



NORTHWEST COLLEGE OF ART & DESIGN

2017 –2018 CATALOG

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Northwest College of Art & Design (NCAD) is a private, career-oriented college located at 1126 Pacific Avenue, Suite 101, Tacoma WA 98402

Northwest College of Art & Design is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC) and offers a Bachelor of Fine Arts degree program in Visual Communication, and Associate of Occupational Studies degree programs in Graphic Design, Web Design, Web Development, User Experience (UX) Design, and Concept Art. .

ADMINISTRATION OFFICE

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Information in this catalog is subject to change without notice. This catalog is meant to give a broad overview of NCAD.

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Catalog Production by Skye Carlson /Julius Finley

“THE FUTURE BELONGS TO A DIFFERENT
KIND OF PERSON WITH A DIFFERENT KIND OF
MIND: ARTISTS, INVENTORS, STORYTELLERS:
CREATIVE AND HOLISTIC ‘RIGHT-BRAIN’
THINKERS WHOSE ABILITIES MARK THE FAULT
LINE BETWEEN WHO GETS AHEAD AND WHO
DOESN’T.” — DANIEL PINK

CREATIVE CAREER PATHWAYS AT NCAD

WHETHER YOU KNOW EXACTLY WHERE YOU'RE GOING OR YOU'RE JUST LOOKING TO TAKE THE FIRST STEP, FINDING THE RIGHT PATHWAY TO BECOMING A CREATIVE PROFESSIONAL IS VITALLY IMPORTANT.

The following list of job titles illustrates some of the many potential employment options for creative professionals, each walking their unique path. The list is not meant to be exhaustive, but to be illustrative of the diversity and quantity of opportunities that creative professionals may choose to pursue.

NCAD provides entry-level career training in the area of Visual Communication, and many of the jobs listed to the right may require additional training and/or experience.

NCAD cannot promise or guarantee anyone a job after graduation, but does promise to support our students and alumni in their search for employment.

JOB TITLES

- 3-D Animator
- 3-D Generalist
- 3-D Modeler
- 3-D Texturer
- Art Director
- Book Illustrator
- Children's Book Illustrator
- Concept Artist
- Digital Artist
- Digital Effects Animator
- Digital Imaging Specialist
- Digital Matte Painter
- Digital Photographer
- Independent Studio Artist
- Freelance Illustrator
- Game Artist
- Game Texture Artist
- Graphic Designer
- Graphic Novel Artist
- Interactive Designer
- Motion Graphics Designer
- Production Artist
- Stop Motion Animator
- Storyboard Artist
- Videographer
- Visual Designer
- Visual Effects Art Director
- Visual Effects Compositing Artist
- Web Designer
- Web Developer
- UX Designer

MISSION AND PHILOSOPHY

MISSION

As a forward-thinking education company, we prepare motivated individuals for sought-after creative careers.

PHILOSOPHY

Our philosophy is to inspire students to continually strive for excellence and to always seek to achieve their maximum personal and professional potential.

To fulfill our mission and remain true to our philosophy, we are committed to providing a focused educational experience for our students, enabling our graduates to achieve their career and life goals through the direct application of knowledge and practical training that meets the needs of business and the creative industry.

CLASS SIZE

To ensure a personal approach to our students education and training, all courses within our program are intentionally kept small (with a maximum of 40 students per instructor in a typical course setting). The student to faculty ratio is an average of 24:1.

ACCREDITATION AND APPROVALS

ACCREDITATION & APPROVALS

Northwest College of Art & Design is an independent, degree-granting college that is accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC).

NCAD is authorized by ACCSC to confer a Bachelor of Fine Arts (BFA), 134 semester credit double major degree in Visual Communication. The degree program is 2,505 clock hours.

NCAD is also authorized by ACCSC to confer Associate of Occupational Studies (A.O.S.) Degrees in Graphic Design, Web Design, Web Development, User Experience (UX) Design, and Concept Art.

Graphic Design, Web Design, Web Development, User Experience (UX) Design, degree programs are 62 credits; Concept Art is 63 credits. Graphic Design, Web Design, Web Development, User Experience (UX) Design, degree programs are 1220 Clock Hours; Concept Art is 1250 Clock Hours.

NCAD's academic programs of study are approved by a Washington State Approving Agency for enrollment of those eligible for benefits under Title 38 and Title 10, U.S. Code.

NCAD programs are approved by the Department of Education. Northwest College of Art & Design is also certified by the Department of Labor and Industries and is authorized under federal law to enroll non-immigrant alien students.

FACILITIES

CAMPUS & FACILITIES

NCAD is located at 1126 Pacific Ave, in a seven story modern office building in the heart of downtown Tacoma, Washington.

NCAD currently uses 22,000 sq. ft. of the 38,000 sq. ft. building for its classes, computer labs, and various administrative offices.

Specialized facilities include 3 computer labs, 3 lecture rooms, a traditional art studio room, and an open computer/laptop space for student use.

Students also have several dedicated lunch/break rooms for their use.

THE AREA

Our campus is located in downtown Tacoma, WA. Tacoma is located in the Pacific Northwest just 30 miles south of Seattle. It is situated along the shore of Puget Sound, and within sight of Mount Rainier.

Tacoma is a main hub of business activity for the South Puget Sound region. Many major employers are located in this area, including State Farm Insurance, Columbia Bank, DaVita, MultiCare Health System, Boeing, Comcast Cable, Intel Corporation, and many more.

Downtown Tacoma has a diverse mix of museums, businesses, professional service firms and fine restaurants.

Great places to visit in Tacoma are Point Defiance Park (and the popular Point Defiance Zoo & Aquarium), the Tacoma Art Museum, Washington State History Museum, Foss Waterway Seaport Museum and the newly expanded Children's Museum of Tacoma.

STUDENT LIFE

STUDENTS

The average NCAD student is between the ages of 18 and 25 and typically seeking to prepare for their first professional careers.

NCAD also welcomes any returning students who are ready to fulfill their creative, professional ambitions.

STUDENT LIFE

Students can enjoy a variety of outdoor activities in the area; including hiking, sailing, skateboarding, cycling, and kayaking. Go snowboarding or skiing at Snoqualmie Pass, and the Olympic Rainforest is a great place to hike or walk. Local parks offer places to hike or stroll on the beach and even camp.

Our close proximity to Seattle allows students to frequently visit local art museums and galleries, and to intern at any number of art or design companies while enrolled in our program.

Seattle also offers many cultural and entertainment opportunities including the Seattle Opera, the Seattle Symphony, Seattle Art Museum, Seattle Asian Art Museum, the Frye Art Museum, the Henry Art Gallery, countless theaters, Safeco Field, CenturyLink Field, Seattle Aquarium, Experience Music Project, and the Woodland Park Zoo.

DEGREE PROGRAMS AT NCAD

AT NCAD, WE OFFER TWO
EDUCATION “TRACKS” TO
CHOOSE FROM:

TRACK 1: AOS DEGREES IN GRAPHIC DESIGN, WEB DESIGN, WEB DEVELOPMENT, USER EXPERIENCE (UX) DESIGN, AND CONCEPT ART.

Our five A.O.S. degrees are “2-year” degrees completed in just 16 months. They each offer highly specialized education and training from day one for a focused, creative career that is designed to get you out of class and into the workforce fast.

TRACK 2: A BFA DEGREE IN VISUAL COMMUNICATION WITH DOUBLE-MAJORS IN GRAPHIC DESIGN, INTERACTIVE DESIGN, MOTION DESIGN, ILLUSTRATION, AND ENTERTAINMENT ART.

Our BFA degree is a “4-year” degree completed in just 36 months. It offers career-focused training, with required double majors. It offers a broader, less specialized—but still technical—skill-based education and training with dual career options. Contact us for more information about these exciting degrees, and to get your creative career started today.

A.O.S. DEGREE IN GRAPHIC DESIGN

WHAT IS A GRAPHIC DESIGNER? A GRAPHIC DESIGNER IS A VISUAL COMMUNICATOR. GRAPHIC DESIGNERS DEVELOP THE VISUAL DESIGN FOR VARIOUS PRODUCTS LIKE ADVERTISEMENTS, BROCHURES, MAGAZINES, CORPORATE REPORTS, LOGOS, IDENTITY DESIGN, ETC..

Our A.O.S. In graphic design provides students with a concentrated and focused education in the area of graphic design. It prepares students for a professional career as a graphic designer.

PROGRAM GRID FOR A.O.S. IN GRAPHIC DESIGN:

SEMESTER 1	Credits
English Composition	2 (GE)
Public Speaking	2 (GE)
Design Culture	2
Digital Design Applications 1	3
Graphic Design 1	3
Design Methods	3
	15cr

SEMESTER 2	
Critical Thinking & Problem Solving	2 (GE)
Business Writing	2 (GE)
Digital Design Applications 2	3
Graphic Design 2	3
Typography 1	3
Web Design 1	3
	16cr

SEMESTER 3	
Quantitative Principles	2 (GE)
Business Planning & Practices	2
Principles of Marketing & Sales	2
Graphic Design 3	3
Typography 2	3
Web Design 2	3
	15cr

SEMESTER 4	
Business Entrepreneurship	2
Principles of Finance	2
Graphic Design 4	3
Web Design 3	3
Internship	3
Portfolio	3
	16cr

Total Credits:	62 cr
	10cr G.E. Courses
	52cr Tech/Occ. Courses

A.O.S. DEGREE IN GRAPHIC DESIGN EDUCATIONAL OBJECTIVES

Primary Educational Objectives:

NCAD has set its educational objectives for the A.O.S. degree in Graphic Design as follows:

- A. Fundamental Knowledge: Graduates of the program will be skilled in the fundamental concepts of design necessary for success in professional creative industry.
- B. Specialization: Graduates of the program will be prepared to pursue career choices in Graphic Design or related fields that benefits from a strong background in applied design.
- C. Design Skills: Graduates of the program will be prepared with problem solving skills, laboratory skills, and design skills for technical careers.
- D. Professional Skills: Graduates of the program will be prepared with communication and teamwork skills as well as an appreciation for ethical behavior necessary to thrive in their careers.
- E. Self Learning: Graduates of the program will be prepared to continue their professional development through continuing education and personal experiences.

- Demonstrate understanding of and ability to utilize tools and technology as needed
- Demonstrate proficiency in HTML, CSS, and JavaScript for rapid prototyping, web design and production
- Demonstrate ability to establish and promote design guidelines, best practices and standards
- Demonstate ability to present and defend designs and key milestone deliverables to peers and executive level stakeholders

Knowledge/Skills Expected to be Demonstrated in A.O.S. in Graphic Design Graduate Portfolio

- Demonstrate strong critical thinking and creative problem solving skills
- Demonstrate the ability to solve communication problems including identifying the problem, researching, analysis, solution generating, design prototyping, user testing and outcome evaluation
- Demonstrate the ability to create and develop visual response to communication problems, including understanding of hierarchy, typography, aesthetics, composition and construction of meaningful images
- Demonstrate the ability to design products to meet the needs and tastes of diverse clients and audiences

A.O.S. DEGREE IN GRAPHIC DESIGN COURSE DESCRIPTIONS

SEMESTER 1

English Composition 1

EC 101 • 2 Credits

This course explores the development of written communication skills and understanding their importance in personal and professional communication through applied writing.

Public Speaking

PS 101 • 2 Credits

This course is designed to help the student become proficient at the types of public speaking that they will encounter in their personal and professional lives.

Design Culture

DC 101 • 2 Credits

This course is a survey of the history of design culture of the 19th, 20th, and into the early 21st centuries. This course seeks to place the practice of design in a wider cultural context, highlighting the key debates and issues surrounding it. The course allows students to research individual areas of interest to broaden their knowledge of contemporary issues in design.

Digital Design Applications 1

DD 101 • 3 Credits

This course sets the technical foundation for future college level use of digital technology, in particular digital design software. Students gain an understanding of the computer operating system, and attain a working knowledge of several leading software applications currently used by designers.

Graphic Design 1

GD 101 • 3 Credits

This course explores the application of basic design principles and methods of visual problem solving as used in graphic design. Emphasis is placed on understanding and applying appropriate design methodology and in designing effective visual design solutions.

Design Methods

DM 101 • 3 Credits

This course will focus on the process of design, on methods of problem-solving, formal and informal methods of decision-making and on methods to systematically create or improve design.

SEMESTER 2

Critical Thinking & Problem Solving

CT 151 • 2 Credits

This course is designed to facilitate the development of critical thinking and problem-solving skills. A problem-based learning approach is used in which students are required to analyze and solve conceptual and practical problems.

Digital Design Applications 2

DD 151 • 3 Credits

This course continues to train students in the use of the computer as a tool for designers. Students continue to learn to conceptualize ideas in visual form, investigate digital design solutions, and learn to use industry-standard design software effectively and efficiently.

Graphic Design 2

GD 151 • 3 Credits

This course continues to explore the application of design principles and methods of visual problem solving as used in graphic design. Emphasis remains placed on understanding and applying appropriate design methodology to various creative visual problems, and in designing effective visual design solutions. Students will be expected to expand their proficiency in all aspects of the design process, including creative brainstorming, conceptualizing, critical thinking, collaboration, technical proficiency, and presentation of design solutions.

Typography 1

TP 151 • 3 Credits

This course introduces and explores the fundamental principles of typography; its theory, practice, and history. Students will explore type from an introductory level to a more advance application of type in design.

Web Design 1

WD 151 • 3 Credits

This is an introductory website design and development course. It provides students with a foundational knowledge of web site design and production and the application of that knowledge in the planning, design and development of web pages and web sites.

Business Writing

BW 151 • 2 Credits

Effective written communication in business and technical contexts is an essential skill. This course examines various forms of business and technical writing for Print and Web, developing and practicing professional approaches to researching, formatting, writing, and editing documents in a business environment.

SEMESTER 3

Quantitative Principles

QP 201 • 2 Credits

This course serves as an introduction to the mathematical ideas used in the modern world, with an emphasis on developing students' problem-solving, critical thinking, and analytic skills in dealing with quantities and their magnitudes and interrelationships

Business Planning & Practices

BP 201 • 2 Credits

This course is an introduction to business for the creative industry, including career development, market research, and freelance issues. In this course relevant creative business-materials are discussed, demonstrated and practically developed by students.

Principles of Marketing & Sales

PM 201 • 2 Credits

This course provides an overview of marketing and sales for creative professionals. Students are introduced to marketing and sales concepts and methods related to creative business, and are required to develop various related materials used in marketing and sales by creative professionals.

Graphic Design 3

GD 201 • 3 Credits

The purpose of this course is to develop core competencies in digital prepress and print production. It provides students with theoretical and practical information regarding the multiple required elements of digital prepress and production.

Typography 2

TP 201 • 3 Credits

This course focuses on continuing the refinement of practical skill and aesthetic sensitivity in typographic principles. This course continues to explore issues of typographic design in context and to develop core competencies in the usage of typography in design.

Web Design 2

WD 201 • 3 Credits

In this course, students continue to develop skill in the conceptualization, design, and production of effective websites through rigorous examination, analysis, and evaluation, through the planning, design and development of web pages and web sites using current web design and development tools.

SEMESTER 4

Business Entrepreneurship

BE 251 • 2 Credits

In this course, students learn about the principles and practical aspects of entrepreneurship as they relate to the creative business industry. This course is designed to equip students with marketing and entrepreneurial knowledge and tools, and to develop strategic business and entrepreneurial thinking.

Principles of Finance

PF 251 • 2 Credits

This course introduces the student to the fundamentals of personal and business finance, particularly finance relevant to creative professionals. Students will analyze typical personal and creative business-related financial decisions, evaluate the costs and benefits of

their decisions, and to recognize their rights and responsibilities as consumers and creative business professionals. Practical application of financial concepts as applied in creative business activities will be stressed in this class.

Graphic Design 4

GD 251 • 3 Credits

In this course students will apply theory and process to complex design problems in visual communication. Emphasis will be placed on research, analysis, problem definition, and the development and production of appropriate design solutions.

Web Design 3

WD 251 • 3 Credits

In this course students will practice advanced design methodologies to plan, design and develop complex web design projects.

Internship

IN 251 • 3 Credits

Internships are an opportunity for students to earn credit while working, gaining practical experience, and exploring career options in a professional setting. To receive credit, students must complete 135 sponsor-approved (signed) internship hours and meet with an NCAD internship advisor periodically as scheduled throughout the semester.

Students are required to submit signed documentation of a sponsor and receive approval from the NCAD Administration to be enrolled in this class. Students have up to the 12th week of the semester immediately before the start of the regularly scheduled internship course to submit that documentation and receive approval if they are to be enrolled in the class for the following semester.

Student internships may be denied for various reasons at the discretion of the Administration,

including if they are determined to not be in alignment with program learning outcomes. Students who do not submit the required documentation by the deadline will be required to take and successfully pass the course at a scheduled later date to meet graduation requirements.

Portfolio

PR 251 • 3 Credits

In this course students will be required to determine specific career goals and to develop a proposed direction to take in their creative efforts. Students will be required to develop their critical and diplomatic communication skills, and to participate fully and honestly in the regular critiques. The student must satisfactorily demonstrate an acceptable level of quality in their work, and in the presentation of that body of their work in the form of a portfolio, in order to successfully complete this course.

A.O.S. DEGREE IN WEB DESIGN

WHAT IS A WEB DESIGNER?
A WEB DESIGNER IS SOMEONE WHO USES BOTH THEIR CREATIVITY AND SKILL TO DESIGN FUNCTIONAL, EASY TO USE, AND VISUALLY APPEALING WEBSITES FOR COMPUTERS AND HAND-HELD DEVICES LIKE TABLETS AND PHONES.

Our A.O.S. in Web Design provides you with a focused education in the area of Web Design and helps prepare you for a professional career as a web designer.

PROGRAM GRID FOR A.O.S. IN WEB DESIGN:

SEMESTER 1	Credits
English Composition	2 (GE)
Public Speaking	2 (GE)
Design Culture	2
Digital Design Applications 1	3
Web Design 1	3
Design Methods	3
	15cr

SEMESTER 2	
Critical Thinking & Problem Solving	2 (GE)
Business Writing	2 (GE)
JavaScript Fundamentals	3
jQuery Fundamentals	3
Web Design 2	3
Information Design	3
	16cr

SEMESTER 3	
Quantitative Principles	2 (GE)
Business Planning & Practices	2
Principles of Marketing & Sales	2
JavaScript & jQuery 2	3
WordPress Design 1	3
Mobile Web Design 1	3
	15cr

SEMESTER 4	
Business Entrepreneurship	2
Principles of Finance	2
WordPress Design 2	3
Mobile Web Design 2	3
Internship	3
Portfolio	3
	16cr

Total Credits:	62 cr
	10cr G.E. Courses
	52cr Tech/Occ. Courses

A.O.S. DEGREE IN WEB DESIGN EDUCATIONAL OBJECTIVES

Primary Educational Objectives:

NCAD has set its educational objectives for the A.O.S. degree in Web Design as follows:

- A. Fundamental Knowledge: Graduates of the program will be skilled in the fundamental concepts of design necessary for success in professional creative industry.
- B. Specialization: Graduates of the program will be prepared to pursue career choices in Web Design or related fields that benefits from a strong background in applied design.
- C. Design Skills: Graduates of the program will be prepared with problem solving skills, laboratory skills, and design skills for technical careers.
- D. Professional Skills: Graduates of the program will be prepared with communication and teamwork skills as well as an appreciation for ethical behavior necessary to thrive in their careers.
- E. Self Learning: Graduates of the program will be prepared to continue their professional development through continuing education and personal experiences.

and production

- Demonstrate ability to establish and promote design guidelines, best practices and standards
- Demonstate ability to present and defend designs and key milestone deliverables to peers and executive level stakeholders

Knowledge/Skills Expected to be Demonstrated in A.O.S. in Web Design Graduate Portfolio

- Demonstrate developed problem diagnosis and creative problem solving skills
- Demonstrate developed visual design skills (graphic design skills) with sensitivity to user-system interaction
- Demonstrate ability to create wireframes, storyboards, user flows, process flows and site maps to effectively communicate interaction and design ideas
- Demonstrate understanding of and ability to utilize tools and technology as needed
- Demostrate proficiency in Photoshop, Illustrator, or other visual design and wire-framing tools
- Demonstrate proficiency in HTML, CSS, and JavaScript for rapid prototyping, web design

A.O.S. DEGREE IN WEB DESIGN COURSE DESCRIPTIONS

SEMESTER 1

English Composition 1

EC 101 • 2 Credits

This course explores the development of written communication skills and understanding their importance in personal and professional communication through applied writing.

Public Speaking

PS 101 • 2 Credits

This course is designed to help the student become proficient at the types of public speaking that they will encounter in their personal and professional lives.

Design Culture

DC 101 • 2 Credits

This course is a survey of the history of design culture of the 19th, 20th, and into the early 21st centuries. This course seeks to place the practice of design in a wider cultural context, highlighting the key debates and issues surrounding it. The course allows students to research individual areas of interest to broaden their knowledge of contemporary issues in design.

Digital Design Applications 1

DD 101 • 3 Credits

This course sets the technical foundation for future college level use of digital technology, in particular digital design software. Students gain an understanding of the computer operating system, and attain a working knowledge of several leading software applications currently used by designers.

Web Design 1

WD 101 • 3 Credits

This is an introductory website design and

development course. It provides students with a foundational knowledge of web site design and production and the application of that knowledge in the planning, design and development of web pages and web sites. The course also provides a technical overview of the Internet environment and the structure of the World Wide Web. The technical segment of this course will focus on the design and implementation of effective web sites at an introductory level.

Design Methods

DM 101 • 3 Credits

This course will focus on the process of design, on methods of problem-solving, formal and informal methods of decision-making and on methods to systematically create or improve design.

SEMESTER 2

Critical Thinking & Problem Solving

CT 151 • 2 Credits

This course is designed to facilitate the development of critical thinking and problem-solving skills. A problem-based learning approach is used in which students are required to analyze and solve conceptual and practical problems.

Business Writing

BW 151 • 2 Credits

Effective written communication in business and technical contexts is an essential skill. This course examines various forms of business and technical writing for Print and Web, developing and practicing professional approaches to researching, formatting, writing, and editing documents in a business environment.

JavaScript Fundamentals

JS 151 • 3 Credits

In this course students learn the fundamentals of JavaScript, the programming language of the Web. Topics include: Functions, Loops, Control Flow, Data Structures, and Objects.

jQuery Fundamentals

JQ 151 • 3 Credits

In this course students learn the fundamentals of jQuery, the popular, small, and feature-rich JavaScript library. Topics in this course include: jQuery Functions, Dynamic HTML, jQuery Events, and jQuery Effects.

Web Design 2

WD 151 • 3 Credits

In this course, students continue to develop skill in the conceptualization, design, and production of effective websites through rigorous examination, analysis, and evaluation, through the planning, design and development of web pages and web sites using current web design and development tools.

Information Design

ID 151 • 3 Credits

This course introduces both the theory and practice of presenting information in a way that fosters efficient and effective understanding of it. Students in this course develop a working knowledge of how to structure, visualize, and present information.

SEMESTER 3

Quantitative Principles

QP 201 • 2 Credits

This course serves as an introduction to the mathematical ideas used in the modern world,

with an emphasis on developing students' problem-solving, critical thinking, and analytic skills in dealing with quantities and their magnitudes and interrelationships

Business Planning & Practices

BP 201 • 2 Credits

This course is an introduction to business for the creative industry, including career development, market research, and freelance issues. In this course relevant creative business-materials are discussed, demonstrated and practically developed by students.

Principles of Marketing & Sales

PM 201 • 2 Credits

This course provides an overview of marketing and sales for creative professionals. Students are introduced to marketing and sales concepts and methods related to creative business, and are required to develop various related materials used in marketing and sales by creative professionals.

JavaScript & jQuery 2

JQ 201 • 3 Credits

In this course students continue to build intermediate skills and learn best practices using JavaScript and jQuery.

WordPress Design 1

WD 201 • 3 Credits

This course introduces the Content Management System (CMS) Wordpress, the most popular CMS today, to build modern, easy-to-navigate websites. In this class students will learn how to install, setup and publish websites using the core functionality of the WordPress platform. Students will also be introduced on how to customize themes, build e-commerce shops, and implement basic SEO into your WordPress website

Mobile Web Design 1

MW 201 • 3 Credits

This course introduces students to web design for mobile devices. Upon completion of this course, students should be able to plan, develop, test, and publish Web content designed for mobile devices.

SEMESTER 4

Business Entrepreneurship

BE 251 • 2 Credits

In this course, students learn about the principles and practical aspects of entrepreneurship as they relate to the creative business industry. This course is designed to equip students with marketing and entrepreneurial knowledge and tools, and to develop strategic business and entrepreneurial thinking.

Principles of Finance

PF 251 • 2 Credits

This course introduces the student to the fundamentals of personal and business finance, particularly finance relevant to creative professionals. Students will analyze typical personal and creative business-related financial decisions, evaluate the costs and benefits of their decisions, and to recognize their rights and responsibilities as consumers and creative business professionals. Practical application of financial concepts as applied in creative business activities will be stressed in this class.

WordPress Design 2

WD 251 • 3 Credits

In this class students continue to learn how to install, setup and publish websites using the

the WordPress platform. Students will learn to customize themes, build e-commerce shops, and implement basic SEO into their WordPress websites.

Mobile Web Design 2

MW 251 • 3 Credits

This course continues to explore web design for mobile devices. Upon completion of this course, students should be able to plan, develop, test, and publish, more complex and more advanced Web content designed for mobile devices.

Internship

IN 251 • 3 Credits

Internships are an opportunity for students to earn credit while working, gaining practical experience, and exploring career options in a professional setting. To receive credit, students must complete 135 sponsor-approved (signed) internship hours and meet with an NCAD internship advisor periodically as scheduled throughout the semester.

Students are required to submit signed documentation of a sponsor and receive approval from the NCAD Administration to be enrolled in this class. Students have up to the 12th week of the semester immediately before the start of the regularly scheduled internship course to submit that documentation and receive approval if they are to be enrolled in the class for the following semester.

Student internships may be denied for various reasons at the discretion of the Administration, including if they are determined to not be in alignment with program learning outcomes. Students who do not submit the required documentation by the deadline will be required to take and successfully pass the course at a scheduled later date to meet graduation requirements.

Portfolio

PR 251 • 3 Credits

In this course students will be required to determine specific career goals and to develop a proposed direction to take in their creative efforts. Students will be required to develop their critical and diplomatic communication skills, and to participate fully and honestly in the regular critiques. The student must satisfactorily demonstrate an acceptable level of quality in their work, and in the presentation of that body of their work in the form of a portfolio, in order to successfully complete this course.

“DESIGN IS THINKING
MADE VISIBLE”
— SAUL BASS

A.O.S. DEGREE IN WEB DEVELOPMENT

WHAT IS A WEB DEVELOPER?
A WEB DEVELOPER IS A
“PROGRAMMER” WHO CREATES
PROGRAMS AND APPLICATIONS
FOR THE WORLD WIDE WEB.
A WEB DEVELOPER KNOWS
HOW TO BUILD A WEBSITE
FROM THE BOTTOM UP:

Our A.O.S. in Web Development provides you with an intensive technical education in the area of Web Development and helps prepare you for a professional career as a web developer.

PROGRAM GRID FOR A.O.S. IN WEB DEVELOPMENT:

SEMESTER 1	Credits
English Composition	2 (GE)
Public Speaking	2 (GE)
Design Culture	2
Web Design 1	3
Web Technologies	3
Design Methods	3
	15cr

SEMESTER 2	
Critical Thinking & Problem Solving	2 (GE)
Business Writing	2 (GE)
Web Design 2	3
JavaScript Fundamentals	3
jQuery Fundamentals	3
Development Tools	3
	16cr

SEMESTER 3	
Quantitative Principles	2 (GE)
Business Planning & Practices	2
Principles of Marketing & Sales	2
JavaScript & jQuery 2	3
Mobile Web Design 1	3
PHP & MySQL Web Development 1	3
	15cr

SEMESTER 4	
Business Entrepreneurship	2
Principles of Finance	2
Angular JS and Node JS	3
PHP & MySQL Web Development 2	3
Internship	3
Portfolio	3
	16cr

Total Credits:	62 cr
	10cr G.E. Courses
	52cr Tech/Occ. Courses

A.O.S. DEGREE IN WEB DEVELOPMENT EDUCATIONAL OBJECTIVES

Primary Educational Objectives:

NCAD has set its educational objectives for the A.O.S. degree in Web Development as follows:

- A. Fundamental Knowledge: Graduates of the program will be skilled in the fundamental concepts of design necessary for success in professional creative industry.
- B. Specialization: Graduates of the program will be prepared to pursue career choices in Web Development or related fields that benefits from a strong background in applied design.
- C. Design Skills: Graduates of the program will be prepared with problem solving skills, laboratory skills, and design skills for technical careers.
- D. Professional Skills: Graduates of the program will be prepared with communication and teamwork skills as well as an appreciation for ethical behavior necessary to thrive in their careers.
- E. Self Learning: Graduates of the program will be prepared to continue their professional development through continuing education and personal experiences.

and convert it into a working website; add interactivity to a website with JavaScript (or jQuery)

- Demonstrate ability to work comfortably with a version control system like Git
- Demonstrate ability to Integrate data from various back-end services and databases
- Demonstrate ability to gather and refine specifications and requirements based on technical needs
- Demonstrate a solid understanding of how web applications work including security, session management, and best development practices
- Demonstrate ability to create and maintain (software) documentation

Knowledge/Skills Expected to be Demonstrated in A.O.S. in Web Development Graduate Portfolio

- Demonstrate developed problem diagnosis and creative problem solving skills
- Demonstrate ability to write well designed, testable, efficient code by using best development practices
- Demonstrate working to in-depth knowledge of modern HTML/CSS, JavaScript, jQuery, PHP and MySQL
- Demonstrate understanding of and ability to utilize tools and technology as needed
- Demonstrate working ability to create website layout/user interface by using standard web design and development practices; i.e., wireframe/layout a website or web application; write HTML and CSS from scratch; take a PSD or other mockup

A.O.S. DEGREE IN WEB DEVELOPMENT COURSE DESCRIPTIONS

SEMESTER 1

English Composition 1

EC 101 • 2 Credits

This course explores the development of written communication skills and understanding their importance in personal and professional communication through applied writing.

Public Speaking

PS 101 • 2 Credits

This course is designed to help the student become proficient at the types of public speaking that they will encounter in their personal and professional lives.

Design Culture

DC 101 • 2 Credits

This course is a survey of the history of design culture of the 19th, 20th, and into the early 21st centuries. This course seeks to place the practice of design in a wider cultural context, highlighting the key debates and issues surrounding it. The course allows students to research individual areas of interest to broaden their knowledge of contemporary issues in design.

