well as a mentor from the teaching staff with expertise in their chosen subject area. Students will build and integrate assets and animation into their working game level. Students will be introduced to production asset management and content creation requirements to build and populate their game environment using the latest game engine technologies and techniques.

GM334 Lighting, Rendering, and Compositing**3 semester credits***Prerequisite: GM111 / GM123*

This course covers both the technical and artistic side of advanced lighting, rendering, and compositing. Students create advanced material shaders and multi-layer composites for high quality and realistic imagery. By utilizing lighting and shading techniques used with real-time game engines and advanced rendering engines, students develop skills as cinematographers in a digital environment.

GS280 Project Management**3 semester credits***Prerequisite: None*

This course introduces students to project management theories and methodologies. The course introduces general concepts and practices from the ground up, and then applies these to EAV. Students also learn about project-management aspects of D-Tools.

HU113 Introduction to College Writing and Research**3 semester credits***Prerequisite: None*

The course is designed to give the student an opportunity to develop and practice their writing skills. Through readings, in class exercises, and assigned papers, the course emphasize learning the writing process and teaches the student how to clearly develop and structure their ideas in writing. The second section of the course is given to the practice of research and proper citation in order to prepare the student for their academic work here at MMI. A final section takes everything learned in the course and applies it to a study of poetic and lyrical writing for their future careers as

professional in the Media arts field. This course develops the students abilities to effectively communicate through written work and make choices as writers.

HU113-O Introduction to College Writing and Research

3 semester credits

Prerequisite: None

The course is designed to give the student an opportunity to develop and practice their writing skills. Through readings, in class exercises, and assigned papers, the course emphasize learning the writing process and teaches the student how to clearly develop and structure their ideas in writing. The second section of the course is given to the practice of research and proper citation in order to prepare the student for their academic work here at MMI. A final section takes everything learned in the course and applies it to a study of poetic and lyrical writing for their future careers as professional in the Media arts field. This course develops the students abilities to effectively communicate through written work and make choices as writers.

HU124 World Music

3 semester credits

Prerequisite: None

In today's interconnected world, it's not enough for music (new media) professionals to know what's happening in their own backyard - they need to know what's going on the other side of the globe too. World Music takes students on a journey through diverse musical cultures and traditions, exploring everything from cha cha chá and jeliya to Hindustani raga and hip-hop gamelan.

HU125 Speech Communications

3 semester credits

Prerequisite: None

This course will focus on the skills needed to research, organize, analyze, listen to, and effectively deliver oration in a variety of situations. Preparation and delivery skills will be developed through individual tasks and study, speaking in front of a larger group through a series of practical speech exercises, and by observation and discussion of speeches read / seen. Informational, narrative, and persuasive techniques will be studied and utilized as students research, organize, rehearse, and deliver speeches.

HU125-O Speech Communications

3 semester credits

Prerequisite: None

This course will focus on the skills needed to research, organize, analyze, listen to, and effectively deliver oration in a variety of situations. Preparation and delivery skills will be developed through individual tasks and study, speaking in front of a larger group through a series of practical speech exercises, and by observation and discussion of speeches read / seen. Informational, narrative, and persuasive techniques will be studied and utilized as students research, organize, rehearse, and deliver speeches

HU135 Film & Video History

3 semester credits

Prerequisite: None

Film History will provide students with an overview of American cinema over the last 100 years. Political, economic, artistic and technical factors influencing film production will be discussed. Through observation, students will discover key elements of films and their societal and technical reflections.

HU315 Role of Mass Communications in Culture and Politics

3 semester credits

Prerequisite: None

Students analyze media influence on society and the relationships among media, audience, and government. Topics include the origin, development, and contemporary role of the newspaper, magazine, radio, television, books, and other mass media in shaping the political, economic and social fabric of society. This course uses contemporary broadcast, web, and print media as a source for discussing and analyzing the rapidly changing fields of media. Students will view, discuss, and write about a variety of emerging technologies and practices. This course covers relevant topics in the music, video, and digital art industries. Learners will explore innovations in the digital media industry, satellite, computers, and consumer electronics. The course will also examine the legal and regulatory environment affecting current and emerging technologies.

HU325 Art in The Community**3 semester credits***Prerequisite: None*

This course will look at art and the arts as a social construct and consider how different artistic disciplines are viewed and valued within the community. The course will summarize and critique the availability of art in the local community and appraise its content and viability by evaluating its prevalence, history, popularity and source. We will examine settings for art in the community - including museums, galleries, community theaters, and live performance venues – and compare public support, funding, and resources. The course will also compare our local communities to others around the country and around the world. This is a blended course that will achieve its goals through in-class lecture, online materials and on-site observation.

HU402 Writing Across Genres**3 semester credits***Prerequisite: None*

This course focuses on skills required to interpret and compose text. In working with a number of genres including essays, poetry, scripts, and news writing, students analyze the author's intended purpose and target audience. Across the course's seven projects, students draft, edit, and polish their own writing while applying critical skills to the writing of their peers.

HU410 Applied Ethics**3 semester credits***Prerequisite: None*

Ethics is not as simple as doing the "right thing." There is a theory behind Applied Ethics that is informed by multiple disciplines including, economics, law, business, and philosophy. This course will introduce you to the most prominent issues in Business Ethics and we'll explore the major positions and arguments associated with these issues. The course is not about discerning one particular "right answer" or "correct approach." Rather, the intent is to expose you to the varying viewpoints, engage in reasonable and constructive debate, and allow each student to arrive at their own conclusions that are better informed because of this course.

IM325 SEO and Analytics**3 semester credits***Prerequisites: MM305 / BU412*

The goal of this course is to educate and train users wishing to develop an expertise in the Internet marketing discipline of Search Engine Optimization (SEO) and Web Analytics. Included is an overview of SEO and Analytic fundamentals, advanced tools and techniques and best practices.

IN202 Skills Integration Studio**4 semester credits***Prerequisites: AV125 / AV130 / AV150 / AV230 / AV240 / AV245 / AV250 / AV260 / AV280 / EL201 / RT130*

Students will combine the skills learned through the program to create and work on projects intended to prepare them for the workforce. Professional norms, expectations and presentation skills particular to different parts of the Audio/Video and Installation industries will be presented and explored.

MA203 Technical Math**3 semester credits***Prerequisite: None*

This is an introductory-level course designed to review and develop fundamental concepts of arithmetic, algebra, geometry, graphing, probability, and statistics. Emphasis will be placed on problem solving, basic principles and application of algebra, geometry, and graphing algebraic equations. Also, solving problems in the U.S. and metric systems, probability and statistics will be emphasized in the course.

MA317 Statistics**4 semester credits***Prerequisite: None*

This course provides a broad overview of statistics. Students will have the opportunity to sample a population for information, design experiments, create effective tables and graphs, interpret data, and summarize conclusions. Topics include descriptive statistics, probability, sampling distributions, confidence intervals, hypothesis testing, statistical inference, and analysis of variation. This course emphasizes critical thinking, mathematical analysis, and use of Microsoft Excel.

MA320 Data Analysis for Decisions**3 semester credits***Prerequisite: None*

This course is designed to familiarize students with the basic concepts of business statistics and provides a comprehensive overview of its scope and limitations. Students perform statistical analysis of samples, compute the measures of location and dispersion, and interpret them for descriptive statistics. Basic concepts of probability are described, and the discrete and continuous distributions of probability are applied. Other topics include constructing a hypothesis on one and two samples, performing one-way analysis of variance, and regression analysis. Making decisions under risk and under uncertainty are also examined.

MA401 Environmental Science- Sustainability**3 semester credits***Prerequisite: None*

Environmental Science 401 is an introduction to environmental studies and sustainability, in particular the main systems of food, energy, water, and technology. This course will cover a wide range of issues and topics including food scarcity, peak oil and the future of transportation, water pollution, equality of impact, technology as a solution, and eco-entrepreneurship. This course will also feature several key media tie-ins including to the music, video, and graphic design fields.