Web Design 1

WD 101 • 3 Credits

This is an introductory website design and development course. It provides students with a foundational knowledge of web site design and production and the application of that knowledge in the planning, design and development of web pages and web sites. The course also provides a technical overview of the Internet environment and the structure of the World Wide Web. The technical segment of this course will focus on the design and implementation of effective web sites at an introductory level.

Web Technologies

WT 101 • 3 Credits

The purpose of this hands-on course is to give students a basic understanding of how things work on the Web. Its focus is to present many of the core technologies that the Web is based upon. These core technologies include: HTML and CSS, HTTP and the Web Server, XML and XML Schemas, Client-side Programming, and Server-side Programming. In addition the course will also cover additional related topics such as: Web Services, Web Security, XML Technologies, P2P and Bit Torrent.

Design Methods

DM 101 • 3 Credits

This course will focus on the process of design, on methods of problem-solving, formal and informal methods of decision-making and on methods to systematically create or improve design.

SEMESTER 2

Critical Thinking & Problem Solving

CT 151 • 2 Credits

This course is designed to facilitate the development of critical thinking and problem-solving skills. A problem-based learning approach is used in which students are required to analyze and solve conceptual and practical problems.

Business Writing

BW 151 • 2 Credits

Effective written communication in business and technical contexts is an essential skill. This course examines various forms of business and technical writing for Print and Web, developing

and practicing professional approaches to researching, formatting, writing, and editing documents in a business environment.

JavaScript Fundamentals

JS 151 • 3 Credits

In this course students learn the fundamentals of JavaScript, the programming language of the Web. Topics include: Functions, Loops, Control Flow, Data Structures, and Objects.

jQuery Fundamentals

JQ 151 • 3 Credits

In this course students learn the fundamentals of jQuery, the popular, small, and feature-rich JavaScript library. Topics in this course include: jQuery Functions, Dynamic HTML, jQuery Events, and jQuery Effects.

Web Design 2

WD 151 • 3 Credits

In this course, students continue to develop skill in the conceptualization, design, and production of effective websites through rigorous examination, analysis, and evaluation, through the planning, design and development of web pages and web sites using current web design and development tools.

Development Tools

DV 151 • 3 Credits

In this course students learn and practice using modern development tools that allow web developers to test and debug their code. These tools are used for testing the user-facing interface of a website or web application and typically include HTML and the DOM viewing, network usage, profiling and auditing, and debugging.

SEMESTER 3

Quantitative Principles

QP 201 • 2 Credits

This course serves as an introduction to the mathematical ideas used in the modern world, with an emphasis on developing students' problem-solving, critical thinking, and analytic skills in dealing with quantities and their magnitudes and interrelationships

Business Planning & Practices

BP 201 • 2 Credits

This course is an introduction to business for the creative industry, including career development, market research, and freelance issues. In this course relevant creative business-materials are discussed, demonstrated and practically developed by students.

Principles of Marketing & Sales

PM 201 • 2 Credits

This course provides an overview of marketing and sales for creative professionals. Students are introduced to marketing and sales concepts and methods related to creative business, and are required to develop various related materials used in marketing and sales by creative professionals.

JavaScript & jQuery 2

JQ 201 • 3 Credits

In this course students continue to build intermediate skills and learn best practices using JavaScript and jQuery.

PHP & MySQL Web Development 1

PM 201 • 3 Credits

This course introduces the student to PHP for server-side scripting and mySQL for back-end databases for WordPress development. Basic PHP syntax, data types, variables, operator, conditional statements, loops, superglobals, string manipulation, arrays, and forms will be introduced. Databases will also be introduced, with topics including database models, tables, records, fields, SQL language, and the MySQL Command-line. Working with PHPMyAdmin will also be introduced in this course.

Mobile Web Design 1

MW 201 • 3 Credits

This course introduces students to web design for mobile devices. Upon completion of this course, students should be able to plan, develop, test, and publish Web content designed for mobile devices.

SEMESTER 4

Business Entrepreneurship

BE 251 • 2 Credits

In this course, students learn about the principles and practical aspects of entrepreneurship as they relate to the creative business industry. This course is designed to equip students with marketing and entrepreneurial knowledge and tools, and to develop strategic business and entrepreneurial thinking.

Principles of Finance

PF 251 • 2 Credits

This course introduces the student to the fundamentals of personal and business finance, particularly finance relevant to creative professionals. Students will analyze typical

personal and creative business-related financial decisions, evaluate the costs and benefits of their decisions, and to recognize their rights and responsibilities as consumers and creative business professionals. Practical application of financial concepts as applied in creative business activities will be stressed in this class.

Angular JS & Node JS

JS 251 • 3 Credits

This course is designed to introduce students to the AngularJS Javascript based front-end framework. In this course student are also discover how to build lightweight applications with Node — a framework for fast, scalable network applications.

PHP & MySQL Web Development 2

PM 251 • 3 Credits

This course continues to introduce PHP for server-side scripting and mySQL for back-end databases for WordPress development. Cookies, PHP file upload, PHP file handling, Sessions, Classes and Objects, and the Integration of SQL with PHP Application will be covered in this class.

Internship

IN 251 • 3 Credits

Internships are an opportunity for students to earn credit while working, gaining practical experience, and exploring career options in a professional setting. To receive credit, students must complete 135 sponsor-approved (signed) internship hours and meet with an NCAD internship advisor periodically as scheduled throughout the semester.

Students are required to submit signed documentation of a sponsor and receive approval from the NCAD Administration to be enrolled in this class. Students have up to the 12th week of the semester immediately before the start of the regularly scheduled internship

course to submit that documentation and receive approval if they are to be enrolled in the class for the following semester.

Student internships may be denied for various reasons at the discretion of the Administration, including if they are determined to not be in alignment with program learning outcomes. Students who do not submit the required documentation by the deadline will be required to take and successfully pass the course at a scheduled later date to meet graduation requirements.

Portfolio

PR 251 • 3 Credits

In this course students will be required to determine specific career goals and to develop a proposed direction to take in their creative efforts. Students will be required to develop their critical and diplomatic communication skills, and to participate fully and honestly in the regular critiques. The student must satisfactorily demonstrate an acceptable level of quality in their work, and in the presentation of that body of their work in the form of a portfolio, in order to successfully complete this course.

“DESIGN IS IN
EVERYTHING WE
MAKE, BUT IT’S ALSO
BETWEEN THOSE
THINGS. IT’S A MIX
OF CRAFT, SCIENCE,
STORYTELLING,
PROPOGANDA, AND
PHILOSOPHY.”

— ERIK EDIGARD

A.O.S. DEGREE IN USER EXPERIENCE (UX) DESIGN

WHAT IS A UX DESIGNER?
A USER EXPERIENCE (UX)
DESIGNER IS RESPONSIBLE FOR
CONVERTING A PRODUCT'S
DEVELOPMENT, RESEARCH,
CONTENT AND LAYOUT INTO
AN ATTRACTIVE, GUIDING AND
RESPONSIVE EXPERIENCE FOR
USERS.

Our A.O.S. in User Experience (UX) Design provides you with an intensive and focused education in the area of User Experience (UX) Design and helps prepare you for a professional career as a UX designer.

PROGRAM GRID FOR A.O.S. IN USER EXPERIENCE (UX) DESIGN:

SEMESTER 1	Credits
English Composition	2 (GE)
Public Speaking	2 (GE)
Design Culture	2
Intro to UX Design	3
Web Design 1	3
Design Methods	3
	15cr

SEMESTER 2	
Critical Thinking & Problem Solving	2 (GE)
Business Writing	2 (GE)
JavaScript Fundamentals	3
Interaction Design	3
Web Design 2	3
Information Design	3
	16cr

SEMESTER 3	
Quantitative Principles	2 (GE)
Business Planning & Practices	2
Principles of Marketing & Sales	2
User Strategy & Research	3
Prototyping and Testing 1	3
Interface Design	3
	15cr

SEMESTER 4	
Business Entrepreneurship	2
Principles of Finance	2
Prototyping and Testing 2	3
UX Design Project	3
Internship	3
Portfolio	3
	16cr

Total Credits:	62 cr
	10cr G.E. Courses
	52cr Tech/Occ. Courses

A.O.S. DEGREE IN USER EXPERIENCE (UX) DESIGN

EDUCATIONAL OBJECTIVES

Primary Educational Objectives:

NCAD has set its educational objectives for the A.O.S. degree in User Experience (UX) Design as follows:

- A. Fundamental Knowledge: Graduates of the program will be skilled in the fundamental concepts of design necessary for success in professional creative industry.
- B. Specialization: Graduates of the program will be prepared to pursue career choices in User Experience (UX) Design or related fields that benefits from a strong background in applied design.
- C. Design Skills: Graduates of the program will be prepared with problem solving skills, laboratory skills, and design skills for technical careers.
- D. Professional Skills: Graduates of the program will be prepared with communication and teamwork skills as well as an appreciation for ethical behavior necessary to thrive in their careers.
- E. Self Learning: Graduates of the program will be prepared to continue their professional development through continuing education and personal experiences.

for your designs and key milestone deliverables to peers and executive level stakeholders

- Demonstrate willingness to receive feedback and impartially pivot on solutions in light of new data or changes in focus
- Demonstrate competence with User personas/archetypes, A/B test-cases and results, Investigative user studies & interviews
- Demonstrate experience with user interface design patterns and standard UCD methodologies
- Demonstrate understanding of and ability to utilize tools and technology as needed
- Demonstrate understanding of common (software) project management practices
- Demonstrate understanding of and ability to utilize common design (software) development practices
- Demonstrate understanding of web design process, and basic ability to design and develop basic HTML and CSS web site prototypes (as needed)

Knowledge/Skills Expected to be Demonstrated in A.O.S. in UX Design Graduate Portfolio

- Demonstrate strong conceptualization ability, strong visual communication ability, drawing skills and sketchbook technique
- Demonstrate ability to collaborate with product management, engineering, and/or development team, marketing and product strategists to define and implement solutions for product direction, visuals and experience
- Demonstrate ability to create wireframes, storyboards, user flows, process flows and nav maps to effectively represent user scenarios and communicate interaction solutions and design ideas
- Demonstrate ability to present and advocate

A.O.S. DEGREE IN USER EXPERIENCE (UX) DESIGN COURSE DESCRIPTIONS

SEMESTER 1

English Composition 1

EC 101 • 2 Credits

This course explores the development of written communication skills and understanding their importance in personal and professional communication through applied writing.

Public Speaking

PS 101 • 2 Credits

This course is designed to help the student become proficient at the types of public speaking that they will encounter in their personal and professional lives.

Design Culture

DC 101 • 2 Credits

This course is a survey of the history of design culture of the 19th, 20th, and into the early 21st centuries. This course seeks to place the practice of design in a wider cultural context, highlighting the key debates and issues surrounding it. The course allows students to research individual areas of interest to broaden their knowledge of contemporary issues in design.

Intro to UX Design

UX 101 • 3 Credits

This course provides a comprehensive overview of the user experience design process, and is intended to familiarize students with the methods, concepts, and techniques of user experience design.

Web Design 1

WD 101 • 3 Credits

This is an introductory website design and development course. It provides students with a foundational knowledge of web site

design and production and the application of that knowledge in the planning, design and development of web pages and web sites. The course also provides a technical overview of the Internet environment and the structure of the World Wide Web. The technical segment of this course will focus on the design and implementation of effective web sites at an introductory level.

Design Methods

DM 101 • 3 Credits

This course will focus on the process of design, on methods of problem-solving, formal and informal methods of decision-making and on methods to systematically create or improve design.

SEMESTER 2

Critical Thinking & Problem Solving

CT 151 • 2 Credits

This course is designed to facilitate the development of critical thinking and problem-solving skills. A problem-based learning approach is used in which students are required to analyze and solve conceptual and practical problems.

Business Writing

BW 151 • 2 Credits

Effective written communication in business and technical contexts is an essential skill. This course examines various forms of business and technical writing for Print and Web, developing and practicing professional approaches to researching, formatting, writing, and editing documents in a business environment.

JavaScript Fundamentals

JS 151 • 3 Credits

In this course students learn the fundamentals of JavaScript, the programming language of the Web. Topics include: Functions, Loops, Control Flow, Data Structures, and Objects.

Interaction Design

IT 151 • 3 Credits

This course will provide students with a hands-on introduction to interaction design. The course will address individual and group ideation techniques; sketching on paper and using software tools; prototyping approaches, tools, and techniques; and contemporary perspectives on interaction design for common platforms (e.g., web, desktop, tablet, mobile, and beyond)

Web Design 2

WD 151 • 3 Credits

In this course, students continue to develop skill in the conceptualization, design, and production of effective websites through rigorous examination, analysis, and evaluation, through the planning, design and development of web pages and web sites using current web design and development tools.

Information Design

ID 151 • 3 Credits

This course introduces both the theory and practice of presenting information in a way that fosters efficient and effective understanding of it. Students in this course develop a working knowledge of how to structure, visualize, and present information.

SEMESTER 3

Quantitative Principles

QP 201 • 2 Credits

This course serves as an introduction to the mathematical ideas used in the modern world, with an emphasis on developing students' problem-solving, critical thinking, and analytic skills in dealing with quantities and their magnitudes and interrelationships

Business Planning & Practices

BP 201 • 2 Credits

This course is an introduction to business for the creative industry, including career development, market research, and freelance issues. In this course relevant creative business-materials are discussed, demonstrated and practically developed by students.

Principles of Marketing & Sales

PM 201 • 2 Credits

This course provides an overview of marketing and sales for creative professionals. Students are introduced to marketing and sales concepts and methods related to creative business, and are required to develop various related materials used in marketing and sales by creative professionals.

User Strategy & Research

SR 201 • 3 Credits

This course will introduce students to the latest tools, techniques, and methodologies used by leading agencies and enterprises to develop effective and engaging user experiences.

Topics include market research and analysis, user personas, mental models, user-research plans, creating effective personas, empathy mapping, user flows, card sorts, and others,

usability testing sessions, and research evaluation toolkits.

Prototyping & Testing 1

PT 201 • 3 Credits

This course introduces students to the latest tools, techniques and methodologies used to prototype and test user experiences. The course will provide practical experience in creating and test prototypes with a variety of techniques including paper and digital methods.

Interface Design

IF 201 • 3 Credits

This course will provide a general introduction to the theory and practice of user interface design, describing a variety of approaches and methods for designing and evaluating the design of user interfaces.

SEMESTER 4

Business Entrepreneurship

BE 251 • 2 Credits

In this course, students learn about the principles and practical aspects of entrepreneurship as they relate to the creative business industry. This course is designed to equip students with marketing and entrepreneurial knowledge and tools, and to develop strategic business and entrepreneurial thinking.

Principles of Finance

PF 251 • 2 Credits

This course introduces the student to the fundamentals of personal and business finance, particularly finance relevant to creative professionals. Students will analyze typical personal and creative business-related financial decisions, evaluate the costs and benefits of

their decisions, and to recognize their rights and responsibilities as consumers and creative business professionals. Practical application of financial concepts as applied in creative business activities will be stressed in this class.

Prototyping & User Testing 2

PT 251 • 3 Credits

This course continues to explore the latest tools, techniques and methodologies used to prototype and test user experiences. The course will provide additional practical experience in creating and test prototypes with a variety of techniques including paper and digital methods.

UX Design Project

UX 251 • 3 Credits

In this course students will apply the fundamental concepts, techniques, practices, workflows, and tools associated with the practice of user experience design in web and mobile experiences. In this course, students apply these concepts through a semester-long, team-based, capstone UX Design project.

Internship

IN 251 • 3 Credits

Internships are an opportunity for students to earn credit while working, gaining practical experience, and exploring career options in a professional setting. To receive credit, students must complete 135 sponsor-approved (signed) internship hours and meet with an NCAD internship advisor periodically as scheduled throughout the semester.

Students are required to submit signed documentation of a sponsor and receive approval from the NCAD Administration to be enrolled in this class. Students have up to the 12th week of the semester immediately before the start of the regularly scheduled internship course to submit that documentation and

receive approval if they are to be enrolled in the class for the following semester.

Student internships may be denied for various reasons at the discretion of the Administration, including if they are determined to not be in alignment with program learning outcomes. Students who do not submit the required documentation by the deadline will be required to take and successfully pass the course at a scheduled later date to meet graduation requirements.

Portfolio

PR 251 • 3 Credits

In this course students will be required to determine specific career goals and to develop a proposed direction to take in their creative efforts. Students will be required to develop their critical and diplomatic communication skills, and to participate fully and honestly in the regular critiques. The student must satisfactorily demonstrate an acceptable level of quality in their work, and in the presentation of that body of their work in the form of a portfolio, in order to successfully complete this course.

A.O.S. DEGREE IN CONCEPT ART

WHAT IS A CONCEPT ARTIST?
CONCEPT ART IS A FORM
OF "VISUAL DESIGN" USED
TO CONVEY IDEAS FOR USE
IN VIDEO GAMES,, FILMS,
ANIMATION, OR ADVERTISING.

Our A.O.S. in Concept Art provides you with an intensive and focused education in the area of Concept Art and helps prepare you for a professional career as a Concept Artist.

PROGRAM GRID FOR A.O.S. IN CONCEPT ART:

SEMESTER 1		Credits
English Composition		2 (GE)
Public Speaking		2 (GE)
Drawing Foundations 1		3
Analytical Figure Drawing 1		3
Digital Painting Foundations		3
3D Modeling Foundations 1		3
		16cr

SEMESTER 2		
Critical Thinking & Problem Solving		2 (GE)
Business Writing		2 (GE)
Drawing Foundations 2		3
Analytical Figure Drawing 2		3
3D Modeling Foundations 2		3
Concept Art 1		3
		16cr

SEMESTER 3		
Quantitative Principles		2 (GE)
Business Planning & Practices		2
Principles of Marketing & Sales		2
Analytical Animal Drawing		3
3D Modeling Foundations 3		3
Concept Art 2		3
		15cr

SEMESTER 4		
Business Entrepreneurship		2
Principles of Finance		2
3D Modeling Foundations 4		3
Concept Art 3		3
Internship		3
Portfolio		3
		16cr

Total Credits: 63 cr

10cr G.E. Courses
53cr Tech/Occ. Courses

A.O.S. DEGREE IN CONCEPT ART EDUCATIONAL OBJECTIVES

Primary Educational Objectives:

NCAD has set its educational objectives for the A.O.S. degree in Concept Art as follows:

- A. Fundamental Knowledge: Graduates of the program will be skilled in the fundamental concepts of design necessary for success in professional creative industry.
 - B. Specialization: Graduates of the program will be prepared to pursue career choices in Concept Art or related fields that benefits from a strong background in applied design.
 - C. Design Skills: Graduates of the program will be prepared with problem solving skills, laboratory skills, and design skills for technical careers.
 - D. Professional Skills: Graduates of the program will be prepared with communication and teamwork skills as well as an appreciation for ethical behavior necessary to thrive in their careers.
 - E. Self Learning: Graduates of the program will be prepared to continue their professional development through continuing education and personal experiences.
- geology, terrain, and flora with an ability to design and render realistic environment concepts
 - Demonstrate understanding of a variety of architectural styles throughout history with an application to design and render architectural concepts
 - Demonstrate understanding of material definition with an ability to render highly realistic materials as needed
 - Demonstrate ability to collaborate with art directors, designers, programmers, modelers, and/or animators and others as needed
 - Demonstrate understanding of and ability to utilize tools and technology as needed
 - Demonstrate ability to create photorealistic work
 - Demonstrate ability to work within specific styles, including a style set by another artist or art director

Knowledge/Skills Expected to be Demonstrated in A.O.S. in Concept Art Graduate Portfolio

- Demonstrate ability to create clean, observational, and mechanical drawings
- Demonstrate understanding of color theory, value structure, and lighting fundamentals with an application to both character and environment concept art
- Demonstrate understanding of industrial design with an application in describing and designing for function and form
- Demonstrate understanding of human anatomy with an ability to design and render realistic female/male concepts
- Demonstrate understanding of animal anatomy with an ability to design and render realistic animal and creature concepts
- Demonstrate understanding of geography,

A.O.S. DEGREE IN CONCEPT ART COURSE DESCRIPTIONS

SEMESTER 1

English Composition

EC 101 • 2 Credits

This course explores the development of written communication skills and understanding their importance in personal and professional communication through applied writing.

Public Speaking

PS 101 • 2 Credits

This course is designed to help the student become proficient at the types of public speaking that they will encounter in their personal and professional lives.

Drawing Foundations 1

DF 101 • 3 Credits

This course will give introduce the skills required to accurately draw through observation or from imagination. Demonstrations, lectures, assignments, and supplemental materials will be used to familiarize the students with the fundamentals of drawing. Good draftsmanship, structure, value, design, and craftsmanship in drawing will be stressed in this course.

Analytical Figure Drawing 1

AF 101 • 3 Credits

This course provides intensive study of human anatomy as it is related to drawing the figure. Principles of foreshortening, development of visual memory, observation of gesture, visual viewpoint, multiple figures, and figures in motion are addressed. This course introduces drawing the human form while emphasizing critical inquiry and analytical observation. Its purpose is to expand the way of seeing and describing the three dimensional human form on a two dimensional surface.

Digital Painting Foundations

FD 101 • 3 Credits

This is an introductory course of the fundamentals of digital painting utilizing industry standard software. Digital painting techniques, structure, form, volume, rendering of materials and textures, and color and lighting will be addressed.

3D Modeling Foundations 1

MF 101 • 3 Credits

In this course, students explore the use of professional-level software to create 3-D digital models and basic animation. Topics include introductory techniques of 3-D modeling, texturing, animation, rendering, editing and compositing. The course is modeled on a production environment and work must be completed within set deadlines to prepare students for the methods, environments, and conditions experienced in a production arena.

SEMESTER 2

Critical Thinking & Problem Solving

CT 151 • 2 Credits

This course is designed to facilitate the development of critical thinking and problem-solving skills. A problem-based learning approach is used in which students are required to analyze and solve conceptual and practical problems.

Business Writing

BW 151 • 2 Credits

Effective written communication in business and technical contexts is an essential skill. This course examines various forms of business and technical writing for Print and Web, developing and practicing professional approaches to researching, formatting, writing, and editing documents in a business environment.

Drawing Foundations 2

DF 151 • 3 Credits

This course reinforces and develops further the skills required to accurately draw through observation or from imagination. Demonstrations, lectures, assignments, and supplemental materials will be used to familiarize the students with the fundamentals of drawing. Good draftsmanship, structure, value, design, and craftsmanship in drawing continue to be stressed in this course.

Analytical Figure Drawing 2

AF 151 • 3 Credits

This course continues to the intensive study of human anatomy as it is related to drawing the figure. Principles of foreshortening, development of visual memory, observation of gesture, visual viewpoint, multiple figures, and figures in motion continue to be addressed. Drawing the figure from imagination is a required component of this class.

3D Modeling Foundations 2

MF 151 • 3 Credits

This course builds upon the previous 3D Modeling Foundation course, and requires students to use their artistic skills and technical knowledge to create professional quality 3-D modeled assets and animations. Model design, rigging and animation, shading and lighting, and model texturing continue to be explored. The course is modeled on a production environment and work must be completed within set deadlines to prepare students for the methods, environments, and conditions experienced in a production arena.

Concept Art 1

CA 151 • 3 Credits

This class teaches the fundamentals of concept art production. Students will learn to work within multiple specialties within the game

and film art field in order to build up a general understanding of the pipeline and processes involved in the production of concept art. Emphasis is placed on utilizing strong drawing, painting, and design skills, creating compelling conceptual designs, and in self-motivated problem solving.

The course is modeled on a production environment and work must be completed within set deadlines to prepare students for the methods, environments, and conditions experienced in a production arena.

Assignments in this course will cover one or more of the following subjects: Character Design, Creature Design, Environment Design, Architectural Design, Prop and Weapon Design, and Vehicle Design.

SEMESTER 3

Quantitative Principles

QP 201 • 2 Credits

This course serves as an introduction to the mathematical ideas used in the modern world, with an emphasis on developing students' problem-solving, critical thinking, and analytic skills in dealing with quantities and their magnitudes and interrelationships

Business Planning & Practices

BP 201 • 2 Credits

This course is an introduction to business for the creative industry, including career development, market research, and freelance issues. In this course relevant creative business-materials are discussed, demonstrated and practically developed by students.

Principles of Marketing & Sales

PM 201 • 2 Credits

This course provides an overview of marketing and sales for creative professionals. Students are introduced to marketing and sales concepts and methods related to creative business, and are required to develop various related materials used in marketing and sales by creative professionals.

Analytical Animal Drawing

AA 201 • 3 Credits

This course provides intensive study of animal anatomy as it is related to drawing. This course introduces drawing the animal form while emphasizing critical inquiry and analytical observation. Its purpose is to expand the way of seeing and describing the three dimensional animal form on a two dimensional surface, whether through observation or imagination.

3D Modeling Foundations 3

MF 201 • 3 Credits

This course continues to build upon previous 3D Modeling Foundation courses, and requires students to use their artistic skills and technical knowledge to create professional quality 3-D modeled assets and animations. Model design, rigging and animation, shading and lighting, and model texturing continue to be explored. The course is modeled on a production environment and work must be completed within set deadlines to prepare students for the methods, environments, and conditions experienced in a production arena.

Concept Art 2

CA 201 • 3 Credits

Students continue to learn to work within multiple specialties within the game and film art field in order to build up a general understanding of the pipeline and processes involved in the production of concept art.

Emphasis remains placed on utilizing strong drawing, painting, and design skills, creating compelling conceptual designs, and in self-motivated problem solving. The course is modeled on a production environment and work must be completed within set deadlines to prepare students for the methods, environments, and conditions experienced in a production arena.

Assignments in this course will cover one or more of the following subjects: Character Design, Creature Design, Environment Design, Architectural Design, Prop and Weapon Design, and Vehicle Design.

SEMESTER 4

Business Entrepreneurship

BE 251 • 2 Credits

In this course, students learn about the principles and practical aspects of entrepreneurship as they relate to the creative business industry. This course is designed to equip students with marketing and entrepreneurial knowledge and tools, and to develop strategic business and entrepreneurial thinking.

Principles of Finance

PF 251 • 2 Credits

This course introduces the student to the fundamentals of personal and business finance, particularly finance relevant to creative professionals. Students will analyze typical personal and creative business-related financial decisions, evaluate the costs and benefits of their decisions, and to recognize their rights and responsibilities as consumers and creative business professionals. Practical application of financial concepts as applied in creative business activities will be stressed in this class.

Concept Art 3

CA 251 • 3 Credits

Students continue to learn to work within multiple specialties within the game and film art field in order to develop an understanding of the pipeline, processes, and techniques involved in the production of concept art. Emphasis remains placed on utilizing strong drawing, painting, and design skills, creating compelling conceptual designs, and in self-motivated problem solving. The course is modeled on a production environment and work must be completed within set deadlines to prepare students for the methods, environments, and conditions experienced in a production arena.

Assignments in this course will cover one or more of the following subjects: Character Design, Creature Design, Environment Design, Architectural Design, Prop and Weapon Design, and Vehicle Design.

3D Modeling Foundations 4

MF 251 • 3 Credits

This course builds upon the previous 3D Modeling Foundation course, and allows students to use their artistic skills and technical knowledge to create professional quality 3-D modeled assets and animations. Model design, rigging and animation, shading and lighting, and model texturing continue to be explored. The course is modeled on a production environment and work must be completed within set deadlines to prepare students for the methods, environments, and conditions experienced in a production arena.

Internship

IN 251 • 3 Credits

Internships are an opportunity for students to earn credit while working, gaining practical experience, and exploring career options in a professional setting. To receive credit, students must complete 135 sponsor-approved (signed)

internship hours and meet with an NCAD internship advisor periodically as scheduled throughout the semester.

Students are required to submit signed documentation of a sponsor and receive approval from the NCAD Administration to be enrolled in this class. Students have up to the 12th week of the semester immediately before the start of the regularly scheduled internship course to submit that documentation and receive approval if they are to be enrolled in the class for the following semester.

Student internships may be denied for various reasons at the discretion of the Administration, including if they are determined to not be in alignment with program learning outcomes. Students who do not submit the required documentation by the deadline will be required to take and successfully pass the course at a scheduled later date to meet graduation requirements.

Portfolio

PR 251 • 3 Credits

In this course students will be required to determine specific career goals and to develop a proposed direction to take in their creative efforts. Students will be required to develop their critical and diplomatic communication skills, and to participate fully and honestly in the regular critiques. The student must satisfactorily demonstrate an acceptable level of quality in their work, and in the presentation of that body of their work in the form of a portfolio, in order to successfully complete this course.

THE BFA DEGREE IN VISUAL COMMUNICATION

OUR BFA DEGREE PROGRAM
IN VISUAL COMMUNICATION
OFFERS A WELL-ROUNDED
EDUCATIONAL EXPERIENCE
DESIGNED TO PREPARE OUR
STUDENTS FOR ENTRY-LEVEL
PRACTICE AS A CREATIVE
PROFESSIONAL.

Our BFA degree is a “4-year” degree typically completed in just 36 months.

Our BFA program offers technical—skill-based education and training with dual career options in the area of Visual Communication.

NCAD’s “double major” policy allows flexibility for students to specialize and develop a unique style within the area of Visual Communication.

This concentrated program in Visual Communication focuses on technical skills, creative logic and the development of original concepts. Students implement experimentation and communicate ideas through professional quality projects with the final goal of a presentation portfolio. Majors (elective specializations) include Graphic Design, Illustration, Interactive Design, Motion Design, and Entertainment Art.

The foundation courses (semester 1-4) for all students in the Visual Communication program are identical.

Upper division courses (semester 5-9) include courses that are specific to individual majors.

Students will complete two majors in the Visual Communication program. For specific courses included in each program, please refer to the appropriate program grid.

Visual Communications major declaration will occur during the 4th semester after the student has met and discussed their goals with the Director of Education.

B.F.A. DEGREE IN VISUAL COMMUNICATION PROGRAM MAJORS

DOUBLE MAJOR COMBINATIONS IN THE BFA DEGREE PROGRAM IN VISUAL COMMUNICATION

Entertainment Art /
Illustration

Entertainment Art /
Interactive Design

Graphic Design /
Illustration

Graphic Design /
Interactive Design

Graphic Design /
Motion Design

Graphic Design /
Entertainment Art

Motion Design /
Interactive Design

DOUBLE MAJORS AT NCAD

A “double major” requires that our BFA students concentrate in two related areas of Visual Communication.

At NCAD, we believe that there are several powerful benefits of getting a double major, which we require of all our students. The single greatest benefit is it gives our students career options.