This course is lecture based and includes various group activities including activities designed to challenge preconceived notions developed by students through group problem solving, debate, and brainstorming. This course also engages the community through guest lecturers and an optional capstone project that allows students to engage area businesses.

After completion of this course, students will have a basic understanding of the major environmental systems, present issues facing our environment, the major frameworks for solving present problems, and how each participant in our society can have a positive or negative impact.

MB131 Music Business**3 semester credits***Prerequisite: None*

Music Business introduces students to the fundamental topics that govern the business of music. Students will comprehend the basic terminology used throughout the industry. They will interact with sample contracts and recoding budgets, and start to identify how musicians, producers and labels interact. The course will also evaluate the current state of record labels and look to the future to see how digital distribution and delivery are changing the old business model.

MB205: Marketing Essentials**4.0 quarter credits***Prerequisites: None*

This course provides a comprehensive overview of marketing fundamentals and the marketing mix. Topics will include marketing strategies and promotion, marketing research, branding, the marketing environment, demographics, targeting, positioning, distribution, retail and how digital marketing integrates into a full marketing effort. Students will incorporate the output of individual assignments to produce a comprehensive marketing plan for their final project.

MB210: Business Models for Media**4.0 quarter credits***Prerequisites: None*

This class will focus on differentiating and comparing forms of business ownership with an emphasis on entrepreneurship for media related businesses. Attention will be given to understanding the characteristics, advantages and disadvantages of each form of business ownership and how well they match an entrepreneur's business and personal circumstances. This will be achieved by examining tax considerations, liability exposure, start-up and capital requirement, control, managerial ability, business goals and cost of formation. Consideration will also be given to various media related industries and how the environment of a particular industry might favor certain strategies, financial planning or business models.

MB215: Budgeting and Administration for Media Business**4.0 quarter credits***Prerequisites: MB205 / MB210*

This course is designed to introduce students to the budgeting process, including planning, estimating, determining, and controlling budgets. The class will be hands-on, allowing students to develop budgets and use tools and techniques

necessary throughout the budgeting process. In addition, students will survey basic purchase orders, agreements, and contracts necessary to implement financial agreements.

MB220: Media Business Project Management

4.0 quarter credits

Prerequisites: MB205 / MB210

This course covers project development and project management, including the skills, tools and knowledge for sourcing and creating new projects, developing plans and strategies to meet project requirements, and the appropriate application of the project management process. Students gain exposure to practical topics such as planning, scope, time management, monitoring and control, budgeting and revenue sources.

MB225 Economics of Public Issues

4.0 quarter credits

Prerequisites: MB205 / MB210

This course provides topics that spark independent thinking and discussions of various economic and social issues that relate to everyday life and impact many aspects of media business. The course will encourage students to apply theoretical discussions to timely, important issues and to gain a deeper understanding of current economic policy concerns and how these concerns may impact a career in media business.

MG101 Modeling I

4.0 quarter credits

Prerequisites: None

This is an introductory class to 3D modeling. This course will cover the basics of polygonal modeling, UV Mapping, and basic texturing techniques. Students will gain practice by creating a variety of different types of models.

MG102 Modeling II

6.0 quarter credits

Prerequisites: MG101 / AMC101

This course will focus on further modeling and texturing techniques and solidifying the student's skills in these areas. Using a variety of tools, students will create numerous models all geared toward improving their skills. Students will go in depth on topics such as: UV mapping, 2D and 3D painting techniques, normal mapping, and application of shaders. Students will begin to understand the impact of good and bad topology as it relates to a game engine.

MG105 Texturing and Surfacing

6.0 quarter credits

Prerequisites: AMC101 / AMC102 / AMC103 / AMC104 / MG101 / MG102

In this class, students will focus on creating textures and shaders for their 3D objects. Techniques for developing different realistic materials such as edge wear, grime, metal, wood, plastic, and skin. Various surface properties will be discussed in depth, including specular and reflectivity. They will also learn techniques for creating quality renders of various 3D modes.