Our double major requirement permits and even encourages flexibility after college as our students build a career that they truly enjoy and find fulfilling. If for some reason, once our students get out into the workforce utilizing the skills developed in one major and find that they don't like it as much as they thought they would, our double major allows for some flexibility and the ability to change their course.

ENTERTAINMENT ART MAJOR

In the Entertainment Art major students develop knowledge, technical skill and practical expertise in professional-level software used to create 3-D digital images and animation for print, interactive multimedia, motion design, digital games, and for the Web. Entertainment Art majors can become successful visual communicators and storytellers who may choose to work in the entertainment arts industry as modelers, animators, illustrators, or concept artists.

GRAPHIC DESIGN MAJOR

Design is a vital tool for businesses competing in an increasingly interconnected global marketplace. The Graphic Design major prepares students for a variety of entry-level positions working as print designers, package designers, brand and identity designers, or art directors.

ILLUSTRATION MAJOR

Illustration is visual communication and storytelling through images. The major in Illustration prepares students to succeed in the competitive world of entry-level professional illustration as effective communicators and visual problem solvers. The work of illustrators can be found in magazines, on book and CD covers, on advertisements, in children's books, graphic novels, film and television, games, on web sites, and more.

INTERACTIVE DESIGN MAJOR

The Interactive Design major provides skills, concepts, and tools for students interested in interactive design as a creative form of expression and communication, and as a profession. The knowledge and skills learned in this major are designed to enhance the preparedness of those visual communication students wishing to enter the design, communication, and interactive media industries.

MOTION DESIGN MAJOR

Motion Design allows artists and designers to create complex visual messages by blending together elements of film, music, and graphic design; and can include such work as the typography and graphics; which can be seen in the opening credits of a film, web-based animations or advertising, or 3-D logos for television networks. The Motion Design major teaches our students both the art and the technology that go into creating this form of visual communication.

PROGRAM GRID FOR DOUBLE MAJOR: GRAPHIC DESIGN/ILLUSTRATION

SEMESTERS WITH FOUNDATION CLASSES

SEMESTER 1 (FALL)		Credits
AT 101	Art Introduction	2
DR 101	Drawing	3
DT 101	2-D Design Theory and Application	3
DS 101	Survey of Digital Art Applications 1	3
WT 101	English Composition 1	2
CS 101	College Success Strategies	2

SEMESTER 2 (WINTER)		
AT 151	Art History I	2
FG 151	Analytical Figure Drawing	3
DT 151	3-D Design Theory and Application	3
MD 151	Media	3
CT 151	Critical Thinking & Problem Solving	2
KL 151	Contemporary Literature	2

SEMESTER 3 (SPRING)		
AT 201	Art History II	2
PT 201	Painting Techniques	3
PH 201	Survey of Dig. Photography	3
DS 201	Survey of Digital Art Applications 2	3
CM 201	Communications	2
KP 201	Public Speaking	2

SEMESTER 4 (FALL)		
SI 251	Survey of Illustration	2
VS 251	Visual Storytelling	3
VC 251	Visual Development	3
DI 251	Imagery and Design: Digital Image Manipulation	3
KS 251	Creative Writing	2
SK 251	Psychology	2

SEMESTERS WITH MAJOR-SPECIFIC CLASSES

SEMESTER 5 (WINTER)		Credits
VC 301	Vis Comm: History & Issues	2
GD 301	Graphic Design 1	3
PT 301	Advanced Painting Tech.	3
DT 301	Advanced 3-D Design	3
BW 301	Business Writing	2
AN 301	Anthropology	2

SEMESTER 6 (SPRING)		
BP 351	Bus. Planning & Practices	2
TP 351	Typography 1	3
IC 351	Web Design	3
DP 351	Digital Painting	3
QP 351	Quantitative Principles	2
PM 351	Principles of Marketing	2

SEMESTER 7 (FALL)		
BP 401	Business Entrepreneurship	2
GD 401	Graphic Design 2	3
TP 401	Typography 2	3
IL 351	Illustration 1: Fundamentals	3
PC 351	Popular Culture	2
PS 351	Principles of Sales	2

SEMESTER 8 (WINTER)		
PR 401	Portfolio 1: Vis Comm	3
DP 401	Design Production	3
IL401	Illust. 2: Concept & Style	3
ST 401	Senior Thesis 1: Vis Comm	2
TH 451	Ethics	2
PF 351	Principles of Finance	2

SEMESTER 9 (SPRING)		
PR 451	Portfolio 2: Vis Comm	3
AD 451	Advanced Design	3
IL 451	Advanced Illustration	3
ST 451	Senior Thesis 2: Vis Comm	2
IN 451	Internship	3

134 Semester Credits / 2505 Clock Hours

Classes, sequencing, and scheduling are subject to change. Lower division classes Semesters 1-4. Upper division classes Semesters 5-9.

PROGRAM GRID FOR DOUBLE MAJOR: GRAPHIC DESIGN/INTERACTIVE DESIGN

SEMESTERS WITH FOUNDATION CLASSES

SEMESTER 1 (FALL)		Credits
AT 101	Art Introduction	2
DR 101	Drawing	3
DT 101	2-D Design Theory and Application	3
DS 101	Survey of Digital Art Applications 1	3
WT 101	English Composition 1	2
CS 101	College Success Strategies	2

SEMESTER 2 (WINTER)		
AT 151	Art History I	2
FG 151	Analytical Figure Drawing	3
DT 151	3-D Design Theory and Application	3
MD 151	Media	3
CT 151	Critical Thinking & Problem Solving	2
KL 151	Contemporary Literature	2

SEMESTER 3 (SPRING)		
AT 201	Art History II	2
PT 201	Painting Techniques	3
PH 201	Survey of Dig. Photography	3
DS 201	Survey of Digital Art Applications 2	3
CM 201	Communications	2
KP 201	Public Speaking	2

SEMESTER 4 (FALL)		
SI 251	Survey of Illustration	2
VS 251	Visual Storytelling	3
VC 251	Visual Development	3
DI 251	Imagery and Design: Digital Image Manipulation	3
KS 251	Creative Writing	2
SK 251	Psychology	2

SEMESTERS WITH MAJOR-SPECIFIC CLASSES

SEMESTER 5 (WINTER)		Credits
VC 301	Vis Comm: History & Issues	2
GD 301	Graphic Design 1	3
IM 301	Introduction to Time-Based Media	3
ID 301	Information Design	3
BW 301	Business Writing	2
AN 301	Anthropology	2

SEMESTER 6 (SPRING)		
BP 351	Bus. Planning & Practices	2
TP 351	Typography 1	3
IC 351	Web Design	3
IW 351	Interactive Web Design 1	3
QP 351	Quantitative Principles	2
PM 351	Principles of Marketing	2

SEMESTER 7 (FALL)		
BP 401	Business Entrepreneurship	2
GD 401	Graphic Design 2	3
TP 401	Typography 2	3
ID 401	Interactive Programming	3
PC 351	Popular Culture	2
PS 351	Principles of Sales	2

SEMESTER 8 (WINTER)		
PR 401	Portfolio 1: Vis Comm	3
DP 401	Design Production	3
IW 401	Interactive Web Design 2	3
ST 401	Senior Thesis 1: Vis Comm	2
TH 451	Ethics	2
PF 351	Principles of Finance	2

SEMESTER 9 (SPRING)		
PR 451	Portfolio 2: Vis Comm	3
AD 451	Advanced Design	3
ID 451	Advanced Interactive Design	3
ST 451	Senior Thesis 2: Vis Comm	2
IN 451	Internship	3

134 Semester Credits / 2505 Clock Hours

Classes, sequencing, and scheduling are subject to change. Lower division classes Semesters 1-4. Upper division classes Semesters 5-9.

PROGRAM GRID FOR DOUBLE MAJOR: GRAPHIC DESIGN/MOTION DESIGN

SEMESTERS WITH FOUNDATION CLASSES

SEMESTER 1 (FALL)		Credits
AT 101	Art Introduction	2
DR 101	Drawing	3
DT 101	2-D Design Theory and Application	3
DS 101	Survey of Digital Art Applications 1	3
WT 101	English Composition 1	2
CS 101	College Success Strategies	2

SEMESTER 2 (WINTER)		Credits
AT 151	Art History I	2
FG 151	Analytical Figure Drawing	3
DT 151	3-D Design Theory and Application	3
MD 151	Media	3
CT 151	Critical Thinking & Problem Solving	2
KL 151	Contemporary Literature	2

SEMESTER 3 (SPRING)		Credits
AT 201	Art History II	2
PT 201	Painting Techniques	3
PH 201	Survey of Dig. Photography	3
DS 201	Survey of Digital Art Applications 2	3
CM 201	Communications	2
KP 201	Public Speaking	2

SEMESTER 4 (FALL)		Credits
SI 251	Survey of Illustration	2
VS 251	Visual Storytelling	3
VC 251	Visual Development	3
DI 251	Imagery and Design: Digital Image Manipulation	3
KS 251	Creative Writing	2
SK 251	Psychology	2

SEMESTERS WITH MAJOR-SPECIFIC CLASSES

SEMESTER 5 (WINTER)		Credits
VC 301	Vis Comm: History & Issues	2
GD 301	Graphic Design 1	3
IM 301	Introduction to Time-Based Media	3
DV 301	Video 1: Intro to Digital Video	3
BW 301	Business Writing	2
AN 301	Anthropology	2

SEMESTER 6 (SPRING)		Credits
BP 351	Bus. Planning & Practices	2
TP 351	Typography 1	3
IC 351	Web Design	3
DV 351	Video 2: Video Production	3
QP 351	Quantitative Principles	2
PM 351	Principles of Marketing	2

SEMESTER 7 (FALL)		Credits
BP 401	Business Entrepreneurship	2
GD 401	Graphic Design 2	3
TP 401	Typography 2	3
MD 351	Motion Design 1	3
PC 351	Popular Culture	2
PS 351	Principles of Sales	2

SEMESTER 8 (WINTER)		Credits
PR 401	Portfolio 1: Vis Comm	3
DP 401	Design Production	3
MD 401	Motion Design 2	3
ST 401	Senior Thesis 1: Vis Comm	2
TH 451	Ethics	2
PF 351	Principles of Finance	2

SEMESTER 9 (SPRING)		Credits
PR 451	Portfolio 2: Vis Comm	3
AD 451	Advanced Design	3
AM 451	Advanced Motion Design	3
ST 451	Senior Thesis 2: Vis Comm	2
IN 451	Internship	3

134 Semester Credits / 2505 Clock Hours

Classes, sequencing, and scheduling are subject to change. Lower division classes Semesters 1-4. Upper division classes Semesters 5-9.

PROGRAM GRID FOR DOUBLE MAJOR: GRAPHIC DESIGN/ENTERTAINMENT ART

SEMESTERS WITH FOUNDATION CLASSES

SEMESTER 1 (FALL)		Credits
AT 101	Art Introduction	2
DR 101	Drawing	3
DT 101	2-D Design Theory and Application	3
DS 101	Survey of Digital Art Applications 1	3
WT 101	English Composition 1	2
CS 101	College Success Strategies	2

SEMESTER 2 (WINTER)		
AT 151	Art History I	2
FG 151	Analytical Figure Drawing	3
DT 151	3-D Design Theory and Application	3
MD 151	Media	3
CT 151	Critical Thinking & Problem Solving	2
KL 151	Contemporary Literature	2

SEMESTER 3 (SPRING)		
AT 201	Art History II	2
PT 201	Painting Techniques	3
PH 201	Survey of Dig. Photography	3
DS 201	Survey of Digital Art Applications 2	3
CM 201	Communications	2
KP 201	Public Speaking	2

SEMESTER 4 (FALL)		
SI 251	Survey of Illustration	2
VS 251	Visual Storytelling	3
VC 251	Visual Development	3
DI 251	Imagery and Design: Digital Image Manipulation	3
KS 251	Creative Writing	2
SK 251	Psychology	2

SEMESTERS WITH MAJOR-SPECIFIC CLASSES

SEMESTER 5 (WINTER)		Credits
VC 301	Vis Comm: History & Issues	2
GD 301	Graphic Design 1	3
IM 301	Introduction to Time-Based Media	3
EA 301	3-D Entertainment Art Foundations	3
BW 301	Business Writing	2
AN 301	Anthropology	2

SEMESTER 6 (SPRING)		
BP 351	Bus. Planning & Practices	2
TP 351	Typography 1	3
MD 301	Model Design 1	3
MR 351	Model Rigging & Animation	3
QP 351	Quantitative Principles	2
PM 351	Principles of Marketing	2

SEMESTER 7 (FALL)		
BP 401	Business Entrepreneurship	2
GD 401	Graphic Design 2	3
MS 351	Model Shading and Lighting	3
MT 351	Model Texturing	3
PC 351	Popular Culture	2
PS 351	Principles of Sales	2

SEMESTER 8 (WINTER)		
PR 401	Portfolio 1: Vis Comm	3
DP 401	Design Production	3
VE 401	Visual Effects	3
ST 401	Senior Thesis 1: Vis Comm	2
TH 451	Ethics	2
PF 351	Principles of Finance	2

SEMESTER 9 (SPRING)		
PR 451	Portfolio 2: Vis Comm	3
AD 451	Advanced Design	3
EA 451	Advanced Entertainment Art	3
ST 451	Senior Thesis 2: Vis Comm	2
IN 451	Internship	3

134 Semester Credits / 2505 Clock Hours

Classes, sequencing, and scheduling are subject to change. Lower division classes Semesters 1-4. Upper division classes Semesters 5-9.

PROGRAM GRID FOR DOUBLE MAJOR: ENTERTAINMENT ART/ILLUSTRATION

SEMESTERS WITH FOUNDATION CLASSES

SEMESTER 1 (FALL)		Credits
AT 101	Art Introduction	2
DR 101	Drawing	3
DT 101	2-D Design Theory and Application	3
DS 101	Survey of Digital Art Applications 1	3
WT 101	English Composition 1	2
CS 101	College Success Strategies	2

SEMESTER 2 (WINTER)		
AT 151	Art History I	2
FG 151	Analytical Figure Drawing	3
DT 151	3-D Design Theory and Application	3
MD 151	Media	3
CT 151	Critical Thinking & Problem Solving	2
KL 151	Contemporary Literature	2

SEMESTER 3 (SPRING)		
AT 201	Art History II	2
PT 201	Painting Techniques	3
PH 201	Survey of Dig. Photography	3
DS 201	Survey of Digital Art Applications 2	3
CM 201	Communications	2
KP 201	Public Speaking	2

SEMESTER 4 (FALL)		
SI 251	Survey of Illustration	2
VS 251	Visual Storytelling	3
VC 251	Visual Development	3
DI 251	Imagery and Design: Digital Image Manipulation	3
KS 251	Creative Writing	2
SK 251	Psychology	2

SEMESTERS WITH MAJOR-SPECIFIC CLASSES

SEMESTER 5 (WINTER)		Credits
VC 301	Vis Comm: History & Issues	2
EA 301	3-D Entertainment Art Foundations	3
PT 301	Advanced Painting Techniques	3
DT 301	Advanced 3-D Design	3
BW 301	Business Writing	2
AN 301	Anthropology	2

SEMESTER 6 (SPRING)		
BP 351	Bus. Planning & Practices	2
MD 301	Model Design 1	3
MR 351	Model Rigging & Animation	3
DP 351	Digital Painting	3
QP 351	Quantitative Principles	2
PM 351	Principles of Marketing	2

SEMESTER 7 (FALL)		
BP 401	Business Entrepreneurship	2
MS 351	Model Shading and Lighting	3
MT 351	Model Texturing	3
IL 351	Illustration 1: Fundamentals	3
PC 351	Popular Culture	2
PS 351	Principles of Sales	2

SEMESTER 8 (WINTER)		
PR 401	Portfolio 1: Vis Comm	3
VE 401	Visual Effects	3
IL401	Illustration 2: Concept & Style	3
ST 401	Senior Thesis 1: Vis Comm	2
TH 451	Ethics	2
PF 351	Principles of Finance	2

SEMESTER 9 (SPRING)		
PR 451	Portfolio 2: Vis Comm	3
EA 451	Advanced Entertainment Art	3
IL 451	Advanced Illustration	3
ST 451	Senior Thesis 2: Vis Comm	2
IN 451	Internship	3

134 Semester Credits / 2505 Clock Hours

Classes, sequencing, and scheduling are subject to change. Lower division classes Semesters 1-4. Upper division classes Semesters 5-9.

PROGRAM GRID FOR DOUBLE MAJOR: ENTERTAINMENT ART/INTERACTIVE DESIGN

SEMESTERS WITH FOUNDATION CLASSES

SEMESTER 1 (FALL)		Credits
AT 101	Art Introduction	2
DR 101	Drawing	3
DT 101	2-D Design Theory and Application	3
DS 101	Survey of Digital Art Applications 1	3
WT 101	English Composition 1	2
CS 101	College Success Strategies	2

SEMESTER 2 (WINTER)		
AT 151	Art History I	2
FG 151	Analytical Figure Drawing	3
DT 151	3-D Design Theory and Application	3
MD 151	Media	3
CT 151	Critical Thinking & Problem Solving	2
KL 151	Contemporary Literature	2

SEMESTER 3 (SPRING)		
AT 201	Art History II	2
PT 201	Painting Techniques	3
PH 201	Survey of Dig. Photography	3
DS 201	Survey of Digital Art Applications 2	3
CM 201	Communications	2
KP 201	Public Speaking	2

SEMESTER 4 (FALL)		
SI 251	Survey of Illustration	2
VS 251	Visual Storytelling	3
VC 251	Visual Development	3
DI 251	Imagery and Design: Digital Image Manipulation	3
KS 251	Creative Writing	2
SK 251	Psychology	2

SEMESTERS WITH MAJOR-SPECIFIC CLASSES

SEMESTER 5 (WINTER)		Credits
VC 301	Vis Comm: History & Issues	2
EA 301	3-D Entertainment Art Foundations	3
IM 301	Introduction to Time-Based Media	3
ID 301	Information Design	3
BW 301	Business Writing	2
AN 301	Anthropology	2

SEMESTER 6 (SPRING)		
BP 351	Bus. Planning & Practices	2
MD 301	Model Design 1	3
MR 351	Model Rigging & Animation	3
IW 351	Interactive Web Design 1	3
QP 351	Quantitative Principles	2
PM 351	Principles of Marketing	2

SEMESTER 7 (FALL)		
BP 401	Business Entrepreneurship	2
MS 351	Model Shading and Lighting	3
MT 351	Model Texturing	3
ID 401	Interactive Programming	3
PC 351	Popular Culture	2
PS 351	Principles of Sales	2

SEMESTER 8 (WINTER)		
PR 401	Portfolio 1: Vis Comm	3
VE 401	Visual Effects	3
IW 401	Interactive Web Design 2	3
ST 401	Senior Thesis 1: Vis Comm	2
TH 451	Ethics	2
PF 351	Principles of Finance	2

SEMESTER 9 (SPRING)		
PR 451	Portfolio 2: Vis Comm	3
EA 451	Advanced Entertainment Art	3
ID 451	Advanced Interactive Design	3
ST 451	Senior Thesis 2: Vis Comm	2
IN 451	Internship	3

134 Semester Credits / 2505 Clock Hours

Classes, sequencing, and scheduling are subject to change. Lower division classes Semesters 1-4. Upper division classes Semesters 5-9.

PROGRAM GRID FOR DOUBLE MAJOR: MOTION DESIGN/INTERACTIVE DESIGN

SEMESTERS WITH FOUNDATION CLASSES

SEMESTER 1 (FALL)		Credits
AT 101	Art Introduction	2
DR 101	Drawing	3
DT 101	2-D Design Theory and Application	3
DS 101	Survey of Digital Art Applications 1	3
WT 101	English Composition 1	2
CS 101	College Success Strategies	2

SEMESTER 2 (WINTER)		
AT 151	Art History I	2
FG 151	Analytical Figure Drawing	3
DT 151	3-D Design Theory and Application	3
MD 151	Media	3
CT 151	Critical Thinking & Problem Solving	2
KL 151	Contemporary Literature	2

SEMESTER 3 (SPRING)		
AT 201	Art History II	2
PT 201	Painting Techniques	3
PH 201	Survey of Dig. Photography	3
DS 201	Survey of Digital Art Applications 2	3
CM 201	Communications	2
KP 201	Public Speaking	2

SEMESTER 4 (FALL)		
SI 251	Survey of Illustration	2
VS 251	Visual Storytelling	3
VC 251	Visual Development	3
DI 251	Imagery and Design: Digital Image Manipulation	3
KS 251	Creative Writing	2
SK 251	Psychology	2

SEMESTERS WITH MAJOR-SPECIFIC CLASSES

SEMESTER 5 (WINTER)		Credits
VC 301	Vis Comm: History & Issues	2
DV 301	Video 1: Introduction to Digital Video	3
IM 301	Introduction to Time-Based Media	3
ID 301	Information Design	3
BW 301	Business Writing	2
AN 301	Anthropology	2

SEMESTER 6 (SPRING)		
BP 351	Bus. Planning & Practices	2
DV 351	Video 2: Video Production	3
TP 351	Typography 1	3
IW 351	Interactive Web Design 1	3
QP 351	Quantitative Principles	2
PM 351	Principles of Marketing	2

SEMESTER 7 (FALL)		
BP 401	Business Entrepreneurship	2
MD 351	Motion Design 1	3
TP 401	Typography 2	3
ID 401	Interactive Programming	3
PC 351	Popular Culture	2
PS 351	Principles of Sales	2

SEMESTER 8 (WINTER)		
PR 401	Portfolio 1: Vis Comm	3
MD 401	Motion Design 2	3
IW 401	Interactive Web Design 2	3
ST 401	Senior Thesis 1: Vis Comm	2
TH 451	Ethics	2
PF 351	Principles of Finance	2

SEMESTER 9 (SPRING)		
PR 451	Portfolio 2: Vis Comm	3
AM 451	Advanced Motion Design	3
ID 451	Advanced Interactive Design	3
ST 451	Senior Thesis 2: Vis Comm	2
IN 451	Internship	3

134 Semester Credits / 2505 Clock Hours

Classes, sequencing, and scheduling are subject to change. Lower division classes Semesters 1-4. Upper division classes Semesters 5-9.

B.F.A. DEGREE IN VISUAL COMMUNICATION EDUCATIONAL OBJECTIVES

Primary Educational Objectives:

NCAD has set its educational objectives for the B.F.A. degree in Visual Communication Art as follows:

- A. Fundamental Knowledge: Graduates of the program will be skilled in the fundamental concepts of design necessary for success in professional creative industry.
- B. Specialization: Graduates of the program will be prepared to pursue career choices in Concept Art or related fields that benefits from a strong background in applied design.
- C. Design Skills: Graduates of the program will be prepared with problem solving skills, laboratory skills, and design skills for technical careers.
- D. Professional Skills: Graduates of the program will be prepared with communication and teamwork skills as well as an appreciation for ethical behavior necessary to thrive in their careers.
- E. Self Learning: Graduates of the program will be prepared to continue their professional development through continuing education and personal experiences.

Knowledge/Skills Expected to be Demonstrated in B.F.A. in Visual Communication Graduate Portfolio

- Demonstrate in their portfolio both the resourcefulness and flexibility of critical thinking, creative thinking, and problem solving skills necessary to conceive effective visual communication solutions.
- Demonstrate in their portfolio their ability to develop visual communication solutions for specific problems.
- Demonstrate in their portfolio their ability to create visual communications that are audience appropriate and that function within a defined context.
- Demonstrate in their portfolio their ability to create visual communications utilizing formal design skills based upon established design

principles.

- Demonstrate in their portfolio their ability to create visual communications demonstrating formal design skills based upon aesthetics.
- Demonstrate in their portfolio their ability to utilize appropriate traditional and/or digital media, materials, tools, technology, platforms, and techniques to create effective, successful visual communication solutions.
- Demonstrate in their portfolio a basic understanding of the nature of professional work in the field of Visual Communication through the development, selection, and presentation of a relevant body of visual work.
- Demonstrate in their portfolio the skills necessary to assist in the development and advancement of their careers, normally including the development of competencies in communication, presentation, and business skills necessary to engage in professional practice in the field of Visual Communication.

COURSE DESCRIPTIONS

GENERAL EDUCATION COURSES IN THE VISUAL COMMUNICATION PROGRAM

General education courses place a strong emphasis on core principles and theory that are designed to develop essential academic skills for enhanced and continued learning. General education courses are expected to develop critical thinking, problem solving and analytical skills, and enable individuals to prepare for and advance in their professional lives, and contribute to lifelong learning.

The following descriptions are typical course offerings that make up our curriculum. They are intended to give a broad overview of the BFA degree program. Courses are subject to change at the discretion of the College. Changes may include but are not limited to, course name, title, prerequisite, sequence, schedule, content, or credit value.

Changes may occur whenever deemed necessary.

Prerequisites may be waived by the Director of Education.

GENERAL EDUCATION COURSES

Anthropology

AN 301 (2 credits)

Anthropology is the scientific study of the origins and nature of human beings. After introducing anthropology as a scientific study, the course will look into the salient features of physical anthropology and then of cultural anthropology. The former will investigate such topics as the origin of human beings, their life cycles, races, and prehistoric activities, while the latter will examine kinship, language, economic activities, religion, and politics as revealed by the known record. A final topic, within the realm of cultural anthropology, will be the role of art in the human experience.

Art History I

AT 151 (2 credits) • Prerequisite: Art Introduction

Art History 1 introduces students to architecture, sculpture, painting, and the decorative arts produced by western cultures and those of the ancient Near East. It begins with the Paleolithic drawings and sculptures, continues through the art of Byzantium, and then moves onto European art from the Middle Ages to the Baroque era. It also introduced art of other cultures, giving students a global overview of the early history of art.

Art History II

AT 201 (2 credits) • Prerequisite: Art History I

This course continues with the 18th century debate between the power of the aristocracy and the new philosophies of the Enlightenment. This course concludes with trends and controversies in contemporary art.

Art Introduction

AT 101 (2 credits)

Art Introduction helps students to make connections with art. What is art? What is the function of art? These and other questions relating to the construction of images and objects, their ability to communicate ideas, and how to evaluate the work in a critical way, are all explored and defined by the student.

Business Writing

BW 301 (2 credits) • Prerequisite: Contemporary Literature

Effective written communication in business and technical contexts is an essential skill. This course examines various forms of business and technical writing for Print and Web, developing and practicing professional approaches to researching, formatting, writing, and editing documents in a business environment.

Communications

CM 201 (2 credits)

This course emphasizes the analysis, understanding, and utilization of communication variables affecting human interaction. These variables include personal perception, feedback, idea development, and non verbal cues. The course focuses on small group and individual-to-individual communications in structured and non structured environments.

Contemporary Literature

KL 151 (2 credits)

Students read contemporary novels, poems, plays, and essays, and respond to them through discussion and written assignments. Various types of literary criticism are introduced in order to equip students with different “ways of reading.” Students hone the academic-writing skills they developed in English Composition, producing critical essays that build strong arguments to support theses about the reading assignments.

Creative Writing

KS 251 (2 credits)

This course encourages vision, expression, and personal growth through reading, analysis, and writing, with a focus on individual process. Students become familiar with the basic principles and forms of creative writing through lecture; analysis of the works of established and emerging authors; and ongoing writing projects in fiction, poetry, and/or drama. Student work is shared and discussed in ongoing supportive workshops.

Critical Thinking & Problem Solving

CT 151 (2 Credits)

This course is designed to facilitate the development of critical thinking and problem-solving skills. A problem-based learning approach is used in which students are required to analyze and solve conceptual and practical problems. Students work independently or in small groups to collect information relevant to problem solutions, and take a hypothesis-oriented approach to dealing with each task.

English Composition 1

WT 101 (2 credits)

Exploring and developing written communication skills and understanding their importance in personal and professional communication are the purposes of this course.

Ethics

TH 451 (2 credits)

Students develop important insights into the definition and practice of ethics in contemporary society. They gain a deeper understanding of how ethical behavior has been defined and practiced from the ancients (Greek and Asian) and how these definitions have been carried forward, modified, and redefined in modern and postmodern philosophy.

Popular Culture

PC 351 (2 Credits)

In this course, students examine American popular culture in the contemporary moment. Students take a step back from simply observing and consuming popular culture and in this course investigate how different cultural forms communicate ideas about the world.

Psychology

SK 251 (2 credits)

This course is an introduction to contemporary methods and thought in psychology. This will include examining personality theory, methods of psychological inquiry, and the effects of the body on psychological functioning.

Public Speaking

KP 201 (2 credits)

This course is designed to help the student become proficient at the types of public speaking that they will encounter in their personal and professional lives. The student will deliver no fewer than three speeches, all of considerable length. The types of speeches will include interview, persuasive, and impromptu. The persuasive speech will be written out in prose prior to the speech.

Quantitative Principles

QP 351 (2 Credits)

This course serves as an introduction to the power, scope, and richness of the mathematical ideas used in the modern world, with an emphasis on developing students' problem-solving, critical thinking, and analytic skills in dealing with quantities and their magnitudes and interrelationships. Students will explore a variety of topics that involve mathematical reasoning and in doing so, gain confidence and the ability to use various quantitative methods to solve problems.

Survey of Illustration

SI 251 (2 credits) • Prerequisite: Art History 2

Students survey the history of illustration and its relationship to both fine arts and commercial art and design. Students will learn about various areas within the field of illustration, including but not limited to advertising, editorial, concept art, and sequential imagery.

Additionally, students will explore a wide range of approaches to illustration by surveying historical and contemporary professional illustrators.

CORE TECHNICAL/OCCUPATIONAL COURSES IN THE VISUAL COMMUNICATION PROGRAM

Core technical or occupational courses, as distinguished from general education courses, provide education and training in areas associated with theoretical knowledge, technical skills, occupationally related skills, and associated competencies necessary for the student to achieve the NCAD program objectives.

These descriptions are typical course offerings that make up our curriculum. They are intended to give you a broad overview of the BFA degree programs. Courses are subject to change at the discretion of the College. Changes may include but are not limited to course name, title, prerequisite, sequence, schedule, content, or credit value.

Changes may occur whenever deemed necessary. Prerequisites may be waived by the Director or Director of Education.

TECHNICAL/OCCUPATIONAL COURSES

FOUNDATION CORE COURSES (SEMESTERS 1-4)

2D Design: Theory & Application

DT 101 (3 credits)

The 2D Design: Theory and Application course has two goals. The first is to familiarize students with the elements and principles of design. This will be accomplished through the application of art theory to specific assigned problems.