MG110 Modeling III

4.0 quarter credits

Prerequisites: AMC101 / AMC102 / AMC103 / AMC104 / MG101 / MG102

This course focuses the student on mechanical/hard-surface modeling techniques. The tools and techniques used in the process of modeling high-polygon meshes are analyzed and students will apply these skills to their own projects throughout the course. These meshes are designed and optimized to be used in real-time (video game) environments. The process of creating clean UV layouts for the low-poly meshes and clean topology will be thoroughly discussed and students will apply these techniques to their own models.

MG111 Digital Sculpting

4.0 quarter credits

Prerequisites: AMC101 / AMC102 / AMC103 / AMC104 / MG101 / MG102

In this class, students focus on modeling characters utilizing digital sculpting techniques. This class will further develop a student's modeling toolkit by focusing on areas such as: characters sculpting, creatures, realistic skin, hair, and clothing. Discussion of developing low-poly cage meshes from high-resolution meshes and then transferring details from the high-polygon mesh to the normal maps of the low-poly mesh will also be covered.

MG215 3D Modeling and Animation Capstone**6.0 quarter credits**

Prerequisites: AMC101 / AMC102 / AMC103 / AMC104 / MG101 / MG102 / MG105 / MG106/ MG110 / AMC160 / AMC170

This class gives the student the opportunity to practice important career skills needed by the animation and motion capture professional. Topics include but are not limited to portfolio creation and use, cover letters, resumes, interviewing, demo reels, portfolio websites, and job searches

MH140 History of Contemporary Music**3 semester credits**

Prerequisite: None

This survey course provides a guide to the various styles, performers, regional distinctions and essential recordings of the past 100+ years of American popular music. Students will become familiar with the social concepts, the lives and music of the most influential musicians of American History through readings, lectures, discussions, critical listening, and videos.

MK335 Publicity & Promotion**6 semester credits**

Prerequisite: MM305

This course combines MKT330 (Music and Video Marketing) and BUS310 (Publicity in the Entertainment Industry). This course surveys the techniques, strategy and communication media used to market the range of entertainment available to the American audience. The course examines the people and structures that conceive, create and distribute music, video, film, print and new technology within the framework of the entertainment landscape. The course demonstrates how publicity, promotion, advertising, research, radio and video promotion, and overall marketing campaigns are created and the impact on the creative and business operations of entertainment companies.

MM305 Contemporary Topics in Management and Marketing**6 semester credits**

Prerequisite: None

This course combines MKT301 (Marketing for Media Entertainment) and MMT301 (Contemporary Topics in Management Science). The course introduces students to contemporary concepts and principles of managing in a business setting, including authority/responsibilities, span of control, delegation, and communication within working teams. The management process (planning, organizing and controlling) is presented, with focus on practical application. In addition, the course examines the marketing process as a core component of the profitable media/entertainment enterprise. Special attention is given to evaluating customer needs, target markets, pricing, distribution, and promotion of market-demanded products and services.

MM320 Event Management & Promotion**3 semester credits**

Prerequisite: None

This course will examine and study the foundation of event management for entertainment media and address current topics and challenges facing event planners. Students will develop the knowledge and skills necessary to make events succeed, include gaining an understanding of strategic planning, operations, financial planning marketing and public relations, sponsorships, execution, management and evaluation of an event from start to finish.

MS114 Media and Society**3 semester credits**

Prerequisite: None

This course will discuss how mass media has changed human societies. You will learn when and where new forms of mass media entered the world, who the key figures were in the creation and popularization of technological changes, and where we may be headed in the future. You will watch, listen to, read, and interact with a wide variety of historical and contemporary media, in order to gain the tools you need to better evaluate mass media culture for yourself. You will also practice articulating your knowledge and thoughts on mass media, through written and oral communication.