The second goal is to learn specific ways to think creatively and develop original, innovative ideas. In order to excel as an artist, knowledge of art theory, while valuable, is not enough. The assignments in this course will involve specific aspects of design and will teach students both the vocabulary and concepts of 2-dimensional design.

3-D Design: Theory & Application

DT 151 (3 credits) • Prerequisite: 2D Design

This course is an introduction to 3 dimensional design. Studio problems are used to familiarize students with basic design processes, principles and elements of 3 dimensional design.

Studio experiences, readings, and written analysis challenge students to explore basic 3 dimensional design and color. This course emphasizes a balance between the formal and communicative aspects of design, where students are presented with design problems and are challenged to devise appropriate solutions. Research, problem-solving skills, craft, professionalism and articulate presentations are all important to success in this course.

Analytical Figure Drawing

FG 151 (3 Credits)

This course provides intensive study of human anatomy as it is related to drawing the figure. Principles of foreshortening, development of visual memory, observation of gesture, visual viewpoint, multiple figures, and figures in motion are addressed. This course introduces drawing the human form while emphasizing critical inquiry and analytical observation. Its purpose is to expand the way of seeing and describing the 3 dimensional human form on a 2 dimensional surface.

Drawing

DR 101 (3 credits)

In this introductory drawing course students will be exposed to the basic theory and practice of drawing. The primary goal for this course is to develop technical skill through observational drawing. Students will explore and develop their facility with visual expression via mark making, line quality, value and composition.

Imagery & Design: Digital Image Manipulation

DI 251 (3 credits) • Prerequisite: Survey of Digital Art Applications

Students continue to develop image creation and manipulation skills using industry- standard computer applications. Advanced techniques in Adobe Photoshop are introduced. Several comprehensive projects including advanced photo manipulation and advanced digital illustration work will be included. Additionally, a comprehensive understanding of scanning, resolutions, file management, and image output is expected.

Media

MD 151 (3 credits)

This course is designed to give students hands-on experience with a variety of media that are frequently employed by professional artists and designers.

Painting Techniques

PT 201 (3 credits)

The purpose of this course is to provide each student with an introductory painting media experience extended from his or her knowledge of 2 dimensional design and drawing. This course uses a technical approach to the materials and the methods of representational painting from observation.

Survey of Digital Art Applications 1 DS 101 (3 credits)

Survey of Digital Art Applications is a hands-on introduction to the diverse and significant resources the computer offers the artist. This course is designed for students with either very limited or no experience in the computer arts and is designed to facilitate the student's ongoing development of digital literacy. It sets the technical foundation for future college level use of digital technology. Students gain an understanding of the computer operating system, and attain a working knowledge of several leading applications currently used by computer artists and designers.

Through lectures, demonstrations, and applied learning a foundation of general understanding, confidence, and skill is formed.

Survey of Digital Art Applications 2

DS 201 (3 credits) • Prerequisite: Survey of Digital Art Applications 1

Survey of Digital Art Applications 2 is designed to continue to facilitate the student's ongoing development of digital literacy. Students continue to develop a working knowledge of several leading digital art and design applications used by professional computer artists and designers. Through lectures, demonstrations, and applied learning a strong foundation of general knowledge, skill and confidence in digital art and design applications continues to be developed.

Survey of Digital Photography

PH 201 (3 Credits)

This is an introductory course for the student and is designed to promote knowledge of digital photographic imaging tools and techniques. Topics include digital cameras, software, resolution, scanning and digital photographic printing.

Visual Development

VC 251 (3 Credits)

This course emphasizes methods of visualizing creative design concepts clearly and precisely, and of communicating them to others in the same manner. Information is presented on technique, and the usage of traditional and digital tools.

UPPER LEVEL NON-MAJOR SPECIFIC COURSES (SEMESTERS 5-9)

Business Planning and Practices

BP 351 (2 credits)

This course is an introduction to business for art and design related employment, career development, market research, and freelance issues. Learning to write, present, interview, research, and create business plans and other business documents are demonstrated, reviewed, and required.

Business Entrepreneurship

BP 401 (2 Credits)

In this course, students learn about the principles and practical aspects of entrepreneurship as they relate to the creative business industry. This course is designed to equip students with marketing and entrepreneurial knowledge, to develop strategic thinking, to develop a marketing plan and to effectively focus their time and talent on marketing their art and themselves.

Internship

IN 451 (3 credits) • Senior status

Internships are a special opportunity for students to earn credit while working, gaining practical experience, and exploring career options in a professional setting.

Internships typically occur in the 9th regularly scheduled semester of the program. Internships may be scheduled to occur during a different, later semester only if the student is already scheduled to be enrolled in the program during that alternate semester (e.g., the 10th semester, 11th semester, etc.). Scheduling Internship to occur during an alternate semester requires approval by the administration.

Assistance in researching and identifying potential internships will be provided by the college, but the final responsibility for securing an approved internship rests solely upon the student. Students are required to submit signed documentation from an appropriate Internship Sponsor and to receive approval from the NCAD Administration by the 3rd week of their scheduled class.

Students who do not provide the NCAD Administration with documentation of an appropriate Sponsor, and have their internship approved by the Administration by the 3rd week of the semester they are enrolled in Internship, will receive a failing grade at that time for the class.

Approval of internships is not automatic. Student internships may be denied for various reasons at the discretion of the Administration, including if they are determined to not be in alignment with program learning outcomes.

To receive credit, students must complete 135 sponsor-approved (signed) internship hours during the scheduled semester.

Students must demonstrate regular progress in completing their required internship hours. Students will meet with an NCAD Internship Advisor a period of five times as scheduled over the course of the semester.

At each meeting (specifically meetings 2-5), students are expected to be able to document having completed 25% or more (approx. 34 hours) of their required hours that should have been completed during the time between meetings. At meeting two, students should be able to document 34 hours, at meeting three students should be able to document 68 hours, at meeting four students should be able to document 102 hours, and at meeting five students should be able to document 135 or more hours completed.

Failure to attend regularly scheduled class meetings or failure to demonstrate regular progress over the course of the semester in completing required hours will result in failure from the class.

Portfolio 1: Vis Comm

PR 401 (3 Credits)

In this course, part 1 of a two-part course sequence, BFA Visual Communication program students will be required to determine specific career goals and to develop a proposed direction to take in their creative efforts. While students will each propose and develop their own individual projects, the course itself will become a critique and support group meeting wherein the student will receive weekly feedback from the instructor and their peers.

Students will be required to develop their critical and diplomatic communication skills, and to participate fully and honestly in the weekly critiques.

The student must satisfactorily demonstrate an acceptable level of development and completion of their proposed body of new work in order to receive a passing grade for this course and to be considered eligible to advance to Portfolio 2: Vis Comm. In this class, a final class grade of B- or below is considered unsatisfactory. A grade of "B-" or lower will be reflected on the students' transcript as a grade of "F."

Portfolio 2: Vis Comm

PR 451 (3 Credits) • Prerequisite: Portfolio 1: Vis Comm

This course is the continuation of the portfolio development process initiated in Portfolio 1: Vis Comm. Special emphasis in this course will be placed upon developing further and finishing the production and presentation of the body of creative work begun in Portfolio 1.

Students will continue to be required to refine their critical and diplomatic communication skills, and to participate fully and honestly in the weekly critiques.

Students must participate in and successfully complete a final graduate portfolio review by the course instructor and have their portfolios accepted and approved by the NCAD Director of Education prior to the last day of the regularly scheduled course to successfully pass this course and therefore complete the portfolio eligibility requirements necessary for graduation. In this class, a final class grade of B- or below is considered unsatisfactory. A grade of "B-" or lower will be reflected on the students' transcript as a grade of "F."

Principles of Finance

PF 351 (2 credits) • Prerequisite: Quantitative Principles

This course introduces the student to the fundamentals of personal and business finance. Students will analyze typical personal and business-related financial decisions, evaluate the costs and benefits of their decisions, recognize their rights and responsibilities as consumers and business persons, and apply the knowledge learned to financial situations, in such areas as money management, budgeting, financial goal attainment, the wise use of credit, insurance, investments, and consumer rights and responsibilities.

This course does require a basic understanding of mathematics as well as economic concepts and accounting principles. The course does emphasize practical application and problem solving techniques.

The primary objective is to provide the student with the tools to understand and solve the basic financial problems confronting them today and tomorrow.

Principles of Marketing

PM 351 (2 credits)

This course provides an overview of marketing, and of building relationships between products and services and consumers, businesses and markets. Students develop a basic understanding of the marketing concepts including the marketing mix (product, place, promotion and price), segmentation, targeting, positioning, customer value, branding, marketing metrics, consumer and business behavior, ethics and social responsibility in marketing, market planning, market research and competitive analysis.

Additionally, students in this course will have the opportunity to evaluate and to formulate marketing strategies.

Principles of Sales

PS 351 (2 credits)

This course explores the principles of selling. Effective and ineffective sales methods are studied in order to increase the understanding of the sales process. This course explores the sales process, identifies the key traits of a successful sales personality, and critical factors necessary for success in sales. The objective of this course is to offer comprehensive, actionable information and lay the foundation for mastering sales skills applicable in any situation. Topics in this course may also include the relationship of sales to marketing, relationship marketing, the sales cycle, sales promotions, and the impact of technology upon sales.

Visual Communication: History and Issues

VC 301 (2 Credits)

This course is a survey of the history of visual communication of the 19th, 20th, and into the early 21st centuries. This course seeks to place the practice of visual communication in a wider cultural context, highlighting the key debates and issues surrounding it. The course allows students to research individual areas of interest to broaden their knowledge of contemporary issues in visual communication.

Senior Thesis 1: Vis Comm

ST 401 (2 Credits)

This course is the first of a two-part course sequence wherein the Visual Communication BFA program student begins development and production of their required senior thesis. Each student applying for the degree of Bachelor of Fine Arts in Visual Communication must complete a written thesis as approved by their Senior Thesis instructor(s) and NCAD's Director of Education.

The student must satisfactorily demonstrate an acceptable level of completion of each part of the thesis requirements in order to receive a passing grade for this course and to be considered eligible to advance to Senior Thesis 2: Vis Comm. In this class, a final class grade of B- or below is considered unsatisfactory. A grade of "B-" or lower will be reflected on the students' transcript as a grade of "F."

Senior Thesis 2: Vis Comm

ST 451 (2 Credits) • Prerequisites: Senior Thesis 1: Vis Comm

This course is the second in a two-part course sequence wherein the student develops and produces their required senior thesis.

This work is to be completed by the end of the semester, and is to be submitted to and must be accepted by the NCAD Director of Education prior to the last day of the regularly scheduled course. In this class, a final class grade of B- or below is considered unsatisfactory. A grade of "B-" or lower will be reflected on the students' transcript as a grade of "F."

OTHER COURSES

College Success Strategies

CS 101 (2 Credits)

This first semester course assists students in their transition into the NCAD community. The class communicates NCAD's academic policies and student success expectations, connects students to NCAD resources, teaches skills for academic and personal success, stresses peer relationships, and seeks to motivate students to persist through the challenges of their education and career development. In this course students develop an understanding of the skills and motivation required to be successful at NCAD, as well as have developed academic and personal success strategies that can be applied during both their education and afterwards in their professional lives.

ENTERTAINMENT ART MAJOR

In the Entertainment Art major students develop knowledge, technical skill and practical expertise in professional-level software used to create 3-D digital images and animation for print, interactive multimedia, motion design, digital games, and for the Web.

Entertainment Art majors can become successful visual communicators and storytellers who may choose to work in the entertainment arts industry as modelers, animators, illustrators, or concept artists.

ENTERTAINMENT ART TECHNICAL/ OCCUPATIONAL COURSES (SEMESTERS 5-9)

3-D Entertainment Art Foundations

EA 301 (3 Credits)

In this course, students explore the use of professional-level software to create 3-D digital images and animation for print, interactive multimedia, motion design, computer games and for the Web. Topics include introductory techniques of 3-D modeling, texturing, animation, rendering, editing and compositing.

Advanced Entertainment Art

EA 451 (3 Credits)

This advanced course allows students to use their artistic skills and technical knowledge to create professional quality 3-D assets and animation. This course will emphasize knowledge of digital animation work flow, pipeline, production, and professionalism. The course is modeled on a production environment and work must be completed within set deadlines to prepare students for the methods, environments, and conditions experienced in the production arena.

Model Design 1

MD 301 (3 Credits)

This course explores the beginning of the digital animation process by creating models from concept art to final computer-generated digital imagery. Students begin this course with preproduction of a model, developing concept art and model sheets. Students then explore a variety of topics including modeling basics, production modeling techniques. In this course, students will complete a 3-D digital model appropriate for use in broadcast film or high-resolution game technology.

Model Rigging & Animation

MR 351 (3 Credits)

This course provides students with the knowledge and expertise to add skeletal structures to their models. Students learn the techniques involved with the creation of model setups, by developing rigs and skeletal structures used in an animation pipeline.

Model Shading and Lighting

MS 351 (3 Credits)

This course investigates the mood and lighting, look and feel, shadows and shading, reflections and atmospheres that bring scenes and models to life.

Model Texturing

MT 351 (3 Credits)

In this course, students develop an eye for texturing and lighting modeled objects and scenes that parallel the real world. This course builds on the core 3-D digital art concepts, including surface lighting and shadow observations and techniques. In this course students develop expertise in creating and applying surface texture to their digital environments and models.

Visual Effects

VE 401 (3 Credits)

In this course, students are provided with the skills required to create dynamic, effective, and believable digital animations, emphasizing the creation of photo-realistic content and animation for advertising, film and video games. Students in this course learn advanced techniques for the effective simulation of environmental forces, and to recreate natural phenomenon and other elements found in nature that when used effectively can bring added realism to a digitally animated scene.

GRAPHIC DESIGN MAJOR

Graphic Design is a vital tool for businesses competing in an increasingly interconnected global marketplace.

The Graphic Design major prepares students for a variety of entry-level positions working as print designers, package designers, brand and identity designers, or art directors.

GRAPHIC DESIGN TECHNICAL/ OCCUPATIONAL COURSES (SEMESTERS 5-9)

Advanced Design

AD 451 (3 Credits) • Prerequisite: Typography 1 & 2

Advanced Design requires the student to prepare highly conceptual, creatively conceived, and professionally presented design work. There is an emphasis on real-life graphic design projects, as well as concentration on preparing portfolio works with high levels of content and craftsmanship.

Design Production

DP 401 (3 Credits) • Prerequisite: Imagery & Design: Digital Image Manipulation

The purpose of this course is to develop core competencies in digital prepress. It provides students with theoretical and practical information regarding the multiple required elements of digital prepress and production. Course content includes information and course discussions on paper and printing, industry standards, and contemporary digital file preparation and production practices. This course also presents a broad overview of color printing processes and digital practices, and gives students information and skills relevant to professional design production planning practices, and may more effectively supervise or estimate printing operations, and communicate effectively with creative service vendors or buyers.

Graphic Design 1

GD 301 (3 Credits) • Prerequisite: Imagery & Design: Digital Image Manipulation

This course introduces exploration and application of the basic design methods of problem solving as used in graphic design. Emphasis is on innovative solutions and understanding design layout as related to corporate identity, brochures, posters, packaging, and a variety of client-related graphics.

Graphic Design 2

GD 401 (3 Credits) • Prerequisite: Graphic Design 1

This course emphasizes teamwork and group effort to create effective graphic design and print advertising. A strong focus is placed on preparing design students for professional practice, exploring the history and methods of graphic design and examining the processes involved in coordinating art and typography with verbal and visual content. Students will be expected to expand their proficiency in all aspects of the design process, including creative brainstorming, conceptualizing, critical thinking, collaboration, technical proficiency, and presentation.

Typography 1

TP 351 (3 Credits) • Prerequisite: Graphic Design 1

This course covers the fundamentals of typography: theory, practice, and history. Students will explore type from introductory usage to the advance use of type. The course includes the study of letter forms, composition, layout and page systems, typographic expression and communication, type with image, proportion and grids, hierarchy, legibility, etc.

Typography 2

TP 401 (3 Credits) • Prerequisite: Typography 1

This course focuses on continuing the refinement of practical skill and aesthetic sensitivity in typographic principles introduced and developed in Typography 1. This course continues to explore issues of typographic design in context and to develop core competencies in digital typography. Advanced project work in this course addresses functional as well as expressive contemporary typographic design issues.

Web Design

IC 351 (3 Credits)

This is an introductory website design and production course. It covers how to design and adapt content for the Internet and then produce fully functional websites that incorporate both text and graphics. Basic HTML, XHTML, and CSS coding, site architecture and navigational methods will be covered. Cross platform and browser issues will also be addressed.

ILLUSTRATION MAJOR

Illustration is visual communication and storytelling through images. The major in Illustration prepares students to succeed in the competitive world of entry-level professional illustration as effective communicators and visual problem solvers.

The work of illustrators can be found in magazines, on book and CD covers, on advertisements, in children's books, graphic novels, film and television, games, on web sites, and more.

ILLUSTRATION TECHNICAL/OCCUPATIONAL COURSES (SEMESTERS 5-9)

Advanced 3-D Design

DT 301 (3 credits) • 3-D Design: Theory & Application

Working in 3 dimensions permits the use and application of a diverse range of conceptual and material possibilities. Sculptural materials are enormously nuanced in what they can suggest. In this course students will examine how objects and various sculptural strategies can be used to convey complex concepts and ideas using materials such as plaster, Sculpy, paper, clay, wood, latex, fabric, foam or found objects. Projects are structured to introduce students to a variety of materials and methods of working.

Character design, model making, prototyping, casting, and work with found objects are some of the areas that students will explore and develop.

Advanced Painting Techniques

PT 301 (3 Credits) • Prerequisite: Painting Techniques

Students continue to explore the technical and expressive possibilities of painting media. The course will focus on the formal, conceptual, and technical problems in painting from observation. The purpose of the Advanced Painting Techniques course is to provide each student with a specific painting media experience, including an advanced technical approach to materials, to improve perceptual and rendering skills, and/ or to teach the student original and advanced problem-solving strategies and practices in terms of painting media. Original, mature idea development and good composition will be stressed.

Advanced Illustration

IL 451 (3 Credits)

The ability to bring a creative project to a full and successful level of finish is an essential professional skill. This is a comprehensive course designed to test the student's ability to create, complete, and document an advanced illustration project of his or her choosing. This course requires students to meet goals they set for themselves through individualized projects, and that they meet them fully with the highest degree of execution.

In a written proposal, each student will present his or her project for the semester (e.g., a series of illustrations, a graphic novel, a children's book, posters, etc).

Work may be in any medium (digital or traditional), in any format and on any theme, but these parameters must be clearly set out. Work on the project will be conducted in the

studio during course time and outside of course, and will be focused on the full realization of a finished product that meets the specific standards set out in the original proposal.

Quality of execution is the goal, and less successful or preliminary pieces will be reworked to elevate them to the appropriate level for the project as a whole.

Digital Painting

DP 351 • (3 Credits)

This is an intensive introduction to the world of digital painting. Students will use pressure sensitive digital tablets in combination with raster and vector based software such as Adobe Photoshop, Illustrator and other imaging programs to develop powerful methods and skills used to combine traditional and digital skills. Students will create and develop digital images using drawing and painting techniques, collage, masking, compositing, and precise color adjustment. Idea development within real world parameters, originality, aesthetics and technical proficiency are emphasized. Project work may involve designing and illustrating environments, figures, props, key frame illustrations, color keys, editorial narrative illustration and more.

Illustration 1: Fundamentals

IL 351 (3 Credits) • Prerequisite: Analytical Figure Drawing

This course presents illustration as a means of communicating ideas. This course addresses fundamental concepts in illustration and seeks to expand students' capability to solve visual problems with creative, individual and expressive imagery. Various materials and practices are addressed (both traditional and digital).

Illustration 2: Concept & Style

IL 401 (3 Credits) • Prerequisite: Illustration 1: Fundamentals

In this intermediate illustration course students are asked to create illustrations with an emphasis on the development of well-conceived and selected concepts that express personal vision and result in the successful visual communication of their concept. The development of personal style is examined and emphasized in light of its fundamental importance in the marketplace.

INTERACTIVE DESIGN MAJOR

Interactive Design major provides skills, concepts, and tools for students interested in interactive design as a creative form of expression and communication, and as a profession.

The knowledge and skills learned in this major are designed to enhance the preparedness of those visual communication students wishing to enter the design, communication, and interactive media industries.

OCCUPATIONAL COURSES (SEMESTERS 5-9)

Advanced Interactive Design

ID 451 (3 Credits)

This course is designed to facilitate student acquisition of knowledge and skill regarding interactive design for different applications such as mobile computing, embedded systems, and interactive media like interactive 3-D and games. Students will practice advanced design methodologies to complete complex interactive design projects with limited supervision and must successfully participate in a team-based production environment to produce interactive media.

Information Design

ID 301 (3 Credits)

This course introduces and explores the areas of information and user interface design and their use in the field of interactive design. Students in this course develop a working knowledge of how to structure, visualize, and present information to the end users of screen-based media.

Interactive Programming

ID 401 (3 Credits)

This course introduces programming techniques using a scripting language to develop projects that include interactive Websites, experimental interactive work and online games. The purpose of the course is to familiarize students with the fundamentals of programming, program design and problem solving and is oriented towards developing practical skills utilized in client-side programming for the web.

Interactive Web Design 1

IW 351 (3 Credits)

This course focuses on user interface (UI) design, creating prototypes, usability, interactivity, navigation, user experience, and graphics for interactive websites. This course emphasizes the application of design methodologies, tools, and techniques utilized in contemporary web design and development, focusing on web standards compliant XHTML and CSS as well as accessibility issues and usability. Web delivery methods for sound, video, animation and interactive content will also be addressed to facilitate and enhance the student's ability to design practical, compelling user experiences and to build professional-level sites.

Interactive Web Design 2

IW 401 (3 Credits)

This course builds on skills developed in IW 351 and introduces the student to more advanced tools and techniques for designing websites using current web design and development tools. Students continue to develop skill in the conceptualization, design, and production of effective interactive websites through rigorous examination, analysis, and evaluation.

Introduction to Time-Based Media

IM 301 (3 Credits) • Prerequisite: Imagery and Design: Digital Image Manipulation

This course provides an introduction to the basic practices of time-based digital media, including animation and motion design, with emphasis on narrative, planning of action, and sequencing of images. Basic production techniques, project planning, linear and non-linear narrative, and the integration of various media to explore the possibilities of time-based experiences are fundamental components of this course.

Students will learn about basic techniques, project planning, and concepts integral to digital animation and motion design. This course is for the student interested in beginning to use video and animation as an expressive and communicative art form within other media. Aesthetic, technical, historical and conceptual issues will be addressed through lectures, demonstrations, exercises, projects, and readings.

MOTION DESIGN MAJOR

Motion Design allows artists and designers to create complex visual messages by blending together elements of film, music, and graphic design; and can include such work as the typography and graphics; which can be seen in the opening credits of a film, web-based animations or advertising, or 3-D logos for television networks.

The Motion Design major teaches our students both the art and the technology that go into creating this form of visual communication.

MOTION DESIGN TECHNICAL/OCCUPATIONAL COURSES (SEMESTERS 5-9)

Advanced Motion Design

AM 451 (3 Credits)

In this advanced course, students build upon their knowledge of motion design and the skills learned in Motion Design 1 and 2. Students use a variety of motion graphic design, digital video, and sound editing software to create advanced motion design projects. Students in this course are subject to contemporary industry production guides and guidelines in the development of their projects, emphasizing the incorporation of appropriate methodologies for effective project planning and efficient project work flow.

Introduction to Time-Based Media

IM 301 (3 Credits) • Prerequisite: Imagery and Design: Digital Image Manipulation

This course provides an introduction to the basic practices of time-based digital media, including animation and motion design, with emphasis on narrative, planning of action, and sequencing of images. Basic production techniques, project planning, linear and non-linear narrative, and the integration of various media to explore the possibilities of time-based experiences are fundamental components of this course.

Students will learn about basic production techniques, project planning, and concepts integral to digital animation and motion design. This course is for the student interested in beginning to use video and animation as an expressive and communicative art form in conjunction with other media. Aesthetic, technical, historical and conceptual issues will be addressed through lectures, demonstrations, exercises, projects, and readings.

Motion Design 1

MD 351 (3 Credits)

In this course, students learn motion design concept development and continue to explore the practice of the production of motion design for broadcast, film, and the web for specific audiences utilizing industry- standard compositing and animation tools.

Motion Design 2

MD 401 (3 Credits)

Concept, research, design and industry-standard pre- and post-production methodologies utilized for motion design continue to be addressed and explored in this second motion design course. An emphasis is placed on design presentation and development, cinematography, graphic transitions and asset development.

Video 1: Intro to Digital Video

DV 301 (3 Credits) • Prerequisite: Imagery and Design: Digital Image Manipulation

This course offers an introduction to the fundamentals of digital video and the creative exploration of the art of moving images. It is a hands-on introduction to the principles and techniques of digital media production: shooting digital video, developing a practical vocabulary of cinematic movement, understanding video lighting and exposure, composition, and the logic of editing.

Video 2: Video Production

DV 351 (3 Credits) • Prerequisite: Video 1: Intro to Digital Video

This second video course emphasizes independent video-making techniques, concepts, and production skills. Students explore traditional cinematic and video ideas through structured assignments that emphasize critical visual thinking, narrative development, and encourages the development of an intermediate level understanding of film (video) structure and language.

PROGRAM LENGTHS

NCAD is authorized by ACCSC to confer a Bachelor of Fine Arts (BFA), 134 semester credit double major degree in Visual Communication. The degree program is 2,505 clock hours.

The BFA program is 4.5 academic years (9 semesters), typically completed in 36 months. The BFA program may not exceed 201 credits.

The BFA program is considered a full time program.

NCAD is also authorized by ACCSC to confer Associate of Occupational Studies (A.O.S.) Degrees in Graphic Design, Web Design, Web Development, User Experience (UX) Design, and Concept Art.

The Graphic Design, Web Design, Web Development, User Experience (UX) Design, AOS degree programs are 62 credits; The Concept Art AOS degree is 63 credits. The Graphic Design, Web Design, Web Development, User Experience (UX) Design, AOS degree programs are 1220 Clock Hours; Concept Art is 1250 Clock Hours.

The AOS programs may not exceed 93 credits.

The AOS programs are considered full time programs.

Program lengths are not guaranteed and may be lengthened for various reasons including, but not limited to: course failure, suspension, program changes, course reduction or withdrawal.

NCAD is a year-round college with three 15-week semesters per 12 months.

September—December
January—April
May—August

Students who interrupt the program at any time will be considered to have withdrawn from the

CREDIT INFORMATION

program and must reapply. The BFA program must be completed within 201 credits to comply with the satisfactory progress policy.

The AOS programs must be completed within 93 credits to comply with the satisfactory progress policy. The program grids are intended to give you an ideal schedule and broad overview of the curriculums. Course names, titles, sequencing, prerequisites, credit value, content, instructor assignment, and/or scheduling is subject to change.

NCAD's accelerated and highly structured BFA and AOS programs does not lend itself to flexibility in terms of alternative scheduling due to students failure to maintain satisfactory academic progress.

Students who fail courses may be required to extend the length of their program in order to meet graduation requirements.

SEMESTER CREDIT HOUR

The semester credit hour is the basic unit of credit awarded at NCAD. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement.

A semester credit hour varies according to the content of the course. One semester credit hour of academic credit is given for at least 15 hours of classroom contact, at least 30 hours of supervised laboratory time, at least 30 hours of documented independent study activities, or at least 45 hours of internship experience.

Students will typically be expected to work two hours outside of class for each hour of lecture. Additional outside work may be required for specific technical/ occupational classes.

CLOCK HOUR DEFINITION

One "clock hour" is defined as a period of one hour comprising no less than 50 minutes of class time with a 10 minute break.

ACADEMIC CALENDAR

FALL SEMESTER 2017

Sept. 11, 2017 Fall Semester Begins
Oct. 9, 2017 Columbus Day (no school)
Nov. 11, 2017 Veteran's Day observed (no school)
Nov. 23 - 24, 2017 Thanksgiving (no school)
Dec. 22, 2017 Courses End
Dec. 23 - Jan. 7, 2017 Winter Break

WINTER SEMESTER 2018

Jan. 8, 2018 Winter Semester Begins
Jan. 15, 2018 M.L.K. Jr. Day (no school)
Feb. 19, 2018 President's Day (no school)
Apr. 20, 2018 Courses End
Apr. 21 - May 6, 2018 Spring Break

SUMMER SEMESTER 2018

May 7, 2018 Summer Semester Begins
May 28, 2018 Memorial Day observed (no school)
July 4, 2018 Independence Day
Aug. 17, 2018 Courses End
Aug. 18 - Sept. 9, 2018 Summer Break

FALL SEMESTER 2018

Sept. 10, 2018 Fall Semester Begins
Oct. 8, 2018 Columbus Day (No School)
Nov. 11, 2018 Veteran's Day
Nov. 12, 2018 Veteran's Day Observed (No School)
Nov. 22 - 23, 2018 Thanksgiving (No School)
Dec. 21, 2018 Fall Semester Ends

WINTER SEMESTER 2019

Jan. 7, 2019 Winter Semester Begins
Jan. 21, 2019 Martin Luther king, Jr. Day (No School)
Feb. 18, 2019 President's Day (No School)
Apr. 19, 2019 Winter Semester Ends
Apr. 20 - May 5, 2019 Spring Break

SUMMER SEMESTER 2019

May 6, 2019 Summer Semester Begins
May 27, 2019 Memorial Day (No School)
July 4, 2019 Independence Day (No School)
Aug. 16, 2019 Summer Semester Ends
Aug. 17 - Sept. 8, 2019 Summer Break

HOLIDAYS

Courses will not be held on the following holidays:
Labor Day, Columbus Day, Veterans' Day, Thanksgiving (2 days), New Year's Day, Presidents' Day, Memorial Day, Martin Luther King Jr. Day, Independence Day

COURSE HOURS

Courses can be held from 8AM-9PM.

The calendar dates and course hours are subject to change.

FINANCIAL AID

Many of NCAD's students receive financial assistance from one source or another. To see if you qualify for financial aid, you must complete the Free Application for Federal Student Aid (FAFSA). Complete your FAFSA at: [FAFSA.ed.gov](https://fafsa.ed.gov).

It is the responsibility of the student to complete all forms correctly and in a timely manner. Information will be sent upon the student's acceptance. Allow at least two months for financial aid to be processed. Errors, omissions and corrections will cause delays. Financial Aid is available for those who qualify.

For more information about our graduation rates, the median debt of students who completed the program, and other important information, visit ncad.edu.

Federal school code is—026021.

Please call (253) 272-1126 or e-mail at financialaid@ncad.edu for additional information.

START-UP COSTS

Most Financial Aid is not received at the school until after school is in session. Students should allow for initial “start -up” costs and have their own funds to register and pay for books, supplies and relocation. Please note that Financial Aid for freshmen is not disbursed until thirty days after the first day of class.

ELIGIBILITY REQUIREMENTS FOR FINANCIAL AID

1. You must be a U.S. citizen or an eligible non-citizen.
2. You must be registered with the Selective Service if you are male and between 18 to 25 years of age.
3. You must maintain satisfactory progress as defined by NCAD.

4. Sign statements on the FAFSA stating that:
 - The federal student aid you receive will be used solely for education purposes
 - You are not in default on a federal student loan and do not owe money on a federal student grant.
5. You must be enrolled or accepted for enrollment as a regular student in an eligible degree or certificate program.
6. You must be enrolled at least half-time to be eligible for Direct Loan Program Funds.
7. You must show that you're qualified to obtain a college or career school education by:
 - Having a high school diploma or a recognized equivalent such as a GED certificate.
 - Completing a high school education in a home school setting approved under state law.

(While income is taken into consideration, it does not automatically prevent you from getting federal student aid.)

Visit: studentaid.ed.gov/eligibility/basic-criteria

GRANT PROGRAMS

Federal Pell Grant

The student may apply for a Federal Pell Grant by completing the FAFSA. This grant program is designed to assist needy students who desire to continue their education beyond high school. Eligibility is determined by the student's need, the cost of education and the amount of money appropriated by Congress to fund the program. Federal Pell Grants are grants and do not carry repayment provisions like loan programs.

Federal Work Study

NCAD does not currently participate in Federal Work Study.

STATE GRANTS

The Washington Student Achievement Council administers state aid programs for resident students. Students must have completed the FAFSA or WASFA. Family income and assets are a factor for eligibility.

The student must have a family income below a specified income cutoff. The cutoff equals a percentage of the state's median family income (MFI) and adjusts with the student's family size. The Washington State Need Grant and other state aid programs are available to students who qualify. NCAD does not currently participate in State Work Study. For more information on State grants log onto: wsac.wa.gov.

LOAN PROGRAMS

Federal Direct Subsidized Stafford Loan

The Subsidized Stafford Loan is a need-based loan. The federal government subsidizes the interest while you are in school. If you are eligible, you can borrow up to your full need but not more than \$3,500 for the first academic year, \$4,500 for the second academic year, and \$5,500 for the third and fourth academic years. Repayment is deferred until six months after graduation, withdrawal, or dismissal from school.

Federal Direct Unsubsidized Stafford Loan

The Federal Unsubsidized Stafford Loan provides \$2000 each academic year for dependant students and up to \$6,000 for 1st and 2nd year independent students and \$7,000 for 3rd and 4th year independent students who do not qualify for all or part of the funds available under the Federal Subsidized Stafford Loan Program. If eligible, funds from this loan program may be borrowed in addition to the funds available through the Federal Subsidized Stafford Loan.

You may defer payments on this loan until six months after you graduate, withdraw, or are dismissed from the school. You are responsible for the interest accruing on an unsubsidized loan.

Federal Direct PLUS Loan

The Federal Parent Loan for Undergraduate Students (PLUS) provides loans up to the cost of attendance less other financial aid to qualifying parents of undergraduate dependent students. Repayment typically starts sixty days after the loan is fully disbursed but can be deferred until six months after graduation, withdrawal, or dismissal from school. The Federal Parent Loan for Undergraduate Students (PLUS) is an option for parents of dependent students who may not qualify for other forms of aid, or to provide additional funding for those who need other assistance.

NOTE: You do not need to complete the FAFSA if the following apply:

- You do not want to see if you qualify for need-based aid (i.e. Pell grant, State grants).
- You do not want to apply for low-interest federal education loans (i.e. Stafford, PLUS).
- You intend to apply only for private (non-federal) education loans.
- You intend to make only tuition cash payments.

PRIVATE STUDENT LOAN PROGRAMS

Private student loans are available through Sallie Mae. These are flexible loan programs, which can either supplement federal programs or be used as a sole means of financing college costs. Loan limits are greater than those available for the Federal Direct Loan Program. Private loan borrowers can defer repayment while in school at least half time. Normally, repayment begins six months after the student graduates, leaves school, or drops to less than half time. Students are usually required to have

a credit worthy co-applicant.

NOTE: You may apply online at salliemae.com, or you may apply by phone.

Lender List Policy

Northwest College of Art & Design (NCAD) is not affiliated with any lenders. NCAD does not have preferential arrangements or consortium agreements with lenders.

HIGHER EDUCATION TAX BENEFITS

Tax Credits

For the latest information check with your tax consultant or the IRS to see which specific tax credits and benefits may apply to you. Families that pay college expenses should consider if they qualify for higher education tax credits and deductions when they file their federal income tax returns.

American Opportunity Tax Credit

The American Opportunity Tax Credit (AOTC) can be claimed for higher education expenses paid for an eligible student for the first four years of higher education. The amount of the credit is 100 percent of the first \$2,000 and 25 percent of the next \$2,000 of higher education expenses paid for each eligible student. The maximum annual credit is \$2,500 per eligible student.

To learn more about American Opportunity Tax Credit and to see if you qualify, please visit www.irs.gov/individuals/aotc.

The Lifetime Learning Credit

The Lifetime Learning Credit can be claimed for higher education expenses incurred by the taxpayer, the taxpayer's spouse, or a dependent. The Lifetime Learning Credit is usable for any year of school, for an unlimited number of years, and lets taxpayers claim up to

\$2,000.

To learn more about The Lifetime Learning Credit and to see if you qualify, please visit www.irs.gov/Individuals/LLC

IRA Withdrawal

The tax laws allow people under the age of 59 1/2 to withdraw money for higher education expenses from a regular IRA or Roth IRA without paying a penalty.

To learn more about the Education Exception to Additional Tax on Early IRA Distributions, please visit <http://www.irs.gov/publications/p970/ch09.html>

Limitations Per Calendar Year

An individual student can benefit from only one of these tax benefits during a calendar year. If taxpayers have more than one family member in college, they may use different tax benefits for different family members.

DEDUCTIONS

Student Loan Interest Deduction

Students may deduct interest on all loans made for qualified higher education expenses. In addition to Federal Stafford and Plus Loans, loans made by state or local governments, and loans specifically for education expenses qualify for interest deductions. Interest on a student loan can be deducted for the life of the loan. This deduction is available even if an individual does not itemize deductions. Like most other IRS programs, additional restrictions apply. See your tax advisor for further guidance.

To learn more about the Student Loan Interest Deduction and to see if you qualify, please visit <http://www.irs.gov/publications/p970/ch04.html>.

SCHOLARSHIP

Tuition Deductions

Qualified individuals may be able to deduct tuition and fees paid during the year can be deducted up to \$4,000 for the taxpayer, the taxpayer's spouse or dependents who attend an eligible institution of higher education. This deduction can be claimed in place of the AOTC or the Lifetime Learning credit. See your tax advisor for further guidance. Only tuition and fees qualify. Room and board are not included in this deduction.

Student activity fees and fees for text books, supplies and equipment may be included if you are required to pay those fees in order to attend the institution.

SAVINGS METHODS

State Sponsored 529 Plans

529 plans allow taxpayers to either prepay or contribute to an account for paying a student's qualified higher education expenses. 529 plan distributions are tax-free as long as they are used to pay qualified higher education expenses including tuition, required fees, books and supplies. For someone who is at least a half-time student, room and board also qualify.

Coverdell Education Savings Accounts

The contribution limit to these savings accounts is \$2,000 per child, per year. The interest earned is invested tax free until distribution. When you withdraw the money, you aren't taxed as long as you use the funds for qualified college expenses.

Higher education tuition, fees, and room and board are generally considered valid expenses.

The IRS Web site

The Internal Revenue Service's website provides detailed information about tax laws.

The above information is not viewed as tax advice or counsel, but is intended to inform you of possible options that should be discussed with your tax advisor before you make any decisions.

Go to the IRS web site at irs.gov to obtain the latest information on tax benefits.

NCAD has a scholarship program for accepted entering freshmen and current students. Scholarships are awarded each year to applicants who demonstrate financial need, academic and artistic excellence, motivation, determination and passion for the arts.

All NCAD scholarships are awarded as a tuition waiver to NCAD—no cash is awarded to the student.

All applications must follow the general guidelines and scholarship requirements as listed in the current scholarship packet. Applicants who do not submit all required application materials or who do not meet minimum scholarship criteria will be disqualified. A scholarship packet will be mailed upon a student's acceptance.

\$12,000 EARLY ACCEPTANCE MERIT SCHOLARSHIP

Two Early Acceptance Merit scholarships may be awarded to full time, non-transfer students, accepted and entering NCAD for the first time. A tuition waiver is distributed over 9 semesters. Applicants must meet the Early Acceptance Merit Scholarship requirements listed in the current NCAD scholarship packet.

DEADLINE: Postmarked December 1st, for following September.

\$10,000 HENRY H. FREEMAN SCHOLARSHIP

Fifty scholarships (one per state) may be awarded to full-time, non-transfer students, accepted and entering NCAD for the first time. A tuition waiver is distributed over 9 semesters. Applicants must meet the Henry H. Freeman requirements listed in the current NCAD scholarship packet.

DEADLINE: Postmarked March 1st, for September enrollment.

\$1,000 ENTERING FRESHMAN MERIT SCHOLARSHIP

Two Entering Freshman Merit scholarships may be awarded to full time, non-transfer students, accepted and entering NCAD for the first time. A tuition waiver is distributed over 2 semesters. Applicants must meet the Merit Scholarship requirements listed in the current NCAD scholarship packet.

DEADLINE: Postmarked March 1st, for September enrollment.

\$1,000 KITSAP & PIERCE COUNTY HIGH-SCHOOL SENIOR MERIT SCHOLARSHIP

One scholarship may be awarded to a graduating senior from each high school. Applicants must be a full time, non-transfer student, accepted and entering NCAD for the first time. A tuition waiver is distributed over 2 semesters. Applicants must meet the Merit Scholarship requirements listed in the current NCAD scholarship packet.

DEADLINE: Postmarked March 1st, for September enrollment.

\$1,000 RELOCATION TUITION WAIVER (OUT OF STATE RESIDENTS)

Five tuition waivers may be awarded to out of state, full time, non-transfer students, accepted and entering NCAD for the first time. The tuition waiver is distributed over 2 semesters. Applicants must meet the Relocation Tuition Waiver requirements listed in the current NCAD scholarship packet.

DEADLINE: Postmarked March 1st, for September enrollment.

\$1,000 ENTERING FRESHMAN NEED-BASED SCHOLARSHIP

Two Entering Freshmen Need-Based scholarships may be awarded to full time, non-transfer students, accepted and entering NCAD for the first time. A tuition waiver is distributed over 2 semesters. Applicants must meet the Need-Based Scholarship requirements listed in the current NCAD Scholarship packet.

DEADLINE: Postmarked March 1st, for September enrollment.

\$750 SYDNEE CUMMINGS MEMORIAL SCHOLARSHIP FOR NCAD SOPHOMORES, JUNIORS AND SENIORS

Sydnee Cummings was a talented and enthusiastic student from Milton, WA who was killed tragically in a car accident on her way home from work March 14, 2011. Though her time at NCAD was short, Sydnee showed the promise to become a professional graphic designer and photographer. She was an active, fun, and likable person who loved her parents and really enjoyed school and her classmates. To honor Sydnee, the NCAD Continuing scholarship offered each semester to eligible upperclassmen has been renamed to memorialize Sydnee's life.

Sydnee Cummings Memorial scholarships are open to full time students currently enrolled at NCAD. Two scholarships per academic level may be awarded each semester. Applicants must meet all scholarship requirements listed in the current NCAD scholarship packet.

DEADLINES: in November, March, and June each year.

The following scholarships are available to qualified NCAD students.

These scholarships are sponsored by outside organizations not affiliated with NCAD.

All scholarship processes including, but not limited to applications, reviews, judging, fund disbursement, and other scholarship procedures are the responsibility of the sponsoring organization.

THE BARBARA KRELL MEMORIAL SCHOLARSHIP

This annual \$1,000 scholarship is sponsored by the Viking Fest Corporation of Poulsbo as a memorial to Barbara Krell, a long-time volunteer with the committee. Barbara assisted the corporation in sponsoring the celebration of Poulsbo's Norwegian heritage each May, thereby helping to raise funds for scholarships for local college-bound high school seniors. She was a talented amateur artist and an active member of the Poulsbo Artists' League, serving as the league's historian at the time of her death. She found great pleasure in instilling children with an understanding and a love of art, serving for many years as an art docent at Bredablik Elementary School, near Poulsbo. Barbara also sang in her church's contemporary choir, taught in its religious- education program, tutored for the Literacy Council of Kitsap County, and helped raise funds for breast cancer research. She loved the outdoors, especially the Olympic Mountains and the Grand Canyon. Barbara was an avid backpacker, hiker, and

cross-country skier. Scenes from her hikes in the Olympic Mountains and the Grand Canyon were frequent subjects of her art.

THE DOLLARS FOR SCHOLARS®

NCAD is a Collegiate Partner of Scholarship America® and the Dollars for Scholars® family of community scholarship foundations. NCAD has agreed that Dollars for Scholars awards of up to \$2500 per student will not adversely affect scholarship funding by NCAD.

ROBERT B. MCMILLEN FOUNDATION SCHOLARSHIP

This annual scholarship competition is a talent based competition. Our aim is to find young artists who exhibit the most artistic potential and talent and those that have the greatest potential for making change in the world through their profession and community contributions. Visit <http://mcmillenfoundation.org/guidelines.html> for guidelines and eligibility information.

- Awards up to \$25,000 per year*
- Renewable
- Washington or Alaska Schools Only • Visual Arts Majors
- First year, transfer, graduates and returning students eligible (*after all other scholarships/grants)

TUITION AND FEES

A student is typically enrolled for an academic year (2 semesters) and tuition is based on the number of credits scheduled each semester.

The BFA program in Visual Communication typically consists of 4.5 academic years.

Repeat or withdrawn courses will incur additional tuition charges. Tuition and fees are subject to change at the discretion of NCAD.

FULL TIME TUITION

Full time enrollment is defined as 12–15 credits per semester. Any credit above the full time maximum of 15 credits per semester will be charged at the part-time tuition rate.

Full Time Tuition per Academic year (2 semesters) is \$20,500.

PART-TIME TUITION

Part-time enrollment is defined as less than 12 credits per semester.

Part-Time Tuition Charge per credit \$870
Note: A single course is typically 2 credits / \$1,740 or 3 credits \$2,610 See program grids for information on individual course credits.

FEES

\$50	Application fee
\$100	International Student Application fee
\$25	Computer lab fine
\$35	NSF check fee
\$5	Official transcript copy (each) for non-enrolled students
\$25	Orientation fee
\$100	Program withdrawal fee
\$50	Readmission fee
\$100	Registration fee (per academic year)
\$200	Tuition deposit paid before enrollment and applied to tuition charges

**Late payments will be charged a monthly 0.83% finance charge.*

TUITION PAYMENT PLANS

Payment plans are available for those who qualify, please contact the Director of Operations for details. These plans do not include art materials, kits, or books.

NON-PAYMENT OF TUITION AND FEES

Returned checks or credit card charges and failure to pay tuition and course-related fees may result in the student being withdrawn from his/her classes. NCAD reserves the right to make a determination on a case- by-case basis. Students will be notified of the withdrawal and the current applicable refund policy will be calculated, based on the student's last date of attendance, to determine any charges that may be owed to the college, including the withdrawal fee. The students past due account will be turned over to SABA & Associates Collections for collections services if the student has not made an approved payment plan with NCAD, or fails to abide by the agreed upon payment plan. All outstanding fees, based on the current fee schedule, must be paid prior to the student being allowed to re-enter classes.

NCAD reserves the right to withhold grade cards, academic transcripts, diplomas and

REFUND POLICY

letters of recommendation until all charges have been paid and the student's account is cleared. NCAD reserves the right to suspend the student privilege of participating in NCAD scheduled field trips, events and Commencement/ Graduation Ceremonies if the student has an unpaid student account balance. Failure to pay tuition and fees can result in cancellation of registration and financial aid.

REQUIRED EQUIPMENT AND SUPPLIES

Students are required to furnish some of their own equipment and supplies during the program. The estimated cost of consumable art supplies is \$125 per month and the estimated cost of textbooks is \$300–\$500 per semester. The cost of suggested digital equipment (e.g. digital drawing tablet, digital camera, external storage drives, etc.) is estimated to be \$750–\$1250 over the total length of the program.

Students will be informed of required materials, including required books, supplies, and digital equipment, in a timely manner. Purchases should be made before the semester begins, or in the case of required digital equipment, before the start of the program.

At the instructors' discretion, students may be marked absent if they attempt to attend courses without required books, supplies, or equipment.

Refund policies stated below are implemented in cases where a student withdraws from the entire program.

There is no refund or credit given when a student withdraws from individual courses.

All monies due the student shall be refunded within sixty (60) days from the last date of student course attendance. However, if the student has outstanding Title IV loan(s) and/ or alternative education loans, at the school's discretion the refund may be sent to the lender(s) to reduce or eliminate outstanding principal balance(s) with the following priority, first to Unsubsidized, then to subsidized, then to PLUS, then to alternative loans. Withdrawing from courses may affect a student's financial aid and anticipated graduation date. Please consult the Director of Operations for details. The termination date for refund computation purposes is the last date of attendance by the student.

- A. An applicant denied by the school is entitled to a refund of all monies paid minus \$25 of the \$50 application fee.
- B. Students who have not visited the school prior to enrollment will have the opportunity to withdraw without penalty within three days following either the regularly scheduled orientation procedures or following a tour of the school facilities and inspection of equipment where training and services are provided.
- C. All monies paid by an applicant must be refunded if requested within three days after either signing an enrollment agreement or making an initial payment, whichever is first.
- D. An applicant requesting cancellation more than three days after signing an enrollment agreement and making an initial payment, but prior to entering the school, is entitled to a refund of all monies paid minus a registration fee of 15% of the contract price of the program, but in no event may the school retain more than \$150.

E. In the event that there is not an appropriate minimum number of students ready to begin the program prior to any scheduled start date, or if appropriate approved facilities are not available, or if qualified available and approved instructors cannot be identified for a majority of any required courses and rescheduling of said classes would be considered prohibitively complicated or costly, the start will be delayed one start.

Since this delay would occur before the semester begins, the applicant is entitled to a refund (if requested because the student elects not to start the program) of all monies paid minus a registration fee of 15% of the contract price of the program, but in no event may the school retain more than \$150.

PRO RATA REFUND—FIRST ENROLLMENT PERIOD

Refund to student attending the institution for the first time as defined by the academic year. A pro rata refund is a refund by the institution to a student attending such institution for the first time of not less than that portion of tuition, fees, and other charges assessed the student by the institution equal to the portion of the period of enrollment for which the student has been charged that remains on the last day of attendance by the student. The refund should be rounded downward to the nearest 10% of the period, less any unpaid charges owed by the student for the period of enrollment for which the student has been charged, and less a reasonable administration fee. For a student terminating training after completing more than 60% of the period of enrollment, the school may retain the entire contract price of the period of enrollment, including tuition, fees, and other charges. A reasonable administrative fee must not exceed the lesser of 5% of the tuition, fees, and other charges assessed the student or \$100.

F. The “portion of the period of enrollment for which the student has been charged that

remains” shall be determined by dividing the total number of weeks comprising the period of enrollment in which the student has been charged into the number of weeks remaining in that period as of the last recorded date of attendance.

REFUND—2ND & SUBSEQUENT ENROLLMENT PERIODS

- A. During the first week of courses the school shall refund at least 90% of institutional charges; thereafter,
- B. During the first 25% (week 2-7) of the period of financial obligation the school shall refund at least 55% of the institutional charges; thereafter,
- C. During the second 25% (week 8-15) of the period of financial obligation, the school shall refund at least 30% of the institutional charges.
- D. In case of withdrawal after this point (week 16-30), the student must pay 100% of the academic years institutional charges.

RETURN OF TITLE IV FUNDS POLICY

In compliance with Federal regulations, NCAD will determine how much Federal student financial assistance the student has earned or not earned when a student withdraws from NCAD.

When a recipient of a Title IV grant and/or loan withdraws from NCAD during any payment period in which the recipient began attendance, NCAD must determine the amount of Title IV grant and/or loan that the recipient earned as of the student’s withdrawal date. Unearned funds must be returned to the Title IV programs.

This policy applies to all Financial Aid recipients who withdraw, drop out, leave without notice, or otherwise fail to complete 60% of the payment period for which they received Title IV funds (grants and/or loans).

A student's withdrawal date is the last date of attendance as determined by NCAD's attendance records or the date of determination in accordance with NCAD's withdrawal policy.

The amount earned will be based on the percentage of the payment period that was completed in days up to and including the last date of attendance. The school calculates the amount of Title IV assistance earned by the student by dividing the number of days the student attended in the payment period by the total number of days in the payment period.

Calendar days (including weekends) are used, but breaks of at least 5 days are excluded from both the numerator and denominator.

Until a student has passed the 60% point of a payment period, only a portion of the student's aid has been earned. A student who remains enrolled beyond the 60% point is considered to have earned all awarded aid for the payment period.

If a student received more than the amount of Federal student financial assistance earned, the difference will be returned in accordance with Federal Regulations in the following order: Unsubsidized Federal Direct Stafford loans; Subsidized Federal Direct Stafford loans, Federal Direct PLUS loans, and Federal Pell Grant. The Financial Aid officer will make adjustments to EdExpress and export to COD. The Finance Director will refund the funds via G5 to the Direct Loan Program within 45 calendar days.

In addition, the student may also be obligated to return funds based on the calculation. A student returns funds to the FDLP Stafford loan programs based on the terms and conditions of the promissory note of the loan. If the remaining amount of funds to be returned include grant funds, the student must repay any amount of the overpayment that is more than half of the grant funds received. NCAD will notify the

student as to the amount owed and how and where it should be returned.

Students who do owe grant funds are required to make payment of those funds within 45 days of being notified that they owe this repayment. During the 45-day period students will remain eligible for Title IV funds. If the student does not take action within the 45 days of being notified, NCAD will notify the US Dept. of Education. The student will no longer be eligible for Title IV funds until they enter into a satisfactory repayment agreement with the US Dept. of Education.

If more Federal student financial assistance has been earned than has been received, the student may be eligible for a post-withdrawal disbursement. NCAD will notify the student of any post-withdrawal disbursement for which the student may be eligible and what steps need to be taken for the Federal financial assistance funds to be received. NCAD is required to make a post- withdrawal disbursement within 180 days of the date NCAD determines the student withdrew. Upon completion of the Return of Title IV Funds calculation, if it is determined a post withdrawal is due to the student and/ or parent NCAD will notify the student and/ or parent in writing.

The student will be charged 100% of the institutional charges if the student's withdrawal date occurs after 60% of the payment period.

ADMISSIONS REQUIREMENTS

ADMISSIONS CHECKLIST

- Submit application and application fee.
- Submit official high school transcript, GED plus required test results, or proof of school accreditation or program accreditation for home schooled students and official transcripts for all colleges attended.
- Transfer credit information (if applicable) by August 1st.
- 1 page typed essay addressing 4 questions
- Submit digital portfolio.
- Set up informational interview with Admissions Representative.

All new and transferring applicants for admission to NCAD must comply with the following:

- A. Submit a completed application accompanied by a \$50 nonrefundable application fee made payable to NCAD. \$100 application fee for International Students.
- B. Submit official high school transcript or GED certificate and official transcripts for all colleges attended.

Students must: be a public or accredited private high school graduate, or be an accredited home school graduate, or have earned a GED. Students who have completed a home school program must show proof of school accreditation, program accreditation or GED. GED students will be required to submit SAT or ACT scores or Accuplacer test results, or college transcripts that show a minimum of 30 successfully completed college credits.

- C. Submit transfer credit information (if applicable) as outlined under “transfer credit” in this catalog. The transfer credit deadline is

August 1st. Credit will not be transferred after this date.

- D. Submit a minimum 1 page typed personal essay addressing the following:
 1. Discuss your academic background and achievements.
 2. Describe in detail one personal challenge that you have faced and how you met that challenge.
 3. Briefly describe your long and short-term career goals.
 4. Why have you chosen this career or profession?
- E. Submit digital portfolio.
- F. Arrange for an informational interview with an Admissions Representative. This can be conducted on the phone or at the NCAD campus.

PORTFOLIO REQUIREMENTS FOR THE A.O.S. PROGRAM IN GRAPHIC DESIGN

Applicants to the A.O.S. degree in Graphic Design are required to submit a portfolio of original work.

Submit a portfolio of your current work with a minimum of 10 pieces. Include examples of projects such as posters, brochures, lettering, package design, motion design, web design and branding/identity. Other types of projects can be also included. Projects that show design thinking are strongly encouraged.

Your applicant portfolio should include only your strongest work and should to demonstrate your interests, skills, and variety in your work.

PORTFOLIO REQUIREMENTS FOR THE A.O.S. PROGRAM IN WEB DESIGN

Applicants to the A.O.S. degree in Web Design are required to submit a portfolio of original work.

Submit a portfolio of your current work with a minimum of 10 pieces. Include examples of

design-related projects such as web design, posters, brochures, lettering, logos, package design, motion design, etc. Projects that show visual design thinking and problem solving are strongly encouraged.

Your applicant portfolio should include only your strongest work and should to demonstrate your interests, skills, and variety in your work.

PORTFOLIO REQUIREMENTS FOR THE A.O.S. PROGRAM IN WEB DEVELOPMENT

Applicants to the A.O.S. degree in Web Development are required to submit a portfolio of original work.

Submit a portfolio of your current work with a minimum of 10 pieces. Include examples of design-related projects you such as web design, coding projects, posters, brochures, lettering, logos, animations, etc. Projects that show visual design thinking and problem solving and any existing coding skills are strongly encouraged.

Your applicant portfolio should include only your strongest work and should to demonstrate your interests, skills, and variety in your work.

PORTFOLIO REQUIREMENTS FOR THE A.O.S. PROGRAM IN USER EXPERIENCE (UX) DESIGN

User Experience (UX) Design degree applicants should submit a minimum of 3 projects that incorporate the following:

- Projects that demonstrate interactivity and/or interface design.
- Each project should include a project problem statement or brief, idea development sketches, and the finished version of your concept.
- Examples of projects might include: web sites, games, and mobile and social apps.
- Include process work: Process work can include sketches, user flows, personas, wireframes, and/or mockups.

PORTFOLIO REQUIREMENTS FOR THE A.O.S. PROGRAM IN CONCEPT ART

Applicants to the A.O.S. degree in Concept Art are required to submit a portfolio of original artwork. NCAD looks for individuals who are highly motivated and who provide evidence of visual skill that demonstrate the ability to succeed in our highly competitive program, and showcases the applicant's artistic interests and conceptual problem-solving abilities.

Applicant portfolios should consist of 15 – 20 examples of original artwork (traditional or digital).

Portfolios should include examples of Observational Artwork (from life/reference):

- Drawings and/or paintings of the human figure, animals or objects from real life or from photographic reference
- Drawings of interior and/or exterior natural and built environments from real life or from photographic reference

Portfolios should include examples of Creative artwork:

- Creative work submitted might take the form of traditional or digital art, illustration, concept art, character design, prop design, environment, cartoon art, sequential storytelling, etc.

Portfolios should include examples of Process Thinking:

- Creative work submitted that shows how you think, how you develop and refine visual ideas; in short, how you solve visual problems.

PORTFOLIO REQUIREMENTS FOR VISUAL COMMUNICATION PROGRAM

Submit a portfolio of your current work with a minimum of 10 pieces in digital format with your application packet. All pieces need not be in your chosen medium of concentration, but they should enable the Review Committee to assess your current skills and potential for success in the program. Digital formats that are considered acceptable include .jpegs of images/work or .pdfs of compilations of work. Please contact an Admissions Representative for more specifics about digital portfolio submission requirements and the submission process.

In addition to the 5 or more pieces of recent finished work, applicants may choose optionally to submit several additional sample pages from their sketchbook digitally to illustrate the applicants artistic process.

The Review Committee may determine additional information or work is necessary from the applicant in order to make a determination for enrollment.

INTERNATIONAL (NON-U.S. RESIDENT) APPLICANTS

NCAD welcomes students from all countries and cultures. International applicants are persons who are not residents of the United States. Because of language and educational differences, NCAD does require some additional information from international applicants in order to ensure a successful experience for students. International applicants are also asked to complete the application process early to allow sufficient time to process required documents for the U.S. Immigration and Customs Enforcement (ICE).

International Applicants are required to comply with all admissions requirements as outlined in the NCAD catalog. In addition, all international

applicants must meet the following minimum requirements:

1. **Proficiency in the English Language:**

International students must demonstrate English proficiency in one of the following ways:

- TOEFL exam score of at least 550 (paper), 213 (computer exam) or 80 (internet). TOEFL code: 8835.
- TOEFL score reporting and exam information: www.ets.org/toefl
- A Minimum International English Language Testing System (IELTS) score of 6.5 or higher (www.ielts.org).
- Completion of four years of high school in the United States at an English speaking school, or an International School where the primary language of instruction is English.
- Completion of a post-secondary degree in the United States at an English speaking school, at an International School where the primary language of instruction is English.

2. **Financial Responsibility:** An official bank statement indicating that sufficient funds are available for an academic year of study and living expenses must be submitted to NCAD and made available to the U.S. ICE upon entry into the United States in a timely manner. International students intending to study at NCAD must obtain an F-1 visa from the U.S. ICE. An F-1 student is a non-immigrant who is pursuing a full course of study towards a specific educational or professional objective at a school in the United States. Once that objective has been attained, the F-1 student is expected to return to his or her residence abroad. International students should note their citizenship on the application form for admission. If accepted, NCAD will send you a Form I-20 (Certificate of Eligibility for Non immigrant [F-1] Student Status). If you are a foreign citizen and are accepted, but do

not receive a Form I-20 in your acceptance packet, please contact the Registrar as soon as possible.

After you receive your I-20 form from NCAD, take it to the nearest U.S. consulate to obtain a student visa. Please note that the visa process may take several months to complete, so NCAD recommends that you complete your application process early. You will also be required to take appropriate documents to prove that you have sufficient financial resources for your education and stay in the United States. For more information on visas, please consult the U.S. Immigration and Customs Enforcement website at www.ice.gov.

Applicants who are Permanent Residents of the United States do not need a student visa; however, they must prove their immigration status by submitting a copy of their permanent residency card and marking the appropriate citizenship status on their application for admission to NCAD.