PS325 Social Psychology**3 semester credits**

Prerequisite: None

This course will look at the underlying psychological principles that influence human behavior. Students will focus on team dynamics, motivation of the group and the cognitive process of leaders. Students will also have the opportunity to enhance their understanding of the psychological impact of decisions in a group dynamic.

RLS103: Audio Engineering Fundamentals**4.0 quarter credits***Prerequisites: None*

This course introduces the primary concepts, technologies, equipment, and practices used in the production of recorded music and in live sound reinforcement. Topics covered include sound and hearing, acoustics, signal flow and gain structure. The study and use of multi-track recording systems, audio production consoles, microphones, and monitoring systems is emphasized throughout.

RLS105: Pro Tools Fundamentals**4.0 quarter credits***Prerequisites: None*

This course aims to familiarize students with the operation of AVID™ Pro Tools for recording, editing and mixing music and audio. Essential features of computer systems, digital audio and audio file management are also covered.

RLS111: Studio Recording**6.0 quarter credits***Prerequisites: RLS103 / RLS105*

In this course, students take part in “real life” recording sessions at our studios. Class recording sessions will be picked from a variety of possible scenarios, and may include the recording of a wide variety of instruments/sounds. Students also practice communication skills, studio etiquette, documentation procedures, session management, budgeting and troubleshooting, while gaining additional related music software knowledge.

RLS113: Video Production**4.0 quarter credits***Prerequisites: RLS103 / RLS105*

This course is designed to give the student a basic understanding of video/film production processes. A combination of lecture, lab, project and field-work will be employed to cover topics that include camera operation, lighting, and location, audio and video editing.

RLS115 Field Audio and Post Production**4.0 quarter credits***Prerequisites: RLS103 / RLS105*

Students in this course will have the opportunity to become familiar with the fundamental techniques and practices of field audio, and audio post production used in the radio, television, film and gaming industries. The course will employ variety of hands-on projects designed to give the student a working foundation in this important audio skill set.

RLS117 Live Sound**6.0 quarter credits***Prerequisites: GM127 / RLS103 / RLS105 / RLS111 / RLS113 / RLS115 / RLS121 / RLS123 / RLS125**OR AV100 / AV105*

This class focuses on the basics of live sound, combining in-class lab and lecture and emphasizing hands-on experience. Topics covered include digital and analog consoles, PA systems, monitor systems, venue acoustics, mic selection, mic placement, signal flow and safety.

RLS121: Audio Engineering Applications**4.0 quarter credits***Prerequisites: RLS103 / RLS105*

Audio Engineering Applications builds on concepts acquired in Audio Engineering Fundamentals. Topics include advanced signal flow, microphone selection, signal processors and console operation. Fundamental aspects of the production process such as routing and signal flow in both studio and live event formats, session organization, and headphone/monitor mixes will also be covered. Professional client communication skills will be practiced, including terminology and audio business etiquette.

RLS123: Pro Tools Applications**4.0 quarter credits***Prerequisites: RLS103 / RLS105*

This course provides further training in advanced techniques using Pro Tools. Students will learn to use DSP plug-ins and key commands as well as advanced editing and automation techniques. Advanced digital audio production techniques commonly used in the industry will be covered as well.

RLS125: Audio Software**4.0 quarter credits***Prerequisites: RLS103 / RLS105*

Audio Software Overview introduces students to an alternate Digital Audio Workstation, with an emphasis placed on virtual instruments, MIDI sequencing, loops, audio recording, sampling, plug-ins, and automated mixing. This

course also aims to give the student the basic familiarity with music theory and midi concepts needed by audio professionals.

RLS200: Audio Mixing and Portfolio Development

6.0 quarter credits

Prerequisites: GM127 / RLS103 / RLS105 / RLS111 / RLS113 / RLS115 / RLS121 / RLS123 / RLS125

This class focuses on the development of the student's mixing skills and Pro Tools abilities through the completion of a capstone project and the creation of an online portfolio of their best work.

RT110 Digital Audio Workstations I

3 semester credits

Prerequisite: None

This course introduces the students to Digital Audio Workstations, and the skills and knowledge needed to operate them in a professional environment. Students will be instructed in the recording, editing and mixing capabilities of a variety of DAW applications that are currently available. In addition, they will be introduced to the basics of computer systems, digital audio theory, MIDI and file management. The full Avid Pro Tools 101 course is also covered as students take their first step towards both Pro Tools User and Operator Certifications.

RT120 Digital Audio Workstations II

3 semester credits

Prerequisites: RT110

Digital Audio Workstations II builds on the foundation laid in Digital Audio Workstations I, enhancing and deepening student's understanding of editing work flows, navigation techniques, virtual instruments, real-time plug-ins, MIDI and automation. Students in DAW II complete the Avid Pro Tools 110 course and continue on the path toward Pro Tools Operator certification.

RT130 Electronics

3 semester credits

Prerequisite: None

RT130 Electronics explores the underlying principles of electronics that provide the basis for analog audio. Topics include resistance, capacitance, inductance, transformers, power supplies, integrated circuits, and operational amplifiers. Students will learn how to read and comprehend basic schematics, exhibit logic in troubleshooting, and understand the design of basic circuits. In addition, students will become familiar with the functions of basic electronic test equipment.

RT230 Digital Audio Workstations III

3 semester credits

Prerequisites: RT110 / RT120

This course provides further training in advanced techniques using Pro Tools|HD ®. Students will learn to use both DSP and Native plug-ins and develop workflows integrating key commands as well as advanced editing and automation techniques. Other topics covered include management and navigation of large sessions, plug-in delay compensation, internal vs. external mixdown and creation of stem sessions.

SO102 Intro to Psychology

3 semester credits

Prerequisite: None

This course provides students with an overview of the field of psychology, including the history and science of the field; theories of personality; heritage and cultural influences throughout the life span; consciousness and mental states; perception, memory, learning and intelligence; psychological disorders and treatments; and emotion, stress and health.

SO141 Managing Your Career

3 semester credits

Prerequisite: None

This course focuses on the development and integration of self-assessment, career planning, and program specific academic work. Students develop their understanding of their personal values, interests, skills, and personality in relation to their career options and projections in their program of study. Students identify their marketable skills and practice job search strategies and tools, including career research, resumes, interviewing, networking, self-marketing, and goal-setting.

SO404 Introduction to Social Psychology**3 semester credits***Prerequisite: None*

This course considers how individuals interact with one another based on theories of social structure and inequality, self and identity, and socialization. In addition to theoretical and methodological aspects of key theories, students relate symbolic interactionism and social exchange concept to work, family, and social settings.

SS101 Student Success Strategies**4 quarter credit hours***Prerequisites: None*

This course explores the basic principles to achieve success in various settings including time and stress management strategies, study skills, professionalism, policies and procedures. Learning and communication methods will be explored in order to promote student success in school and in the workplace. Additionally, the student will learn basic word processing, presentation, and spreadsheet software skills.

SS102 Professional Success Strategies**4 quarter credit hours***Prerequisites: None*

This course is designed to prepare students for career success through a focus on professionalism. The course will emphasize the development of work and human resource skills and professional ethics. Students will learn how to portray professionalism in behavior, presentation, dress, and work ethic, and will also study the professional standards of their chosen industry.

VP101 Digital Image (Still Image)**4.0 quarter credits***Prerequisites: None*

This course will introduce students to the creation, manipulation, and optimization of digital images for use in video, film, motion graphics, and professional visual design projects. Students will explore the tools, techniques, and best practices used in the creation and modification of digital assets for implementation in professional-quality graphics.

VP102 Video Editing and Production**4.0 quarter credits***Prerequisites: None*

This course is an overview of the video production processes, from pre-production to post. Students will be introduced to the equipment and concepts necessary for a wide variety of projects, from broadcasting and film industries to commercials and music videos. Students will perform editing exercises and project. This course is an overview of the television and film industries, pre-production and production workflows.