The copy of their permanent residency card confirms that a student is a legal resident and that he or she may pursue studies at NCAD. Permanent residents are subject to the same rights, services, and rates as U.S. citizens.

3. **International Students with Transcripts in Languages Other than English:** Applicants must submit official academic records. If those documents are written in a language other than English, applicants must submit certified-true copies of both the originals and a literal translation. These must be marked as “certified-true” or “attested” and signed by a school official on each page. The documents must be certified to be at least equivalent to the credential required by the school in its admissions criteria (e.g., a U.S. high school diploma). Records that confirm graduation

will be required from all applicants prior to enrollment.

ADMISSIONS APPLICATION PROCESS

- A. Meet all requirements.
- B. Complete an Admissions Application with an Admissions Representative to learn about NCAD and discuss academic, artistic, and professional goals. This interview can be done in person or by phone.
- C. Submit all application materials outlined under “admissions requirements.” An Application for Admissions form can be requested from an Admissions Representative or online at ncad.edu.
- D. After all application materials are received, the application will be evaluated by the NCAD Review Committee. The Committee may determine more information is necessary from the applicant (i.e. additional essay, artwork, etc.) in order to make a determination for enrollment.
- E. A letter of acceptance or denial will then be sent to each applicant. A financial aid information packet will be sent to accepted students outlining possible payment plans, financial aid programs and available NCAD scholarships. Shortly thereafter, accepted students will receive an invoice for the \$200 tuition deposit which is due 10 days after receipt of said invoice.
- F. After the applicant completes their desired financial plan, an enrollment agreement will be completed and sent to the applicant for signature. A \$100 registration fee is due at this time.
- G. If the applicant is a high school student, a final copy of their official transcript outlining a graduation date and cumulative GPA must be sent to NCAD. Applicants will not be allowed to begin the program until this information has been submitted.
- H. Upon receipt of the enrollment agreement, registration fee and official transcript, NCAD will create and send the applicant a course schedule.

- I. The applicant will be required to attend orientation on campus.
- J. Applicants for admission may enroll in person, online at ncad.edu, or by mail. Throughout the year, we offer enrollment to qualified applicants in the order in which their applications are accepted and their tuition deposits submitted.

Send all application materials to:

NCAD Admissions
1126 Pacific Avenue, Suite 101,
Tacoma, WA 98402

“ITS THROUGH
MISTAKES THAT YOU
CAN ACTUALLY GROW.
YOU HAVE TO GET
BAD IN ORDER TO GET
GOOD.”

— PAULA SCHER

ACADEMIC POLICIES

ACADEMIC HONESTY

NCAD, in order to fulfill its program and institutional objectives, maintains high standards of academic honesty and models clear standards of professional behavior for its students. All members of the NCAD community are expected to exhibit strict honesty in their work. The fundamental principle of academic honesty is understood to include the writing of papers, reports, quizzes, and examinations, as well as the creation of art and design work. Students are expected to participate fully in their academic studies by contributing their own ideas and understanding to each assignment or project. All material submitted for grade or credit must be original work created for a specific assignment. Additionally, students may not resubmit work created for previous or concurrent courses taken at NCAD or from other institutions.

NCAD addresses violations of this academic honesty policy on an individual basis. Academic honesty violations may be grounds for suspension or dismissal.

Plagiarism

All art and design work, and all written work, must be the original work of the student. Any quotations, paraphrases, or direct appropriation of imagery or ideas from source material must be properly cited according to college and/or instructor policy.

Any student who plagiarizes will receive a grade of “F” for that assignment, with no opportunity to do the assignment again. All plagiarism offenses will be reported to the Director of Education. Plagiarism is a violation of NCAD’s Academic Honesty Policy and may be grounds for suspension or dismissal from the Academy. This policy constitutes an official warning to each student.

Cheating

Cheating is defined by NCAD as accepting or giving aid to another during a written exam or for a written report unless authorized by the instructor, or accepting or giving aid to another student for an individual visual project unless authorized by the instructor. This includes representing another person’s work, as one’s own, or illegally downloading, copying, buying or selling written or visual work to be turned in for a class.

Cheating also includes dependence on sources other than those specifically authorized by the instructor; possession of tests or other materials before such materials have been distributed by the instructor, unless prior permission is granted; and failing to abide by the instructions of the instructor with respect to test-taking procedures.

ACADEMIC REVIEW BOARD

This Board consists of the President or Director of Education, appointed faculty, or other individuals deemed appropriate for the situation who may be invited to provide specific information when it is deemed to be in the best interest of both the student and the school. The President or Director of Education has the discretionary authority to handle each student’s academic situation in the best interest of all concerned.

ADVISING

Administrative staff is available by appointment for student advising regarding finance, academic progress, attendance, and scheduling. The Director of Education is available to discuss academic and school related concerns.

ANIMALS ON CAMPUS

NCAD allows persons with a disability to bring service animals on college property in accordance with federal laws and in other situations subject to the rules outlined in this policy. No other animals are permitted on college grounds or in college classrooms.

An authorized service animal is permitted on campus grounds and within campus buildings. This practice follows Titles II and III of the American with Disabilities Act Amendment Act (ADAAA). An emotional support animal is not permitted on campus grounds and is not permitted to accompany an individual into his or her classes.

Definitions (specific to this policy):

Person With A Disability:

An individual with a disability is a person with a physical or mental impairment that substantially limits one or more major life activities; has a record of such impairment; or is regarded as having such impairment.

Service Animals:

A dog individually trained to do work or perform tasks for a person with a disability. Examples of such work or tasks include guiding people who are blind, alerting people who are deaf, pulling a wheelchair, and alerting/protecting a person who is having a seizure. The provision of emotional support, well-being, comfort, or companionship does not constitute work or tasks for the purposes of defining a service animal

Service Animal Categories include:

A **Service Dog** which assists an individual who has a mobility impairment with tasks including, but not limited to, providing balance and stability, retrieving items and pulling wheelchairs.

A **Dog Guide** which assists an individual who is blind or visually impaired with tasks such as, but not limited to, aiding in navigation and alerting the individual to dangers such as moving cars.

A **Hearing Dog** who assists an individual who is deaf or hearing impaired by alerting the individual to the presence of sounds or people.

An **Alert/Response Dog** which alerts an individual to a seizure or other medical condition.

A **Psychiatric Service Dog** which aids an individual with a cognitive, psychiatric or neurological disability.

Therapy dogs, emotional support dogs and companion dogs are NOT service dogs under the ADA.

Criteria for Service Animals in Campus Buildings

The service animal must have been trained as a service animal in the work or tasks directly related to the person's disability.

Individuals are permitted to bring his or her service animal in all areas of the campus including buildings and any place of public accommodation.

Procedures for Obtaining Approval of the Use of a Service Animal on Campus within College Buildings

A student is required to submit an accommodation request to the NCAD Director of Education to bring a service animal onto campus or into a college building. He or she may also seek further advice on services the College can provide to students with disabilities.

ARTWORK

Due to the nature of education, all artwork produced by students enrolled in the Visual Communication program is a collective effort with student and instructor participation. The school reserves the right to select and utilize quality student works for display, advertising, and promotional purposes. Typical use of student work includes, but may not be limited to, reproduction in the annual academic catalog, on the NCAD website, and on promotional posters and postcards.

As such, the school reserves the right to photograph student work, or to request high resolution digital copies of student work for such usage. The student retains all other rights to their work, including ownership of the original work.

ATTENDANCE

NCAD, recognizing that course attendance must be consistent with the objectives of the institution, has developed and maintains student attendance regulations and procedures which are consistent with these objectives.

Attendance at all courses and appointments is expected. Absences affect the student's own academic achievement and detract from the value of the course for the instructor and for other students. The student should use mature judgment and consult with the instructor concerning unavoidable absences from course. Students are responsible for all work missed because of absence.

The college encourages and expects attendance in course for several reasons:

1. There is a strong correlation between attending courses and academic success.
2. Material may be available in course that is not in the textbook.
3. Class time has been assigned to each student and that is their time to receive

instructor assistance, which is important to the successful completion of the course requirements.

4. Much learning takes place between faculty and students during course. This time is also a chance for students to think, question and clarify ideas and information.
5. Each individual is expected to make satisfactory progress in courses. Attendance is important so the faculty can assist the student in making satisfactory progress.
6. Federal regulations require students to maintain satisfactory academic progress in order to receive financial aid. So, a benefit of attendance policies and practices is that they serve to increase the probability that students will continue to receive financial aid.

If an instructor chooses to make absence a component of course grading procedures, grade penalties for absence may be imposed only when an instructor includes that grading policy in the course syllabus.

ATTENDANCE POLICY

Students are required to attend all courses in which they are enrolled. A strong attendance record demonstrates a professional attitude and a commitment to one's goals.

Students are allowed to miss 20% of a 15 week course per semester for any reason.

The following is an example:

4 hr/15 wk course = 12 hrs max absence allowed

2 hr/15 wk course = 6 hrs max absence allowed

These hours are considered excused absences. Although a student can miss this time for any reason, NCAD recommends students use the allowed absences for illness, health care appointments, family emergencies, etc.

Students may not miss more than 20% of a course per semester.

Arriving to course late or leaving course early is considered an absence and is counted towards the allowed absence per course, i.e., if a student is 10 minutes late or leaves 10 minutes early this time will be counted as part of the student's accumulated absences. At the instructors' discretion, students may be marked absent if they attempt to attend courses without required books and supplies.

Students may be warned of attendance noncompliance by the instructor and/or Registrar verbally or in writing after the second absence, and/or in writing after the third absence. A student who is out of school for a time period longer than 6 months will go into loan repayment.

It is ultimately the responsibility of the student to manage their attendance.

If regularly scheduled courses are canceled because of extreme conditions, lectures and demonstrations may be made up by the instructor in future course meetings.

ATTENDANCE WAIVER

Under certain extreme circumstances students may request an attendance waiver form from the Registrar. These waivers would excuse absences above and beyond the maximum allowed absence (as listed previously).

Attendance Waivers are only granted for the following documented reasons:

1. Birth of a child (including pre-or post- birth maternity care)
2. Death in the immediate family (immediate family is limited to):
 - Parent or Step-Parent
 - Grandparent or Step-Grandparent
 - Spouse

- Child or Step-child
- Grand-Children
- Aunt, Uncle or Cousin
- Nephew or Niece
- In-laws: Mother, Father, Sister, or Brother
- Other special relationships that qualify for a waiver: Current Roommate, Boyfriend, Girlfriend, Fiancé, or Domestic Partner

3. Hospitalization—absences related to emergency/ medically necessary hospitalization (documentation showing hospital admittance is required in this case. Attendance waivers are not given for visits to Urgent Care, or impromptu or regularly scheduled doctor's visits. Waivers are given only for instances of actual documented hospitalization.
4. Absences related to short term outpatient or hospitalized medical treatment (e.g., chemotherapy or dialysis)
5. Military obligation for inactive (non-deployed) reserves

Waivers are valid only for the period specified by them and must be submitted no more than 10 days after the student returns to school. Students who receive a waiver must make up waived time that extends beyond any allowed absence on campus before the final week of the semester. If the student fails to complete this make up time they will be placed on attendance probation.

No financial aid will be released to a student on attendance probation until waived make-up time has been completed and the student is released from probation.

Requests for waivers and all make up time must be submitted and completed prior to the last week of the semester. Students remain responsible for all assignments, lectures, and tests given in course.

If a student receives a waiver for the last two weeks of a semester and is unable to submit

required final projects and assignments, they may be given an extended project deadline.

All extensions must be approved by the Director of Education and will be assessed on a case-by-case basis.

CAREER PLACEMENT ASSISTANCE

At NCAD, our mission is to provide our students with the skills and job training employers value. And our support does not stop at the door of the classroom.

A Career Services Representative is always available to help our students take advantage of opportunities for employment and advancement while they are students, when they graduate, and as they begin to establish themselves in their chosen creative field.

There is no charge to use the services of our Career Services Department — our alumni are welcome to make use of those services for 2 years after their date of graduation.

We also help students find employment while they complete their degrees — we will help our students find part-time work during their time at our college.

We cannot promise or guarantee anyone a job after graduation, but we do promise to support our students and alumni in their search for employment. Our Career Services Representative contacts numerous employers in the Seattle region and beyond every year, seeking to establish strong industry relationships and identifying potential career opportunities for graduates.

Support includes resume, cover letter and interviewing tips and help in identifying employment opportunities that fit our student's diverse lifestyles. Helping students and alumni to accomplish their professional goals.

Professional Networking

NCAD students have opportunities for networking with instructors, members of program advisory committees, classmates, and mentors in internships. Those professionals are often able to identify diverse employment opportunities and are regularly willing to provide references and are extremely valuable as job search resources.

Career Services

- Individual employment counseling
- Job referrals based on individual and employer needs
- Resume and cover letter development
- Interview techniques
- Maintaining business relationships within the community to further promote and place our graduates with professional employment
- Personalized assistance post graduation for 2 years to further develop effective strategies for securing and maintaining art related jobs

CHANGES

All courses, content, curriculum, instructor assignments, course sequencing, course scheduling, policies and procedures, program length, tuition and fees, and program schedules are subject to change at the discretion of NCAD. Changes to individual student's sequencing of classes will only occur if deemed appropriate for a documented medical accommodation, or if an individual student's sequencing of classes or length of program are already extended due to class failure.

COMMUNICATIONS

NCAD must have efficient and timely methods of communicating with students. The advancement of technology facilitates communication while simultaneously saving money.

These advances permit information to be shared quickly and easily for the benefit of students and the College generally; the College is committed to promoting effective communication campus-wide. NCAD recognizes the importance, frequency, and ease of students' communication with fellow students, College administration, and members of the public. NCAD also recognizes the widespread use of the Internet and electronic devices to interact with other people through text, images, and sound.

Communication Policy

Whenever possible, NCAD will communicate with students electronically through email or phone, or through paper where appropriate. Such methods of communication shall constitute official communication by the College.

It is the student's responsibility to provide the college with up-to-date contact information including email, phone, and postal address. Any change to their personal contact information should be communicated to the college immediately. Correct and current contact information is crucial to effective communications between the College and the student.

All students are required to monitor their personal electronic communication tools regularly and frequently, and to regularly check their on-campus and off-campus mail for any printed communications between the college and student; it is the students' responsibility to read all communications and to respond as necessary.

As members of the College and the larger community, students are expected to communicate with others using the means and manner consistent with the standards of an institution of higher education;

NCAD is a place of learning, and activity which inhibits or interferes with learning or other College functions will not be permitted.

Students shall not use any means of communication to abuse, harass, threaten, bully, or otherwise harm any person.

Students shall not use any means of communication to disrupt instruction, learning, or other College functions.

The personal use of the internet and/or electronic devices by students outside the classroom or other learning sites shall not be infringed; such personal use shall not constitute official College communication, and the College is not responsible for the content of students' personal communications. However, the College reserves the right to act upon personal student communications when such communication has a negative impact upon any official function of the College including instruction, health, safety, and public relations. Nothing in this policy shall be construed to restrict any person's right to avail themselves of civil remedies.

COMPUTER LAB

NCAD has several computer labs available for student use. Schedules are posted on the lab doors. Files on the computers and the server may be deleted every week. It is the student's responsibility to make sure their work has been backed up. Abuse of hardware technology as outlined in the student conduct policy, using computers and printers for personal (non-school related) work, and eating or drinking in the labs is strictly prohibited. Students who violate computer lab rules will be subject to the student conduct policy and may be fined \$25 dollars per offense and banned from lab use.

DAILY SCHEDULE

Courses may be scheduled from 8am - 9pm. A full time student typically attends 6 courses over three, four or five days in the week. A

course will typically meet once per week. Schedules vary from semester to semester. Full-time schedules are not guaranteed for part-time, transfer, reapplying, or extended program students.

DISMISSAL

A student may be dismissed by NCAD for the following:

- A. Conduct or attitude that, in the mind of NCAD, is detrimental to the school or the well-being of others.
- B. Failure to attend courses for a period of 30 days without school notification of withdrawal or attendance waiver.
- C. Failure to comply with any NCAD policies, rules, and regulations including but not limited to; policies on attendance, harassment, satisfactory progress, student conduct, student grievances and payment of tuition and fees when due. Dismissal means the student will be dismissed from NCAD immediately. The student will not be allowed to continue their education and may not return to the College for any reason.
- D. If the student does not successfully pass the review process of Portfolio Review 1 (4th semester), Portfolio Review 2 (6th semester), or Portfolio Review 3 (9th semester).

In the event of suspension or termination, the College will not be held responsible for the remaining portion of the course of instruction. The College will institute the appropriate refund policy based on the terminated student's last date of attendance.

EDUCATIONAL RECORDS HARD COPY REQUESTS

The Federal Family Educational Rights and Privacy Act of 1974, as amended, and its implementing federal regulations affords to persons who are currently, or were formerly, in attendance at NCAD as registered students a

right of access to their "educational records" that contain information directly related to such persons. Persons who unsuccessfully applied for admission to the college are not covered by the Act.

An unsuccessful applicant for admission to the College is not considered to be a "student" of NCAD.

The Act also restricts the persons to whom NCAD may disclose a student's education records without the student's written permission.

"Educational records" of a student include records, files, documents, and other materials regularly maintained by NCAD that contain information directly related to a student and that are maintained in connection with the student's attendance at the college.

There are a number of types of records that are specifically excluded from the scope of the Act. For example, a student is not entitled to examine the following:

- Records maintained personally by faculty members that are not available to others.
- Records, such as those that might be maintained by the College's legal counsel, the confidentiality of which is protected by law.
- Records containing financial information about his or her parents, such as information submitted in connection with an application for financial aid.

Current or former NCAD students may request a hard copy of their Educational Records from the College. There is a \$.25 per page processing fee for copies (*the fee is for the copies and copying time*). Additional postage fees may apply.

Under FERPA, the school is required to make education records ready for review by the student within 45 days of a request.

ENROLLMENT POLICY OF NONDISCRIMINATION

NCAD, as an educational organization and employer, does not discriminate on the basis of race, color, religion, ethnic background, sexual orientation, age, sex, national origin, marital, veteran, or handicapped status.

This commitment is made by NCAD and is required by federal, state, and local laws and regulations.

FACULTY

Faculty members are practicing professionals and hold MFA, MA, BA, BFA degrees or may be non-degree practicing professionals with ACCSC approval. Faculty members are responsible for instruction, and evaluation of student academic and artistic progress. Faculty assignments are subject to change.

FAMILY EDUCATIONAL RIGHTS AND PRIVACY ACT

The Family Educational Rights and Privacy Act (FERPA) affords students certain rights with respect to their education records.

These rights include:

A. The right to inspect and review the student's education records within 45 days of the day the College receives a request for access. Students should submit to NCAD Director of Education, a written request that identifies the record(s) they wish to inspect. The Director of Education will make arrangements for access and notify the student of the time and place where the records may be inspected. The student does not have the right to inspect the financial information submitted by parents or guardians. The

College is not required to provide copies of records unless, for reasons such as great distance, it is impossible for the student to personally review the records. The College charges a fee of \$1.00 per page for copies.

- B. The right to request the amendment of the student's education records that the student believes is inaccurate. The student may ask the College to amend a record that they believe is inaccurate by writing to the NCAD Director of Education, and clearly identifying the part of the record they want changed, and specifying why it is inaccurate. If the College decides not to amend the record as requested by the student, the College will notify the student of the decision and advise the student of his or her right to a hearing regarding the request for amendment. Additional information regarding the hearing procedures will be provided to the student when notified of the right to a hearing. After the hearing, if the College still decides not to amend the record, the student has the right to place a statement with the record setting forth his or her view about the contested information.
- C. The right to consent to disclosures of personally identifiable information contained in the student's education records, except to the extent that FERPA authorizes disclosure without consent. One exception, which permits disclosure without consent, is disclosure to school officials with legitimate educational interests. A school official is a person employed by the College in an administrative, supervisory, academic or research, or support staff position (including law enforcement unit personnel and health staff); a person or company with whom the College has contracted (such as an attorney, auditor, or collection agent); or a student serving on an official committee, such as a disciplinary or grievance committee, or assisting another school official in performing his or her tasks. A school official has a legitimate educational interest if the official needs to review an education record in order

to fulfill his or her professional responsibility. FERPA also authorizes disclosure without consent to:

D.

- Specified officials for audit or evaluation purposes;
- Appropriate parties in connection with financial aid to a student;
- Organizations conducting certain studies for or on behalf of the school;
- Accrediting organizations;
- To comply with judicial order or lawfully issued subpoena; and
- Appropriate officials in cases of health and safety emergencies; The College may disclose, without consent, “directory” information such as a student’s name, address, telephone number, date and place of birth, honors and awards, and dates of attendance. The student has the right to prohibit the College from releasing any or all of the above information provided the College has a written request to do so in its files at the time the information is requested. Address requests to Registrar.

E. The right to file a complaint with the U.S. Department of Education concerning alleged failures by NCAD to comply with the requirements of FERPA.

The name and address of the Office that administers FERPA is:

Family Policy Compliance Office
U.S. Department of Education
400 Maryland Avenue, SW
Washington, DC 20202-5920

GOVERNING STRUCTURE OF THE SCHOOL

The school administrative staff assumes the responsibility for the daily schedules, meetings, recording procedures, and day-to-day school operations, including admissions, finance, personnel, recruitment, student services, and facilities.

Staff:

President / Director:	Craig Freeman
Director of Operations:	Kim Perigard
Director of Education:	Julius Finley
Financial Aid Officer & Title IX Coordinator:	Julie Perigard
Registrar:	Reginald West
IT Administrator:	Skye Carlson
Facilities Director:	Dan Rothrock
Career Services Coordinator:	Cory Ladd

Admissions:

Admissions Coordinator:	Jessie Kempf
Field Representative:	Jonah Von Sprecken
Admissions Representative:	Ashley Miller
Admissions Representative:	Cardell Simmons

GRADING POLICY

Grading is a tool. And like any other tool, it is meant to perform certain specific functions. At NCAD, grading is a tool that performs two interrelated functions:

1. It assesses (academic, technical, and creative) performance, i.e., learning
2. It communicates that information to the student

Learning is not directly caused by anything that an instructor does. It happens as a result of the student’s own activities (reading, thinking, writing, drawing, designing, etc.), while the instructor can only facilitate that process. Since the responsibility for learning lies with the student, so does the burden of demonstrating that he or she has actually achieved that learning.

There are certain functions that grading is not designed to perform. For instance, grading cannot effectively measure a student’s effort. Instructors can only effectively assess actual performance, within a certain time frame (the duration of the class).

No Grade for Effort

Quality of performance (i.e., work product) is the metric used in the “real world” outside of this college, and performance is considered the universal measure of professional success. At NCAD we are attempting to prepare our students for life after college, to prepare them for professional careers, and our approach to assessment (i.e., grading) directly and intentionally reflects that philosophy.

At NCAD, therefore, no grades are assessed for effort.

Appropriate effort, participation, and student behavior are expected to be applied as necessary to be successful in our program. While important to the learning process, they do not have a place in the qualitative assessment of student performance or work product at NCAD.

Instructors rarely observe their students outside of the classroom or lab. They are in no position to judge how “hard” or “long” someone has studied; those judgments would be inherently and fundamentally subjective.

Further, grades do not represent an objective measure of a students’ intelligence, capabilities, talents, or potential, nor do they capture the essence of their character as human beings.

At NCAD, we believe that students should see their grades as pieces of information to be used to measure progress, rather than as external rewards or punishments, or as mechanisms of control.

Students are not their grades. At NCAD, students are strongly encouraged to avoid defining themselves in terms of a grade. Grades represent an instructor’s assessment of one or more instances of their performance or of the product of their work. Given the nature of the grading process and the limited purposes for which it is designed, the grades students

receive are in no way a reflection of who they are as people or even what they are capable of achieving over a sustained period of time.

Ultimately, at our College, we strive to help students reach a level of mastery of material.

In most courses at NCAD, the students have two general objectives:

1. To master the content of the field — to acquire a certain body of information about the subject
2. To master the process of the field — to master its methods and practices, its definition of problems, and its approach to solutions

Grade represent an educated assessment of work by a qualified instructor who applies an explicitly or implicitly weighted combination of the measurement of content and process (i.e., student work product).

At NCAD student receive grades as a way to report, record, and provide feedback regarding the knowledge and skills demonstrated in coursework.

No Grade for Late Work

As stated earlier, at NCAD we are attempting to prepare our students for life after college, to prepare them for professional careers, and our approach to assessment (i.e., grading) reflects that philosophy.

Meeting deadlines is a critical skill and behavior that is necessary for success as a creative professional. As such, no late work will be accepted for a grade. Incomplete work can be submitted for partial credit (unless the instructor in an individual class specifically requires work to be complete to receive a grade in their class).

The only exceptions to the “no late work”

policy would be if an attendance waiver is granted to the student by the administration (i.e., approved by the Director of Education). In that case, the student would be required to submit their “late” work according to the Attendance policy outlined in detail elsewhere in this catalog. The second and final exception to the “no late work” policy would be if the student qualified and received a temporary incomplete grade.

Behance.net Portfolios and Grades

The full policy relating to student portfolios can be found elsewhere in this catalog. Related to grades, all students are required to post finished work samples to Behance.net for each 4-hour per week technical/occupational classes (“studio classes”) each semester. Instructors in each class will give students a list of projects to post for their classes. Students will be graded on this, and failure to post work produced for classes to behance.net will result in failure from those classes.

While continuing to add to their portfolios in their classes, at the beginning of the 8th semester, as part of the Portfolio 1 class, all students will be asked to edit/curate their behance.net portfolios to better reflect their specific career objectives. Until the 8th semester and/or Portfolio 1 class, however, work posted to portfolios should reflect the work completed for all technical/occupational or “studio classes” for each semester, as required by each instructor of each class.

Incomplete Grades

An incomplete grade is recorded only at mid-term and only if the student has done satisfactory work in a course and cannot complete all assignments before midterm because of illness or other serious problems beyond the student’s control. NCAD does not record incomplete grades for final semester grades.

Attendance Waivers and Grades

The full policy relating to attendance waivers can be found elsewhere in this catalog. As waivers relate to required course work and grading, students remain responsible for all assignments, lectures, and tests given in course.

If a student receives a waiver for the last two weeks of a semester and is unable to submit required final projects and assignments, they may be given an extended project deadline.

All extensions must be approved by the Director of Education and will be assessed on a case-by-case basis.

Grade Appeals

Students may appeal a grade by submitting a written request with support documentation to the Director of Education no more than 60 days after the end of the term. Appeals are evaluated by the Director of Education on a case-by-case basis.

GRADUATE AUDITING OF COURSES

For a period of 5 years after graduation as part of ongoing career development and training, graduates of our degree programs can audit technical /occupational major- specific courses in their degree program, free of charge. When a graduate audits a course, it means they take the course without credit and without a grade. They do not have to take any examinations, participate in course discussion or work, and are not required to submit project work for course or instructor review.

Procedure for Auditing Courses

Request to audit courses by graduates must be reviewed and approved on a course- by-

course basis by NCAD's Director of Education. Seats must be available the first day of regularly scheduled courses.

Initial enrollment in a course as an auditor must be completed before the first day of regular courses in any semester or term. Students wishing to enroll in a course as an auditor are required to fill out an Audit Form available from the Registrar, return the complete form to the Registrar, which will then be submitted for review and approval by the Director of Education. Once approval has been granted, the graduates may then audit the course.

The auditor may choose to do the work required of regular attendees of the course, participate in discussion and/or critiques, and interact with both the students and the instructor similar to all regularly enrolled students in the course.

Conduct Policies for Auditing Courses

Auditors of any course at NCAD are required to comply with all Student Conduct policies outlined in the current NCAD Catalog. Failure to do so may result in the immediate revocation of permission to audit.

GRADUATION REPORTED RATES

For the 2010 Student Cohort, 63% of students completed the program within 150% of the program length.

For more information about our graduation rates, the median debt of students who completed the program, and other important information, please visit our website at ncad.edu.

GRADUATION REQUIREMENTS

NCAD will award a Bachelor of Fine Arts Degree (BFA) in Visual Communication,

providing the following graduation requirements are met:

- A. Successfully complete all courses within the scheduled program. A student is allowed to take a maximum of 201 attempted credit hours to graduate from the program.
- B. Fulfill all financial obligations to the college within 15 days prior to the last day of courses.
- C. Attend an exit interview in the financial aid department (if applicable.)
- D. Take part in all career placement activities.
- E. Prior to graduation, maintain satisfactory progress and attendance.
- F. Successfully complete Portfolio Review 3, and be approved by the Director of Education.

GUESTS

Students must notify the administration of any guests planning to enter the campus. Approved guests are not allowed in class, but may wait for the student. Guests are not allowed to use NCAD equipment or resources. Animals are not allowed on campus unless needed to assist individuals with disabilities.

HARASSMENT

NCAD strives to provide an educational environment that is pleasant, professional, and free from intimidation, hostility, and other offenses which might interfere with the educational process. Any discrimination or harassment is strictly prohibited and any indication of harassment or sexual harassment should be immediately reported to the Administration.

HOUSING

A list of housing options, including roommate assistance, is available through the admissions department. Although housing is plentiful within the area, NCAD does not guarantee housing arrangements.

MAKE UP WORK

Students will be required to make up all assignments, exams, or other work missed as a result of any absence at the discretion of the instructor. The instructor may assign additional outside make-up work if deemed necessary or lower a student's grade due to absences.

NO-SMOKING POLICY

NCAD is dedicated to maintaining a healthy work and learning environment.

According to the U.S. Surgeon General's Report, smoking and secondhand smoke exposure causes disease and premature death in children and adults who smoke and who do not smoke. As such, all known forms of smoking (including cigarettes, cigars, pipes, or any other smoke-producing tobacco or marijuana product, and e-cigarettes (also known as "vape") by students, faculty, staff, guests, visitors, and contractors is prohibited on all properties owned or leased by NCAD.

Smokeless tobacco and related herbal products (e.g., chewing tobacco, dipping tobacco, tobacco snuff, herbal smokeless tobacco, herbal snuff, herbal dipping tobacco, etc.) are also prohibited under the policy.

The campus no-smoking policy includes all areas in and around the building.

This policy is in effect at all times including before, during, and after classes during the scheduled semester and during breaks.

Enforcement

Any person found in violation of this policy will be asked to leave the campus immediately for a period of one day for each instance of smoking violation. Students who violate this policy will not be permitted back on campus until their next regularly scheduled day of class. Each

suspension from campus will be counted as one full day's absence from whatever scheduled class or classes that the student will miss because of the violation.

PARKING

Students are provided complimentary parking while enrolled at NCAD, when classes are in session. Parking access typically takes the form of a Parking Pass or Permit, which allows students to park in a designated Parking lot, within an appropriate distance from campus, that NCAD has secured for their use.