VP103 Camera Techniques and Lighting**3.0 quarter credits***Prerequisites: VP101 / VP102*

This course gives student hands on experience with the setup and operation of Professional Video Cameras and other production equipment in a variety of environments. Topics include how to set up and create visually appealing compositions while understanding focus, white balance and iris of cameras as well as concepts related to lenses, CCDs, apertures, composition, three and four point lighting and other industry standards will be presented.

VP104 Script Writing**4.0 quarter credits***Prerequisites: VP101 / VP102 / VP103 / VP107*

This overview of various script types used in commercials, documentaries, fiction films, news stories, and other video productions will give students the opportunity to create their own scripts for a range of projects. The script development process, dramatic structure, and other concepts will be presented.

VP105 Visual Story Telling**3.0 quarter credits***Prerequisites: VP101 / VP102 / VP103 / VP107*

This course will explore how storytellers have conveyed their messages visually in art, film and media. Students will be exposed to effective visual storytelling techniques and best practices for creating storyboards, developing characters, and creating effective productions. Students will apply these concepts through research, writing and group projects to create original work,

VP106 Sound Production **4.0 quarter credits**

Prerequisites: VP101 / VP102 / VP103 / VP107

Students will focus on field audio, microphones, sound design, Foley, and post production audio development. Students will have the opportunity to mix audio in the field, learn the different types of microphones used for production in the industry, how to sweeten audio, create Foley, and audio post production.

VP107 Lighting and Grip **3.5 quarter credits**

Prerequisites: VP101 / VP102

This course will discuss and demonstrate how to use simple tools and techniques to utilize natural and artificial lighting in a variety of settings. Students will be presented with the concepts and techniques needed to evaluate and implement the appropriate lighting for different types of effects and projects.

VP108 Computer Graphics **4.0 quarter credits**

Prerequisites: GM150 / VP101 / VP102 / VP103 / VP104 / VP105 / VP106 / VP107

Students will be introduced to 3D animation software and the techniques used create models and manipulate objects, develop and paint textures, and simulate lighting scenarios for use in still and motion projects.

VP109 Live Production **4.0 quarter credits**

Prerequisites: VP101 / VP102 / VP103 / VP107

This course will present students with hands-on live production experience. Students will develop advanced skills in audio, videography, lighting and event production. Students will demonstrate and develop skills from lighting and editing to directing and troubleshooting - in real or simulated live productions.

VP114 DSLR Production **3.5 quarter credits**

Prerequisites: VP101 / VP102 / VP103 / VP107

The course uses Digital Single Lens Reflex still cameras and lenses to bring a low cost film look to video productions. Students will examine the features and operation of DSLR cameras, as well as the accessories that improve their usability and visual potential for video work.

VP116 Motion Graphics **6.0 quarter credits**

Prerequisites: GM150 / VP101 / VP102 / VP103 / VP104 / VP105 / VP106 / VP107 / VP109 / VP114

This course will present a deeper understanding of 2D and 3D tools for compositing and animation. The concepts and techniques needed to add video effects and design motion graphic like title sequences, lower thirds, and text animations will be demonstrated and explored.

VP120 Camera Techniques and Production **3 semester credits**

Prerequisites: DE110

This course introduces students to the fundamentals of camera use and care. Subjects include lenses, formats, apertures, lighting, composition, studio and field shooting, and audio. Students apply this knowledge by shooting a variety of projects including news stories, commercials, and interviews. Some off-campus travel may be required.

VP200 Portfolio **7.5 quarter credits**

Prerequisites: GM150 / VP101 / VP102 / VP103 / VP104 / VP105 / VP106 / VP107 / VP109 / VP114 / VP116

Students will utilize their entire skill set to refine previous work and create new projects they can use to seek employment. Professional norms, expectations and presentation skills particular to different parts of the video production industry will be presented and explored.