PLACEMENT REPORTED RATE

For the 2011 Student Cohort, 15 of 21 graduates found employment in field equaling a 71% Employment Rate.

PORTFOLIO REVIEW 1, 2, and 3 POLICY

Portfolio Review 1 will occur during the 4th semester. Portfolio Review 2 will occur during the 6th semester. Portfolio Review 3 occurs during the 9th semester.

These Portfolio Reviews are key assessment points within the program where the student's performances to date are evaluated and when determinations as to the continuance or dismissal of the student from the program are made by the administration.

Portfolio Reviews 1 (4th Semester) and 2 (6th Semester)

All 4th and 6th semester students must submit portfolios of their best work in the area of Visual Communication by the designated deadlines.

There are three possible outcomes of the Portfolio Review (1 and 2) process:

- 1. Continuance:** The student receives a positive assessment, and is permitted to move forward in the program as a student

is good standing.

2. Dismissal: The student receives a negative assessment for failure to meet satisfactory standards, and is dismissed from the program at the end of the academic semester. The tuition refund policy will be used to determine any refund that may be due at that time.

3. Probation: Students receive a marginal assessment that indicates the student is at risk of failure to meet satisfactory standards, and is permitted to remain in the program for a maximum of two or 3 additional semesters (until the next scheduled Portfolio Review — 2 or 3).

If a student is determined to be at risk for program dismissal (but not dismissed as described above) at the time of Portfolio Review 1 or 2, the student will receive a Probationary Warning Letter outlining areas of needed improvement from the Director prior to any future proposed termination.

Students who receive a Probationary Warning Letter will have a maximum of the two (Review 1 Probationary Students) or three semesters (Review 2 Probationary Students) between scheduled Portfolio Reviews following the probationary letter to address any identified areas of needed improvement. The student's work will be reviewed again at the next scheduled Portfolio Review where a new determination as to their continuance or dismissal of the program will be made.

Portfolio Review 3 (9th Semester)

Portfolios must be submitted by the designated deadline during the 9th semester. Graduate portfolios are evaluated based on whether they evidence the appropriate knowledge, skill, and creativity appropriate for graduates of our B.F.A. program.

Items selected should represent one's highest level of achievement in regard to particular knowledge or skills.

There are two possible outcomes of the Portfolio Review (3) process:

1. Continuance: The student receives a positive assessment, and is permitted to complete in the program as a student is good standing. The Graduate Portfolio overall should be well designed, and present a coherent and compelling case of achievement. It should also demonstrate strong entry-level placement potential in the area of Visual Communication.

2. Dismissal: The student receives a negative assessment for failure to meet satisfactory standards and failure to demonstrate a high degree of understanding, knowledge, and/or performance in the area of Visual Communication.

Final acceptance of the Graduate Portfolio hinges upon the judgment of the Director of Education, acting on behalf of the College. Students who do not pass the portfolio review are dismissed from the program at the end of the 9th semester, and do not qualify to graduate.

Right of Appeal:

Any student dismissed from the program for failing to meet NCAD standards as part of Portfolio Reviews 1, 2, or 3 may appeal that decision within 10 NCAD business days of their notification of dismissal.

The appeal must be in written form and addressed to the Director of Education of the college. Who then shall form a Portfolio Review Board consisting of three NCAD instructors.

The Director of Education shall not be a

member of the Portfolio Review Board. The Board shall “convene” within ten (10) days of notification of the appeal to review the decision to dismiss the student, and the decision of the Board shall be final.

Should the decision to dismiss the student from the program be upheld, the tuition refund policy will be used to determine any refund that may be due.

NCAD Portfolio Review Assessment Criteria

The mission of the Northwest College of Art & Designs’ B.F.A. in Visual Communication Program is to prepare students to succeed in a competitive world while at the same time maintaining the standards and the aims of a NCAD education.

The NCAD Visual Communication program has an applied emphasis designed to prepare BFA graduates to enter one of several professional fields of art or design.

Graduates of the program develop entry-level professional skills with fine art aesthetics, visual problem solving, and traditional and digital media as evidenced in their portfolios. Students also develop an understanding of both historic and contemporary artistic trends and masters. Collectively these attributes are gained through classroom instruction, work production, exposure to working professionals, and internships.

During Portfolio Reviews 1-3, acting on behalf of the College, the NCAD Director of Education will officially review whether their work to date in the program meets the standards of an NCAD education. Their work will be assessed in the following areas:

1. Critical & Creative Thinking Skills

- Demonstrate in their portfolio both the resourcefulness and flexibility of critical thinking, creative thinking, and problem solving skills necessary to

conceive effective visual communication solutions.

- Demonstrate in their portfolio their ability to develop visual communication solutions for specific problems.
- Demonstrate in their portfolio their ability to create visual communications that are audience appropriate and that function within a defined context.

2. Technical/Occupational Skills

- Demonstrate in their portfolio their ability to create visual communications utilizing formal design skills based upon established design principles.
- Demonstrate in their portfolio their ability to create visual communications demonstrating formal design skills based upon aesthetics.
- Demonstrate in their portfolio their ability to utilize appropriate traditional and/or digital media, materials, tools, technology, platforms, and techniques to create effective, successful visual communication solutions.

3. Professional Practices Skills

- Demonstrate in their portfolio a basic understanding of the nature of professional work in the field of Visual Communication through the development, selection, and presentation of a relevant body of visual work.
- Demonstrate in their portfolio the skills necessary to assist in the development and advancement of their careers, normally including the development of competencies in communication, presentation, and business skills necessary to engage in professional practice in the field of Visual Communication.

POWER TOOLS

Students are not to use personal power tools such as saws, drills, welders, etc. on campus.

PROGRAM MAJORS IN VISUAL COMMUNICATION

The foundation courses (semester 1–4) for all majors are identical. Upper division courses (semester 5–9) include courses specific to the individual majors. Students will complete two majors in the Visual Communication program.

For specific courses included in each program, please refer to the appropriate program grid.

Visual Communication Major Declaration will occur during the 4th semester after the student has met and discussed their goals with the Director of Education. Major Declaration is the process in which a student applies for admission into their preferred upper division dual areas of concentration (double majors) that are offered in the Visual Communication program.

The curriculum is highly specialized, and we ask all student applicants to seriously consider their choice of areas of concentration.

Students must specify one primary and one alternate double major combination from those available at the time of their Major Declaration application.

NCAD does not offer an undeclared major option and requires a focused application portfolio directed toward specific areas of concentration (double major).

Admission is competitive. Evaluation for admission is based on criteria in effect at the time the student applies for their double major selection. NCAD reserves the right to refuse admittance into a specific double major combination. In the case of denial of admittance, the student may reapply for acceptance into another double major. Based on the student's academic record, portfolio, and

stated career goals,

NCAD may place the student applicant into their alternate double major option if it is determined that it would lead to more likelihood of success within the program and after.

A minimum of 5 students are required to select and be accepted into any of the double major combinations available at the time of Major Declaration for it to run. If the minimum number is not met, any affected students will be placed in their alternate choice selection or another based on their stated career goals.

Students must complete all courses in their double major choice before becoming eligible for graduation. Students who change their majors may not have the option of maintaining a full time schedule, or completing the program in the typical 134 credits, 4.5 academic years (9 semesters), 36 months completion time. A student is allowed to take a maximum of 201 attempted credit hours to graduate from the program.

READMISSION

Students wishing to return to NCAD after having previously withdrawn, may apply at any time for readmission to the program, providing all previous financial obligations to the College have been met.

Returning students seeking readmission must reapply for admission following the normal admissions process. A readmission fee of \$50 and tuition deposit of \$200 are required. Current tuition and fees will apply.

Returning students have the option of beginning their enrollment in the Winter, Spring, or Fall semester, based on their last completed semester of prior enrollment at NCAD. Readmission is granted at the discretion of the College. Factors which may be

considered when determining eligibility for readmission include, but are not limited to; previous academic achievement, length of absence, space availability in the major in which the student was previously enrolled, changes to the program since student's withdrawal, and any prior disciplinary actions.

SATISFACTORY ACADEMIC PROGRESS (SAP) AND FINANCIAL AID ELIGIBILITY

Students must comply with cumulative minimum academic standards at the end of each semester in order to maintain federal financial aid eligibility. Failure to meet the following minimum standard requirements may result in denial of federal aid.

Minimum Academic Standards

Students must maintain a cumulative GPA greater than or equal to 2.00 while maintaining a program completion rate of 67% of the cumulative attempted credit hours at the end of each semester. The completion rate is equal to a student's cumulative number of hours completed divided by the cumulative number of hours attempted. (Transfer credit hours are counted towards a student's cumulative attempted hours and completed hours.)

Evaluation Period

An evaluation period is equal to one semester. Evaluation of a student is completed after the completion of each semester.

Good Standing

Financial aid recipients that maintain a cumulative GPA of 2.00 and a cumulative completion rate of 67% at the time of evaluation are considered to be in good standing and are eligible for aid.

Academic Progress

A written report of grades will be given

to students at the end of each completed semester. Grades are assessed by each instructor according to criteria outlined in his or her course syllabus.

Academic Grading Scale

A+	4.25	B-	2.75	D+	1.25
A	4.00	C+	2.25	D	1.00
A-	3.75	C	2.00	D-	0.75
B+	3.25	C-	1.75	F	0.00
B	3.00				

(W) Withdrawal indicates a student has dropped or discontinued a course during a scheduled semester. Courses failed due to academics or attendance are not eligible for a (W) grade. Courses designated with a (W) code are assigned no credit and must be repeated to graduate.

(P) Indicates a passing-level grade in a course that does not use letter grades.

(T) Indicates a course in which credits have been transferred from another college or university.

Course Failures

Students are strongly encouraged to make every reasonable effort to pass all courses within the program in their first attempt. There are direct, measurable consequences for failing one or more courses within our program.

Failing one or more courses within the program will increase the overall cost of the program for the affected student. Failing one or more courses within the program can and often does result in an increase of time in the program beyond the typical length of program for the affected student.

All students are required to pass all courses

within the program to be considered eligible to graduate. If a student fails a course, they are required to repeat that course until successful, within the limits of the program's Maximum Time frame of Completion.

Courses are normally scheduled to occur once per calendar year, and course repeats are typically scheduled for the next available regularly scheduled session of the course. Alternatively, a special session of the class may be scheduled for the affected student (or students) who has failed one or more classes. A special session of the class will be considered and scheduled if the required repeat course's regularly scheduled session conflicts with other regularly scheduled course sessions on the affected student's program schedule during their typical length of program; or if the next regularly scheduled course falls beyond the typical length of program or otherwise is not scheduled to be offered while the student is continuously enrolled (i.e., there would be a gap in attendance for one or more semesters prior to the next regularly scheduled session of the course).

If a student fails a course — or more than one course — they are expected to pay an additional fee equal to or greater than the original cost of the course or courses.

The cost of retaking a course — or more than one course — will be dependent upon whether it is taken in its normal sequence when it is next typically scheduled to occur — the least costly option which is based on a per credit cost and the number of credits students are scheduled to take during that semester; or if it is taken out of its normal sequence in the form of a special session of the course, with the cost being based on the established per-credit cost of running a special session of the course.

A special session of a course will cost more than a regularly scheduled class.

Course Withdrawal

A student may withdraw from a course during the first four weeks of a semester only if they are not currently failing the course (either academically or from lack of required attendance).

If the student has failed a course, that failure will be recorded on the transcript. Refund policies apply when a student has withdrawn from the entire program.

Students who withdraw from a course or courses will not be given a refund or credit after an enrollment agreement has been signed and courses have commenced.

Students who withdraw from a course or courses may increase their program length or require additional credits be taken above the full time semester load.

Students who change major(s) may not have the option of maintaining a full time schedule, or completing the program in the typical 134 credits, 4.5 academic years (9 semesters), 36 months completion time. All courses listed in the program grid must be successfully completed in order to qualify for graduation. A student is allowed to take a maximum of 201 attempted credit hours to graduate from the program.

An incomplete grade is recorded only at mid-term and only if the student has done satisfactory work in a course and cannot complete all assignments before midterm because of illness or other serious problems beyond the student's control. NCAD does not record incomplete grades for final semester grades. Students may appeal a grade by submitting a written request to the Director of Education no more than 60 days after the end of the term. Appeals are evaluated on a case-by-case basis.

The NCAD “C-” Rule

Among technical/occupational concentration courses (concentration courses are typically offered during the semesters 5-9) a grade of C- or below is considered unsatisfactory. A grade of “C-” or lower will be reflected on the students’ transcript as a grade of “F”. An unsatisfactory grade in a required technical/occupational concentration course must be repeated earning a grade of C or better. When the course is repeated the original grade remains on the student’s transcript, and the student’s cumulative GPA will reflect both the first attempt and the grade of any additional attempts.

Maximum Timeframe For Program Completion

A student is allowed to take a maximum of 201 attempted credit hours to graduate from the program. This is equal to 150% of the program’s credit length. Students who are unable to graduate within this time frame are ineligible for financial aid and are also terminated from the program. Furthermore, a student becomes ineligible for financial aid as soon as it has been determined that they will not graduate within this maximum period.

Course Repetitions, Incompletes, and Withdrawals

When a student repeats a course, both grades received will be used in the calculation of the cumulative grade point average. Each course will be included as an attempted course. Incomplete or “I” grades are recorded only at mid-term and only if the student has done satisfactory work in a course and cannot complete all assignments before mid-term because of illness or other serious problems beyond the student’s control. NCAD does not record incomplete grades for final semester grades. The student must complete all required work by the end of the semester in order to

receive a letter grade.

If the required work is not completed by the end of the semester, a failing grade of “F” will replace the “I” grade.

Pass/Fail

A “P” grade is for a course that does not receive a letter grade but has been successfully completed. A grade of “F” is for a course that has not been completed successfully.

Application of Standards

These satisfactory progress standards apply to all part-time and full time students. Readmission and Change of Curriculum Students who have been dismissed for lack of satisfactory progress may apply to be readmitted to the College in the same curriculum. Re-admitted students will be enrolled for a probationary period upon reentry. With respect to financial aid, a student must complete that evaluation period with at least a “C” (2.0) average before financial aid awards will be made. This procedure applies only to dismissals caused by lack of satisfactory progress and only when a student is reentering the same curriculum. It does not apply to voluntary withdrawals.

If the student fails to complete the evaluation period with at least a “C” (2.0) average, the student will be terminated from the program. A student who changes his/her educational objectives by entering a new curriculum will have only the grades for those courses credited to the new curriculum considered in the cumulative average.

For purposes of determining whether the student has completed a course in the maximum allowable time frame, the time spent in the previous program will not be considered. A readmission fee of \$50 and a tuition deposit of \$200.00 is required. Reentering students will be charged at the current tuition rates being

charged newly entering students.

Financial Aid Warning

A student that fails to meet eligibility standards at the time of evaluation is placed on academic warning. A student on academic warning may continue to receive federal aid for one semester. The student is expected to meet the minimum academic standards at the end of the semester of warning. A student that does not meet or exceed the minimum academic standards at the end of the semester of warning will be placed on academic probation and becomes ineligible for federal aid.

Academic Probation

A student that is unable to meet or exceed the minimum standard requirements after the semester of warning will be placed on academic probation. A student placed on academic probation will be notified in writing and will no longer be eligible for federal aid.

Reinstatement Of Federal Aid Eligibility

A student that fails to return to good standing at the end of the semester of warning may apply for a re-determination of eligibility through the financial aid appeal process. The appeal process requires a written letter explaining the mitigating circumstances (the reason the student failed to meet minimum standard requirements) and what has changed in the student's situation that will help the student meet minimum SAP requirements at the next semester end.

The student is encouraged to supply any supporting documentation.

Appeal Process For Academic Probation

A student may be considered for reinstatement of federal aid eligibility by completing the

financial aid appeal process. A successful appeal will result in one semester of financial aid probation where federal aid will continue. During the semester of probation, the student will have to meet the requirements set forth in the Academic Plan assigned by the Director of Education. An appeal, where return to good standing is not feasible within one probationary semester, requires a learning plan. A learning plan is a clearly articulated plan with measurable steps to return to good academic standing in a reasonable time frame. The learning plan will qualify the student for one semester of financial aid.

A learning plan that extends beyond one semester requires a new successful appeal at the beginning of each semester and may require an adjustment to the steps required to return to good standing.

SCHOOL CLOSURE

NCAD follows the Tacoma School District (Tacoma School District No. 10) for weather conditions and other emergency related events. Possibilities include closure and two-hour late starts. nkschools.org or visit NCAD on Facebook.

If we have a two-hour late start, all 8-10 courses will be canceled. For 8-12 courses, the first two hours will be missed and not rescheduled.

SOLOMON AMENDMENT

This amendment requires NCAD make the following directory information available to military recruiting offices: name, address, telephone listing, date and place of birth, level of education, academic major, degrees received, and educational institution most recently enrolled. Students are advised that they have the right to prohibit the College from disbursing this information by providing a written request to the Registrar's office. This request must be in the student's academic file prior to the Military's

request to provide data.

STUDENT COMPLAINT / GRIEVANCE PROCEDURE

All grievances must comply with the following:

Students who do not follow these steps will be considered in violation of school rules and regulations.

- A. Students must represent themselves and should not rely on others to speak for them or take the right of self representation away from others. Grievances must be in the name of the individual involved and not part of others' grievances or a "petition" of grievances. The language used should be professional and respectful.
- B. The student should deliver a completed NCAD grievance form to the Director of Education. Forms are available in the administration office. A grievance will be reviewed and a response forwarded to the student in a timely manner. The Director of Education may request a meeting to review the grievance and invite others to be present at the meeting if he feels it is necessary. The Director of Education's decision/resolution in the matter is final.
- C. If a student still does not feel that the school has adequately addressed a complaint or concern, the student may consider the following:
 1. Schools accredited by the Accrediting Commission of Career Schools and Colleges (ACCSC) must have a procedure and operational plan for handling student complaints. If a student completes the above action and does not feel that the school has adequately addressed the complaint or concern, the student may consider contacting the ACCSC. All complaints considered by the Commission must be in written form, with permission from the complainant(s) for the Commission to forward a copy of the

complaint to the school for a response. The complainant(s) will be kept informed as to the status of the complaint as well as the final resolution by the Commission.

Please direct all inquires to:

**Accrediting Commission of Career Schools and Colleges (ACCSC)
2101 Wilson Boulevard, Suite 302
Arlington, Virginia 22201
(703) 247-4212 • www.accsc.org**

A copy of the Commission's complaint form is available at the school and may be obtained by contacting the Registrar or online at accsc.org.

STUDENT CONDUCT POLICY

The following is a list of behaviors that violate the student conduct policy. Students who violate these policies may be subject to disciplinary action including, but not limited to: warning, probation, suspension, dismissal, restitution and/or discretionary discipline (as described below) in accordance with the seriousness of the act.

- A. Violation of any NCAD policies, rules or regulations.
- B. Violation of federal, state or local laws on College property, or at any College sponsored event or function.
- C. Assault, battery, or any other form of physical abuse of a student or NCAD employee or guest.
- D. Acts of discrimination, disrespect, excessive anger, overly aggressive behavior, verbal abuse or harassment toward a student or NCAD employee or guest.
- E. Coercion or intimidation of a student or NCAD employee or guest. Threats to a student or NCAD employee or guest by any means of communication.
- F. Fighting and/or endangering any person or any College property.

- G. Violation of College safety regulations, including but not limited to: tampering with fire safety and/or fire-fighting equipment, tampering with security equipment, setting fires, failure to exit during a fire drill, turning in false fire alarms or bomb threats.
- H. Possession, sale, distribution, or use of illegal or controlled substances, drug or drug paraphernalia on College property, or at any College sponsored event or function.
- I. Possession, sale, distribution or use of alcohol on College property, or at any College sponsored event or function.
- J. Possession, sale, or distribution of guns, knives, explosives, dangerous chemicals, or any other instrument used with the intent to harm on College property, or at any College sponsored event or function.
- K. Unauthorized entry or use of College facilities.
- L. Stealing.
- M. Excessive absence, excused or unexcused.
- N. Written or visual plagiarism, cheating, tests or artwork submitted that are falsely credited.
- O. Altering, defacing or destruction of school property or personal property of others.
- P. Abuse of technology including, but not limited to:
 1. Unauthorized downloading and illegal use of copyrighted materials in violation of law.
 2. Theft or abuse of computer, software, or e-mail information.
 3. Unauthorized entry into a file for any purpose.
 4. Use of computing facilities to interfere with normal operation of the College's computing system.
- Q. Non-professional appearance or attire.
- R. Solicitation of other students, including but not limited to handing out inappropriate material, leaving or posting information without prior approval.
- S. Disruption of courses, lectures, critiques, College assemblies or other related College activities. If a student is charged with a violation of federal, state or local laws or regulations occurring away from the College,

disciplinary action may be instituted when the college has a reasonable belief that the health, safety or welfare of any NCAD student or employee is threatened.

T. No pets are permitted on campus.

Procedure:

Any member of the NCAD community may file charges against any student for violation of provisions of this code. Charges shall be prepared in writing and directed to the Director of Education of NCAD. Any charges should be submitted as soon as reasonably possible after the event takes place, preferably within five (5) academic days. The student may be placed on suspension pending commencement of disciplinary action.

Any student charged with a violation will be informed of the charges and of the time, date and place of a hearing between the student and the Director of Education. If the Director of Education is unavailable, the President will take his place. The notice shall be sent to the student's last known address shown on College records. It is the student's responsibility to have his/her current address on file with the College.

After a review of the evidence and interview with the student(s) involved in the case, the Director of Education may take any of the following actions:

1. Terminate the proceeding, exonerating the student or student(s);
2. Dismiss the case;
3. Impose disciplinary action

The student will be notified in writing of the determination made by the Director of Education within ten (10) business days of the proceedings. Appeals contesting any disciplinary action may be made by the student involved (see Right of Appeal).

Disciplinary actions:

NCAD is dedicated to a professional and orderly educational process and will uphold and protect a positive learning atmosphere. The following disciplinary actions may be imposed, depending upon the seriousness of the violation(s) of the student code of conduct outlined above.

This list is considered a general guideline. Some sanctions may be omitted, and other sanctions not listed may be used. The College reserves the right to impose the most severe sanction if circumstances warrant it.

- A. **Warning:** a written advising form outlining the violation will be placed in the student's academic file.
- B. **Probation:** used for repeated violations or a specific violation of a serious nature. The Director of Education shall decide the terms of probation. If the Director of Education is unavailable, the President will take his place.
- C. **Suspension:** the student will be denied access to the College for a per-determined period of time. The student may not attend courses, participate in College functions, use College facilities or enter the College campus. The student may be able to return to school once specified conditions for readmission are met. The Director of Education shall decide the length of the suspension and the conditions for return. If the Director of Education is unavailable, the President will take his place. In the event of a suspension, the College will not be held responsible for the remaining portion of the course of instruction. If necessary, The College will institute the appropriate refund policy based on the terminated student's last date of attendance.
- D. **Dismissal:** the student will be dismissed from NCAD immediately. The student will not be allowed to continue their education and may not return to the College for any reason. In the event of dismissal, the College will not be held responsible for the remaining portion of the course of instruction. The College will

institute the appropriate refund policy based on the terminated student's last date of attendance.

- E. **Restitution:** compensation for loss or damage to property leased, owned or controlled by the College.
- F. **Discretionary Discipline:** the student will be required to attend counseling, complete an educational service, or have restricted privileges.

Right of Appeal:

Any student who has been suspended or terminated has the right to appeal within 10 NCAD business days. The appeal must be in written form and addressed to the Director of Education of the college. The Director of Education shall form an Academic Review Board consisting of one instructor (not directly involved in the suspension or termination action), one staff member and the Director of Education, who shall act as chairperson of the appeal panel. The panel shall convene within thirty (30) days of notification of the appeal and the decision of the panel shall be final. Should the decision be to terminate the student from courses, the tuition refund policy will be used to determine any refund that may be due.

STUDENT PORTFOLIO POLICY (BEHANCE.NET)

A portfolio is a fundamental requirement for creative professionals. It is the single most powerful self-promotional tool, and the best and most important concrete, tangible evidence of skill and creative interest that a creative professional can have.

Consequently, as a further means of assisting our students with their objectives of achieving a creative career, and as a supplemental component of our Portfolio Review Policy, all NCAD students are required to have an active behance.net portfolio account, and to post completed work there from each technical/oc-

occupational or “studio” class they are enrolled in each semester.

Behance:

All students are required to post finished work samples to Behance.net for each 4-hour per week technical/occupational classes (“studio classes”) each semester. Instructors in each class will give students a list of projects to post for their classes. Students will be graded on this, and failure to post work produced for classes to behance.net will result in failure from those classes. This work will be used as a component of student Portfolio Reviews.

All work posted to behance.net should be labeled or tagged with the semester it was created in, and with the class name that it was created for, along with a short description of the project itself.

All work should be chronologically presented on behance.net, newest first, with oldest work presented last.

While continuing to add to their portfolios in their classes, at the beginning of the 8th semester, as part of the Portfolio 1 class, all students will be asked to edit/curate their behance.net portfolios to better reflect their specific career objectives.

Until the 8th semester and/or Portfolio 1 class, however, work posted to student portfolios should reflect the work completed for all technical/occupational or “studio classes” for each semester, as required by each instructor of each class.

STUDENT SERVICES

From the moment a student enrolls at NCAD, our administrative staff is available to offer help and assistance. They can and do assist with the many concerns that arise as our students make

the transition to College. New students will be introduced to our administrative staff at our annual New Student Orientation.

Advising

Advisors are available to help individual students with various issues such as course attendance, or academic concerns, financial challenges, and placement opportunities.

Career Preparation

At NCAD, we provide career advising from the moment our students begin their first course. Getting to know our students and their career goals helps us guide and prepare them throughout their College experience and beyond.

Counseling Services

NCAD does not provide professional counseling services. At their request, the NCAD Director of Education will refer anyone interested in seeking mental health counseling to local, professional mental health service providers.

Housing

NCAD provides information about housing in nearby apartments or rental homes to interested students. When possible and appropriate, we assist with roommate matches. This often allows students to share housing costs, carpool to and from school, and to develop new friendships. NCAD does not guarantee roommate compatibility. NCAD provides housing information as a convenience.

NCAD is not affiliated with any housing agencies and we do not guarantee prices or availability. It is the responsibility of the student and/or parent to contact these agencies for prices, availability, amenities, restrictions, and to secure housing. We recommend that students

and parents allocate time well before school starts to secure housing and to familiarize themselves with the area.

New Student Orientation and Tours

NCAD offers new-student orientation sessions before the start of each fall semester. Prospective students and their families are also invited to tour the campus when you are in the process of choosing a school. To schedule a tour, please call 800-769-ARTS.

Student Activities

Student activities, such as student art shows and social activities are made available to our students throughout the year. Several examples of social activities from the recent past have included a day hiking trip, going on the Seattle Art Walk, paint-ball, a campus basketball tournament, Mariners baseball games, and volleyball games on the grounds. Students interested in participating in these events should request information from the administration.

TEACHER CERTIFICATION

Teaching art at private art schools, art colleges, arts organizations and public schools are a few of the choices available to individuals interested in a career in art education.

The requirements for employment in this field vary. In addition to a college degree these educational institutions may also require teaching or professional work experience and some (such as public school districts) may require teacher certification.

Those individuals wishing to pursue a Washington State Teacher Certification (grades K-12) must understand that the State certification regulations require an individual complete a bachelors degree program from a regionally accredited institution. In order

to successfully prepare our students for the design, illustration, multimedia, or photography professions, NCAD has chosen to maintain accreditation with ACCSC. ACCSC is one of many accreditation bodies available to colleges today. However, since ACCSC is not a part of the regional accreditation organization, individuals who complete the BFA degree program from our College will not be eligible to apply for Teacher Certification in Washington State.

Individuals who consider transferring from NCAD to a regionally accredited institution should investigate the receiving institution's transfer credit policy. Since no two programs are the same, NCAD cannot guarantee the transfer of credits—this is solely up to the receiving school. For more information on teaching certification requirements in the state of Washington, visit the Washington Office of Superintendent of Public Instruction web site at k12.wa.us. Individuals wanting to teach in other states should contact that state's Department of Education for information on teacher certification requirements.

TRANSCRIPTS

The College will issue a transcript to the student at the end of each semester. Students who are no longer attending the College must complete a transcript request form and will be charged a \$5 fee for each transcript requested. If an individual has outstanding tuition or fees, outstanding library materials, or other college property, the College will hold the transcript until the balance is paid in full or the library materials and/or property are returned. Students who wish to have transcripts sent to parents or others must complete an Information Release Form with the Registrar's Office.

TRANSFER CREDIT

Credit that has been successfully completed at other US accredited institutions (including Running Start credits) may be transferred to NCAD if transfer situations meet the following:

- A. Studio art courses must have been completed within the last 10 years. (There is no time limit on general education courses).
- B. Courses must be comparable with NCAD courses.
- C. Course grade is a C+ or above.
- D. Applicant can demonstrate appropriate skill.
- E. Transfer course credit is equal to or above NCAD course credit. Official transcript of grades and course outlines must be presented no later than August 1st for evaluation. Transfer credit will not be granted after the August 1st deadline. A portfolio evaluation may be required.

No more than 50% of the program may transfer. Transferring credit may reduce program length, however reduction is not guaranteed. Transferring credit may require the student to drop to a part-time status at certain times during the program.

Credit is not available for life experience. Standard high school courses other than AP or Running Start courses do not apply. Advanced Placement (AP) credits taken in high school and evaluated by the College Board will be evaluated for transfer credit based on the following requirements.

Studio Art

- A. Score of 5
- B. NCAD faculty review of AP portfolio to determine what course the credits will be transferred for i.e. Drawing, 2D Design, Painting Techniques, etc.

Art History

- A. Score of 5
- B. This course will be transferred for Art

Introduction—the first semester course in the Art History series.

English Composition 1/ Psychology / Quantitative Principles

- A. Score of 4–5
- B. AP Course will be transferred for appropriate NCAD general education course. NCAD reserves the right to interview the student before transfer is approved.

TRANSFER CREDIT FROM NCAD TO ANOTHER COLLEGE

NCAD is not a school that concentrates on preparing students to continue their education in another field or at another school. NCAD programs are technical in nature with an emphasis on preparation for entry level arts occupations and therefore may not be transferable to other arts programs.

Students interested in transferring credits should check with the receiving institution directly to determine to what extent, if any, credits can be transferred.

NCAD does not guarantee the transferability of NCAD credits.