WD100 Digital Design **4.0 quarter credits**

Prerequisites: None

In this course, students will learn the fundamentals of designing digital projects such as websites and mobile applications. Students will be given the opportunity to learn the most commonly used 2D software tools within the design industry. Topics will include layout, color theory, identity, and typography.

WD105 HTML and CSS**4.0 quarter credits***Prerequisites: None*

In this course, students will learn the fundamentals of the markup language HTML5 to build content and structure for websites. Students will also learn the style sheet language CSS3 to control the layout, appearance, and style of websites, as well as how to use File Transfer Protocol (FTP) software to upload files to the web and CSS preprocessors to compile styles

WD110 UX / UI Design**4.0 quarter credits***Prerequisites: WD100 / WD105*

This course is dedicated to the study of user interfaces (UI) and user experience (UX) design and will investigate how users interact with various interfaces on the web or in an application, exploring the concept of hierarchy as they do so. Students will also be given the opportunity to critique existing solutions for UI and UX and develop a vocabulary to further discuss issues surrounding its implementation. Topics include prototyping, content strategy, information architecture, and usability testing

WD115 Website Management**4.0 quarter credits***Prerequisites: WD100 / WD105*

In this course, students learn how to create a new website by registering a domain name and acquiring a web host. Once the new domain is active, students will learn to create email accounts, manage subdomains, track visitors, use script libraries to install software, and other site management skills

WD120 JavaScript and jQuery**4.0 quarter credits***Prerequisites: WD100 / WD105*

In this course, students learn the client-side programming language JavaScript, commonly used to create animation, complex interactivity, and other dynamic effects on web pages. Students will also learn the open-source JavaScript library jQuery, including its interactions, widgets, and effects

WD125 Responsive Web Design**4.0 quarter credits***Prerequisites: WD100 / WD105*

In this course, students learn Responsive Web Design (RWD), to create websites that will resize and display properly on mobile devices. Students will learn the best practices and design fundamentals of interface design for various devices, including Bootstrap

WD130 Web Design Project Management**4.0 quarter credits***Prerequisites: WD100 / WD105*

In this course, students learn the basics of project management. Topics include the planning, scheduling, version control, security, and resource allocation required for successful project completion.

WD135 Search Engine Optimization**4.0 quarter credits***Prerequisites: WD100 / WD105*

In this course, students learn the fundamentals of Search Engine Optimization (SEO) and the use of Google Analytics. Students learn onsite and offsite factors that can affect search engine rankings, and implement these tactics to optimize websites for search engines

WD140 WordPress**4.0 quarter credits***Prerequisites: WD100 / WD105*

In this course, students learn to install, customize, and style WordPress, a popular, open-source content management and blogging software. Students will learn also study theme and plugin customization and development

WD145 PHP and MySQL**4.0 quarter credits***Prerequisites: WD100 / WD105*

In this course, students learn the server-side scripting language designed for web development, PHP: Hypertext Preprocessor. Students will also learn MySQL, powerful open-source relational database software

WD160 Content Management Systems**4.0 quarter credits***Prerequisites: WD100 / WD105*

In this course, students learn how to install, customize, and style Content Management Systems (CMS), such as Drupal and Joomla.

WD165 Online Applications with Ruby on Rails**4.0 quarter credits***Prerequisites: WD100 / WD105*

In this course, students learn design and development of online applications with Ruby on Rails. They will learn the full-stack framework and architecture to build object oriented applications using the (DRY) principle.

WD170 Professional Portfolio Design**6.0 quarter credits***Prerequisites: WD100 / WD105 / WD110 / WD115 / WD120 / WD125 / WD130 / WD135 / WD140 / WD145 / WD160 / WD165*

In this course, students apply all the skills they've learned in the previous courses to design, register, and build their own professional portfolio site from the ground up. These sites will feature a carefully-crafted identity, domain name, dynamic effects, customized software, and gallery of work to showcase the student's skills.