NCAD AP College Code: 2432

PROGRAM WITHDRAWAL

The withdrawal date for refund computation purposes is the last date of actual attendance by the student. Students must complete a program withdrawal form or contact the College in writing to withdraw. If a student has not attended courses for a period of 30 days without notification of withdrawal, the student will be terminated.

The student will receive a grade of “F” for all courses not completed during their final

semester of attendance.

A student who is out of school for a time period longer than 6 months will go into loan repayment.

VETERANS AFFAIRS

NCAD's academic program of study is approved by a Washington State Approving Agency for enrollment of those eligible for benefits under Title 38 and Title 10, U.S. Code. Veterans and dependents should contact the main office for more information.

The Financial Aid Officer, located in the Administration office, provides guidance to veteran students enrolled at the College. Services provided on campus for veterans are:

- A. Information about how to apply for VA benefits.
- B. Academic advising throughout the student's program.

For Veterans minimum standard of progress please refer to the satisfactory progress policy. All students will be given a mid-term progress report at week 8-9 and a final transcript after the end of each semester. Benefits for living expenses are paid directly to the students. Tuition benefits are paid directly to the school. Students should allow for the initial "start up", have their own funds to register and pay for books and supplies. NCAD does not waive any portion of tuition that VA benefits may not meet.

For additional information and assistance, contact the Financial Aid Officer, or visit the Veterans Administration web site at va.gov, to apply.

“TO DESIGN IS TO
COMMUNICATE
CLEARLY BY
WHATEVER MEANS
YOU CAN CONTROL OR
MASTER.”
— MILTON GLASER.

DISABILITY SERVICES

NCAD STRIVES TO ENSURE THAT ALL STUDENTS ARE PROVIDED WITH AN EQUAL OPPORTUNITY TO PARTICIPATE IN THE COLLEGE'S PROGRAMS, COURSES, AND ACTIVITIES. STUDENTS REQUIRING SPECIAL ASSISTANCE MUST SELF-IDENTIFY TO THE DIRECTOR OF EDUCATION AND PROVIDE CURRENT DOCUMENTATION SUPPORTING THEIR DISABILITY.

Students must assist in identifying the proper accommodations and negotiate these accommodations at the beginning of each semester. As outlined by the Americans with Disabilities Act and Section 504 of the Rehabilitation Act of 1973, NCAD will provide reasonable accommodations and academic adjustments as long as those accommodation provisions do not fundamentally alter the nature of the programs or the academic requirements that are considered essential to the NCAD program of study.

Services

NCAD will provide in-class and testing accommodations and services appropriate to the documented disability of the individual student. Common reasonable accommodations may include:

- The use of a tape recorder for lecture
- Extra time for exams and/or projects as needed
- A quiet location for exams
- The use of a computer during exams
- A study guide or lecture outlines
- Referral to community resources

Obtaining Services

1. Contact the Director of Education and schedule an appointment.
2. Make your request for accommodation at least 15 days prior to the beginning of each semester to allow time for any accommodation to be coordinated.
3. Mail, fax, or bring in current medical documentation of your disability.
4. Upon verification of your disability, the Director of Education will discuss appropriate in-class and alternative testing accommodations with you.
5. Maintain on-going contact with the Director of Education for support throughout your academic career (highly recommended).

Eligibility for Services

Current documentation from a qualifying professional — such as a physician, clinical psychologist, and psychiatrist — must be provided. The document should indicate that the student meets appropriate criteria of a physical or psychological impairment that substantially limits one or more major life/college activities. In an academic setting, the disability must substantially limit the ability to participate equally in activities associated with learning and/or demonstration of specific skills and/or knowledge.

Documentation of a learning disability consists of the provision of professional testing and evaluation including a written report, which reflects the individual's present level of information processing as well as his/her achievement level. The cost and responsibility for providing this professional evaluation shall be borne by the student.

The following guidelines are provided in the interest of assuring that any evaluation and report are appropriate for documenting eligibility and identifying reasonable accommodations.

Documentation must:

1. **Be prepared by a professional qualified to diagnose learning disabilities, which would include but not be limited to:** a licensed neuro-psychologist or psychologist, learning disability specialist, or other appropriate professional certified to administer class "C" psychological tests. Experience in the evaluation of adults with learning disabilities is essential.
2. **Be comprehensive.** The use of a single test and/or instrument (such as Slingerland, and Scopotic Sensitivity Screening) is not acceptable for the purposes of diagnosis. Minimally, areas to be addressed must include but not be limited to:
 - a. **Aptitude.** The Wechsler Adult Intelligence Scale-Revised (WAIS-R) with subtest scores is preferred. The Woodcock-Johnson Psycho-Educational Battery Revised: Tests of Cognitive Ability is acceptable. The Leiter International Performance Scale or the Comprehensive Test of Non-Verbal Intelligence (C-TONI) is accepted when cultural bias, or hearing loss is a concern.
 - b. **Achievement.** Current levels of functioning in reading, mathematics and written language are required. Acceptable instruments include the Woodcock-Johnson Psycho educational Battery-Revised: Tests of Achievement Stanford

Test of Academic Skills (TASK); or specific achievement tests such as the Test of Written Language-2 (TOWL-@), Woodcock Reading Mastery Tests-Revised, or the Stanford Diagnostic Mathematics Test. (The Wide Range Achievement Test Revised is NOT a comprehensive measure of achievement and therefore is not suitable.)

- c. **Information Processing.** Specific areas of information processing (e.g., short and long term memory; sequential memory; auditory and visual perception/processing; processing speed) must be assessed. Use of sub tests from the WAIS-R or the Woodcock-Johnson Tests of Cognitive Ability is accepted. (This is not intended to be an exhaustive list or to restrict assessment in other pertinent and helpful areas such as a vocational interest and aptitudes.)
3. **Be current.** In most cases, this means within the past three years. Since assessment constitutes the basis for determining reasonable accommodations, it is in a student's best interest to provide recent and appropriate documentation to serve as the basis for decision-making about a student's needs for accommodations in an academically competitive environment.
4. **Present clear and specific evidence, which identifies specific learning disabilities and reflects the individual's present level of functioning** in processing and intelligence, as well as achievement. Individual "Learning Styles" and "learning differences" in and of themselves do not specify a learning disability.
5. **Include in the report, the exact instruments used and procedures followed** to assess the learning disabilities, test results (including sub tests score data), a written interpretation of the results by the professional doing the evaluation, the name of the evaluator, and dates of testing. A list of academic accommodations which would benefit the student as the post-secondary level may also

GAINFUL EMPLOYMENT DISCLOSURES

be included and helpful, but not necessary.

6. Provide sufficient data to support the particular academic adjustments requested.

Requests which are not supported by documentation may not be approved without additional verification.

Documentation should include:

- Date of evaluation
- Diagnosis of disability
- Current impact of the disability
- Recommendations for accommodations • Credentials and contact information of the evaluator

Additional Resources For Students:

- Division of Vocational Rehabilitation (DVR)
- U.S. Department of Education Office of Civil Rights (OCR)
- Association of Higher Education and Disability (AHEAD)

Contact Information

To learn more about NCAD's Disability Services and to get answers to specific questions, please contact:

Julius Finley
NCAD Director of Education
Email: jfinley@ncad.edu
Tel: 360.779.9993
Fax: 360.779.9933

In October of 2010, the U.S. Department of Education approved new regulations requiring institutions that participate in federal student financial aid programs to publicly disclose certain information about students who enrolled in programs that lead to gainful employment in a recognized occupation (which the Department refers to as "GE Programs").

As a Domestic Proprietary Institution offering undergraduate degrees, NCAD's one degree program qualifies as GE Programs. The following section lists the information required by the Department of Education pertaining to each degree program and clarifies what this information means to prospective students.

PLACEMENT RATES AND TYPES OF EMPLOYMENT BY DEGREE PROGRAM

Placement rates are the percentage of graduates from a given program who have acquired jobs within their field of study. This information was compiled via surveys of alumni and their employers using personal contact and verification services as part of the employment verification process required by our accrediting agency, the Accrediting Commission of Career Schools and Colleges (ACCSC).

The information listed was collected between 2010 and 2016:

Degree Program

BFA in Visual Communication

For the 2011 Student Cohort, 15 of 21 graduates found employment in field equaling a 71% Employment Rate.

OCCUPATIONAL PROFILES BY DEGREE PROGRAM

In accordance with the U.S. Department of Education's new regulations, we are required to list the name and U.S. Department of Labor's Standard Occupational Classification (SOC) code of the occupations that our program prepares students to enter. More detailed occupational profiles can be found on the Department of Labor's O*NET website. These occupational profiles are generated when cross-referenced with each program's Classification of Instructional Programs (CIP) code. CIP codes are required by the Department of Education for every degree program to help the Department of Education track various outcomes for academic programs. CIP began in 1980 and is updated every 10 years.

The most current CIP codes are based on data from 2010. Since many of our programs place our graduates in fields that developed in the last two decades, the occupations represented in the list may not fully reflect the content or objectives of our programs.

BFA in Visual Communication: 50.0401

Graphic Designers

Sample of reported job titles: Graphic Designer, Graphic Artist, Creative Director, Artist, Design Director, Composing Room Supervisor, Creative Manager, Desktop Publisher, Graphic Designer/Production.

Art Directors

Sample of reported job titles: Art Director, Creative Director, Production Manager.

Web Developers

Sample of reported job titles: Web-master, Web Designer, Web Developer.

Multimedia Artists and Animators

Sample of reported job titles: Animator, Creative Director, Art Director, Artist, Graphic Artist, Graphic Designer, Illustrator, 3-D Artist, 3-D Animator, Animation Director.

Fine Artists, Including Painters, Sculptors, and Illustrators

Sample of reported job titles: Artist, Fine Artist, Sculptor, Painter, Artist Blacksmith, Illustrator, Portrait Artist, Sacred Art Artist, Stained Glass Artist, Automotive Artist.

OVERALL GRADUATION RATE AND TRANSFER-OUT RATE

The overall graduation rate is also known as the "Student Right to Know" or IPEDS graduation rate. It tracks the progress of students who began their studies as full-time, first-time degree- or certificate-seeking students to see if they complete a degree or other award such as a certificate within 150% of "normal time" for completing the program in which they are enrolled.

Some institutions also report a transfer-out rate, which is the percentage of the full-time, first-time students who transferred to another institution.

Note that not all students at the institution are tracked for these rates. Students who have already attended another postsecondary institution, or who began their studies on a part-time basis, are not tracked for this rate. At this college, 75% of entering students were counted as "full-time, first-time" in 2015.

BACHELOR'S DEGREE GRADUATION RATES

Bachelor's degree graduation rates measure the percentage of entering students beginning their studies full-time and are planning to get a bachelor's degree and who complete their degree program within a specified amount of time.

Graduation Rates for Students Pursuing Bachelor's Degrees:

For the 2010 Student Cohort, 63% of students completed the program within 150% of the program length.

6-Year Graduation Rate by Gender for Students Pursuing Bachelor's Degrees:

- Male: 64%
 - Female: 60%
- (For students who began in Fall 2010)

6-Year Graduation Rate by Race/Ethnicity for Students Pursuing Bachelor's Degrees:

- Nonresident Alien: N/A
- Hispanic/Latino: 50%
- American Indian/Alaska Native: 0%
- Asian: 34%
- Black/African American: 0%
- Native HI or Other Pacific Island: N/A
- White: 76%
- Two or More Races: 34%
- Race, Ethnicity Unknown: N/A

RETENTION RATES

The following information is based on institutional data submitted to the Integrated Postsecondary Education Data System (IPEDS). First-to-Second Year Retention Rate — 75% of first-time bachelor's degree-seeking students who began their studies at NCAD in Fall 2015 returned to the Institute to continue their studies in Fall 2016.

Graduation Rate — To comply with the Student Right-to-Know Act, the overall graduation rate or IPEDS graduation rate is 72% overall for the cohort that began their studies at NCAD in 2008.

This rate tracks the progress of students who began their studies as full-time, first-time degree- or certificate-seeking student to see

if they complete a degree or other award, such as a certificate, within 150% of "normal time" for completing the program in which they are enrolled.

Additional data (as submitted to IPEDS) is available through NCAD's College Navigator profile on the U.S. Department of Education website.

GRADUATE AND PROFESSIONAL EDUCATION

NCAD graduates have enrolled in the following graduate and professional education programs upon graduating from our four-year programs:

- Academy of Art University (San Francisco) — Master of Fine Arts in Illustration

This information was compiled via surveys of alumni and their employers using personal contact and verification services such as The Work Number (theworknumber.com) and the National Student Clearinghouse (studentclearinghouse.org) as part of the employment verification process required by our accrediting agency, the ACCSC. The information was collected between 2010 and 2016.

Please note: NCAD's mission is to prepare students for employment in the fields for which they study. The College advises all prospective students that the courses and credits reflected on their transcript may or may not be accepted by a receiving institution. Students should inquire with the specific receiving institution about the transferability of NCAD credits.

COST OF ATTENDANCE BY DEGREE PROGRAM

This section lists the average total cost a student would incur to complete a program within the normal length of time indicated by the College, including tuition*, fees, books,

supplies, and additional living expenses.
BFA in Visual Communication: \$99,093 for undergraduate students who begin in Fall 2011 (using 18% inflation rate for total length of program cost). This value was determined using the multi-year calculator available on U.S. Department of Education College

Median Loan Debt

This section lists the median loan debt among graduating seniors separated by federal student loans, institutional financing, and private educational loans. NCAD lists this information as an average of all students who received aid for a given year rather than by individual program:

- Grad Year: 2013
- Title IV: \$45,157
- Private Loans: \$10,468
- Institutional Financing Plans: N/A

Website: (<http://nces.ed.gov/>)

FACULTY PROFILES

THE FOLLOWING INDIVIDUALS ARE ADJUNCT FACULTY AND OTHERS CURRENTLY SCHEDULED TO TEACH DURING THE SPRING 2017 SEMESTER. NCAD RESERVES THE RIGHT TO SUBSTITUTE OR OTHERWISE CHANGE INSTRUCTOR ASSIGNMENTS AS NEEDED.

Our dedicated faculty include a diverse group of professional artists, designers, and highly qualified general education instructors who educate and mentor our students through a challenging, ever-evolving curriculum that is designed to develop industry-specific technical skills and encourage creative excellence.

Bolvin, Erica

Erica teaches various classes in the Design area of concentration within the program, including Graphic Design 1.

Erica is a 1999 graduate of NCAD and is pleased to return as faculty. She has enjoyed a career as a successful designer and illustrator at Whitney Design in Olympia for over 13 years where she gets to work with a wide variety of clients including the Washington State Arts Commission, Intercity Transit, IDD Aerospace, Thurston County Environmental Resources, Harlequin Productions, and dozens of other businesses, non-profits, and government agencies. Working in a small firm has allowed her to develop significant experience in every facet of the design process; knowledge she feels is essential for NCAD grads to possess in today's job market. She is a typography nerd and lover of all things print.

In addition to her "regular day job," Erica volunteers her creative talents for SafePlace Olympia and also teaches drawing classes in the Puyallup School District, fueling the artistic spark in children. When she's not being an industrious designer, she's on the go in the great outdoors with her best friends: her handsome husband and their two perfect daughters.

Butler, Dennis

Dennis teaches various classes in the General Education area of the program, including English Composition and Creative Writing.

Dennis's background is unusual, combining engineering, philosophy, and creative writing. Dennis earned a Master of Arts in Interdisciplinary Studies in Psychology and English (May 2015), from Western New Mexico University, Silver City, New Mexico. He also holds a Bachelor of Arts in Western Philosophy

(November 2011), from American Public University, Charles Town, West Virginia

Dunlap, Dan

Dan teaches various classes in the General Education area of the program, including Critical Thinking.

Dan has functioned as a vocational counselor as part of a Refugee Assistance Program working with Hmong, Laotian, Vietnamese, Cambodian, and other refugee populations. He has provided individual and group counseling for court-referred “drug diversion” and DUI offender populations. He has worked within county mental health systems for over 13 years, as child mental health specialist, resource manager, and clinical supervisor.

In private practice as a psychologist her has performed psychological assessments, evaluations for Disability/Social Security claimants, and provided therapy services to a diverse client population that included children, adolescents, college students, adults, couples, and families.

He has been a Psychology instructor for over 15 years (General Psychology, Human Development, Biological Psychology, Critical Thinking, Industrial/Organizational Psychology, Introduction to Counseling Theory; Counseling Techniques and Practice).

Wyatt Fehlhaber

Wyatt teaches various classes in the Motion Design area within the program.

Wyatt is a Professional motion graphic designer and Illustrator with nine plus years of professional experience. He identifies with conceptual thinking and being a big idea maker. He is focused on learning and expanding his creative abilities.

Finley, Julius

Julius teaches various classes in multiple areas of the program, including Portfolio 2: Vis Comm.

Born in the Midwest, raised in Southern California, after graduate school Julius spent the first part of his professional career working for advertising agencies and design agencies in places like Beverly Hills, Costa Mesa, Santa Monica, and San Diego.

It has been through his creative work for companies and clients both local and global in scale that he has accumulated diverse advertising design, print design, web design, illustration, and design production experience, and has developed his knowledge of effective business practices, first a designer, then as an art director, and finally as the independent owner and creative principal of jfinleydesign.

He received his B.A. in Art from California State University in Long Beach, California and his M.F.A. degrees in Illustration and in Graphic Design from the Savannah College of Art and Design in Savannah, Georgia.

Gabrielson, Izabela

Izabela teaches various classes in the General Education area of the program, including Art History 1, Art Introduction, Art History 2, and Survey of Illustration.

In 2013 earned her Ph.D. in Art History at The Cardinal Stefan Wyszynski University in Warsaw. She completed a doctoral dissertation “Rafal Olbinski. Creation in Sphere of Graphic Design and Painting, 1969 - 2005” under the direction of prof. Andrzej K. Olszewski. Her dissertation was a result of an extensive study of artwork created by Rafal Olbinski and other Polish artists living and working in New York since 1981, when marshal law was imposed in Poland, forcing them to stay abroad. It significantly contributes to research on Polish contemporary

émigré art, which is vastly undocumented, and yet directly connected to the Polish School of Posters, internationally recognized trend in graphic arts. During her over a decade long stay in N.Y. she had a unique opportunity to work with Mr. Olbinski, observe his creative process, and work with iconic institutions like The Society of Illustrators or The National Arts Club.

In addition to her art history education and training she also has a long experience in fine arts. After completing her MFA, with specialization in fine arts education, in Poland in 1996, she has continued her artistic work, which included continuing education studies at School of Visual Arts, Parsons School of Design and The Art Students League of New York. She has worked as a Gallery Assistant at the George Billis Gallery in N.Y. and as a PR Coordinator for Red Dot Art Fair, an international art fair taking place during the Art Basel week. Among her job responsibilities was the development and maintenance of partnerships with artists, galleries, the media, art institutions and museums resulting in a successful event. She was also responsible for writing press releases and introductions to catalogs accompanying the events.

Derek Gundy

Derek teaches various classes in the Foundation area within the program, including Painting Techniques.

Derek Gundy grew up on the beautiful rocky coast of Maine. His artistic talents were supported well when his parents purchased Huston-Tuttle in Rockland, Maine, an office and art supply business. Having access to so many different materials was a great inspiration, and throughout high school it was clear Derek was well on his way to becoming an artist. Derek earned a Bachelor of Fine Arts degree from Maine College of Art in Portland, Maine. After graduating Derek returned to the family business, where he eventually became the

manager of the custom frame shop. He was inspired further by working with so many great Maine artists like Andrew Wyeth, Alan Magee, Jeff Colquhoun, and many more.

Derek and his wife moved to the Seattle area in 2003. It was here that his fascination with two major subjects began: Wine & Pacific Northwest Salmon. Gundy also paints from his travels to Italy, and would someday like to retire there. In addition to his artwork, Derek also manages an art supply & custom framing store, Artists' Edge in Poulsbo. Derek also teaches drawing, watercolors, and acrylic painting in a variety of settings in addition to Artists' Edge.

Joe Harrigan

Joe teaches various classes in the Foundation classes and Photography areas of concentration within the program, including Survey of Photography, Digital Photography, and others.

Joe earned his BFA in Photography from the Savannah College of Art & Design, Savannah Georgia. He has professional experience as a self-employed photographer specializing in Architectural Photography, large format and view camera photography. He also has professional experience as a Graphic Designer and custom wood-worker.

Johnson, Troy

Troy teaches various classes in the Foundation, Graphic Design area of concentration within the program, and various non-major specific Technical/Occupational classes, including Web Design, Information Design, and Visual Communication: Issues.

Troy has spent the last 20 years working in almost every part of the design world, from quick print shops and service bureaus to high-end design studios. From table tents to annual

reports to corporate web sites to environmental signage, he is a veritable Swiss Army knife of knowledge and experience.

He has worked at Hornall Anderson Design Works, Methodologie (Team Design), Werkhaus, with Microsoft in their Entertainment Business Unit, and on projects for such companies as Weyerhaeuser, Microsoft Merchandising, MulvannyG2 Architecture, Mahulum Architects, K2, Nintendo of America, King County, Seattle Water, the King County Commission for Marketing Recycled Materials, Microsoft Press, Immunex, NeoRx, Corporate Council for the Arts, Quadrant Homes, and Pacific Rim Resources.

Lorca, Valeria

Valeria teaches various classes in the General Education area of the program, including Popular Culture.

Valeria's qualifications include a Ph.D. in Archaeology from the University of Oxford (2016), and two master's degrees in the fields of visual and material culture from University College London (Comparative Art and Archaeology, 2010), and from Universidad de Chile (Theory and History of Art, 2008). She also has proven experience in art history and comparative cultural studies course development, as well as effective teaching that ranges from lecturing undergraduate and graduate students at different Chilean universities to tutoring graduates at the University of Oxford.

Martin, Luc

Luc teaches various classes in the Motion Design and Entertainment Art area of concentration within the program, including Video 1, Intro to Time-based Media, and Entertainment Art Foundations.

Luc Martin is a traditional and digital artist who

has been working in the Seattle area since 2007. As a character artist in the video game industry for Midway and later WB Games, he contributed to multi-platform titles including "This Is Vegas" and "Lord of the Rings: The War in the North." Luc was one of several artists to contribute to the children's book "The Smartest Little Artist" which was published in 2008. In 2010 he served as Director for the first iD Gaming Academy hosted at the University of Washington by iD Tech Camps and taught 3-D Modeling for Games to campers.

Michael McKinley

Michael teaches various classes in the Entertainment Art area within the program, including Model Rigging & Animation and Advanced Entertainment Art.

Michael has over 10 years of experience working with 3D Art in the game development and software development industries. He is always interested in learning new things and working with great teams! He also has interests in teaching and mentoring those interested in 3D Art. He has developed a YouTube channel dedicated to instructional videos that can be seen at: <https://www.youtube.com/user/mayatoolbelt>

Nick Ogilvie

Nick teaches various classes in the Foundation area within the program, including Visual Storytelling and others.

Nick formalized his creative interests with a Bachelor of Fine Art degree from the Art Institute of Seattle with a specific focus on media arts and animation. His career focus remains in the worlds of story telling where he applies his art to illustration, concept art, sculpture, design, motion graphics, and animation as a freelance artist.

Working mostly independently has given Nick

the opportunity to work on diverse subjects and develop his skills in bringing projects from concept through to completion in his own studio.

“Art to me is the visual expression of an idea or emotion. This theory can be applied to any subject or medium from traditional gallery work to graphic design or animation. My passion in teaching is helping students develop their artistic skills to not be just technically skilled but successful at expressing ideas and emotions to the audience around them.”

Ogilvie, Susan

Susan teaches various classes in the Foundation and Illustration area of concentration within the program, including Advanced Painting and Painting Techniques.

Susan is originally from Southern California, with a professional background in graphic design and illustration. She has worked for a variety of design studios before opening her own studio, Windsor Graphics in Rancho Cucamonga, CA. Moving to the Northwest, Susan earned her BFA in Fine Art at Northwest College of Art, now NCAD, and her MFA in Traditional Illustration from Academy of Art University, San Francisco. Susan is a member of the SCBWI (Society of Children’s Book Writers and Illustrators) as well as the AIGA.

NORTHWEST COLLEGE OF ART & DESIGN
APPLICATION FOR ADMISSION

PERSONAL INFORMATION

First and Last Name: _____ Nickname: _____

Mailing Address: _____

City: _____ State: _____ Zip: _____ E-mail Address: _____

Home Phone: () Cell Phone: ()

Social Security #: _____ Birth Date: _____

Are you a Veteran or the dependant of a Veteran? Y or N _____

- Active Duty Veteran Dependant N/A

Country of Citizenship: _____ If country of citizenship is other than US, visa status is: _____

INTERNATIONAL APPLICANTS

Is english your first language? Y or N _____

If no, please check which option you will fulfill to show proof of english proficiency: _____

- Providing TOEFL or IELTS scores that meet the minimum requirements. TOEFL or IELTS Score: _____
- Completed/will have completed four years of high school at an english speaking institution prior to attending NCAD
- Earned a degree at an english speaking college prior to attending NCAD.

GOALS

BFA Program in Visual Communication

- Major in: Graphic Design/Illustration Graphic Design/Interactive Design
 Graphic Design/Motion Design Graphic Design/Entertainment Art
 Entertainment Art/Illustration Entertainment Art/Interactive Design
 Motion Design/Interactive Design

Start date: Sept. 2018 Sept. 2019 Sept. 2020

AOS Programs

- Graphic Design Web Design
 Web Development User Experience (UX) Design
 Concept Art

Start date: Sept. 2018 Sept. 2019 Sept. 2020

Where did you first learn about Northwest College of Art & Design?

- High School Visit NCAD Website NCAD Student NCAD Graduate Campus Visit
 Publication Other: _____

EDUCATION HISTORY

High school _____ Dates attended _____ Graduation date _____

Have you earned, or will you earn, a GED certificate? Y or N _____

If Yes, Date (MO/YR) _____ State or Agency _____

College _____ Dates attended _____ Graduation date _____

_____ Dates attended _____ Graduation date _____

Degree earned _____ Do you wish to transfer credit from another college? Y or N _____

(Please see Pg. 4-5 of this form or the NCAD Catalog for our complete Transfer of Credit Policy)

Did you receive Financial Aid? Y or N _____ Have you ever been dismissed from a school or college? Y or N _____

If yes, include a paragraph on the reason for the dismissal

FINANCIAL INFORMATION

Are you applying for Federal Financial Aid? Y or N _____

If yes, please use FAFSA school code 026021.

Do you wish to arrange a payment plan? Y or N _____

FAMILY HISTORY

Mother's / (Guardian #1) Name: _____ Father's / (Guardian #2) Name: _____

Nickname: _____ Nickname: _____

Mother's Social Security #: _____ Father's Social Security #: _____

Address: _____ Address: _____

Home Phone: () _____ Home Phone: () _____

Cell Phone: () _____ Cell Phone: () _____

Email: _____ Email: _____

DEMOGRAPHIC INFORMATION

This information is intended solely for federal statistical and reporting purposes and will not be used as a factor in the admissions process. Information about the collection of ethnicity and race: Federal law requires that institutions of higher education gather the following information regarding the ethnicity and race of its students and employees. NCAD does not discriminate on the basis of race, color, national origin, sex, disability, age, sexual orientation, or marital status in its programs and activities. Your individual information will be kept strictly confidential.

GENDER: Female Male

RACE/ETHNICITY: Hispanic or Latino or Spanish Origin Not Hispanic or Latino or Spanish Origin

American Indian or Alaska Native

Asian

Black or African American

Native Hawaiian or Other Pacific Islander

White

What other colleges are you applying to?

This application must be submitted with a \$50 application fee.
(\$100 application fee for International students.) All application materials as outlined in the catalog must be submitted to:

NCAD/ Admissions
16301 Creative Drive NE
Poulsbo, WA 98370

I have read and received a copy of or downloaded the NCAD catalog. I understand and agree to the information outlined in this catalog. I also understand and accept that information in this catalog may change and it is my responsibility to acquire new editions of the catalog while I am enrolled.

Signature of Applicant

Date

JF9/17

NORTHWEST COLLEGE OF ART & DESIGN
TRANSFER CREDIT FORM

Official transcript of grades and course syllabi must be presented no later than August 1st for evaluation. Transfer credit will not be granted after the August 1st deadline. A portfolio evaluation may be required.

Please see Pg. 4 of this form or the NCAD Catalog for our complete Transfer of Credit Policy.

Student: List below the class numbers and names/titles of the HOST institution.

Date _____ Name _____

College Transferred From _____

Course(es) Requested for Consideration of Transfer of Credit		(Official Use Only)
Course Number	Course Title or Name	NCAD Program Substitution/Equivalent Course

Signature _____ Date _____

(NCAD Director of Education)

NORTHWEST COLLEGE OF ART & DESIGN
TRANSFER CREDIT POLICY

Credit that has been successfully completed at other US accredited institutions (including Running Start credits) may be transferred to NCAD if transfer situations meet the following::

- A. Studio art courses must have been completed within the last 10 years. (There is no time limit on general education courses).
- B. Courses must be comparable with NCAD courses.
- C. Course grade is a C+ or above.
- D. Applicant can demonstrate appropriate skill.
- E. Transfer course credit is equal to or above NCAD course credit.

Official transcript of grades and course outlines must be presented no later than August 1st for evaluation. Transfer credit will not be granted after the August 1st deadline. A portfolio evaluation may be required.

No more than 50% of the program may transfer. Transferring credit may reduce program length, however reduction is not guaranteed. Transferring credit may require the student to drop to a part-time status at certain times during the program.

Credit is not available for life experience. Standard high school courses other than AP or Running Start courses do not apply. Advanced Placement (AP) credits taken in high school and evaluated by the College Board will be evaluated for transfer credit based on the following requirements.

Studio Art

- A. Score of 5
- B. NCAD faculty review of AP portfolio to determine what course the credits will be transferred for i.e. Drawing, 2D Design, Painting Techniques, etc.

Art History

- A. Score of 5
- B. This course will be transferred for Art Introduction—the first semester course in the Art History series.

English Composition 1/ Psychology / Quantitative Principles

- A. Score of 4–5
- B. AP Course will be transferred for appropriate NCAD general education course. NCAD reserves the right to interview the student before transfer is approved.

TRANSFER CREDIT FROM NCAD TO ANOTHER COLLEGE

NCAD is not a school that concentrates on preparing students to continue their education in another field or at another school. NCAD programs are technical in nature with an emphasis on preparation for entry level arts occupations and therefore may not be transferable to other arts programs. Students interested in transferring credits should check with the receiving institution directly to determine to what extent, if any, credits can be transferred. NCAD does not guarantee the transferability of NCAD credits.

NCAD AP College Code: 2432