



# CATALOG 2018 - 2019

**Our Mission:**

We prepare creative minds for business.

For more 40 years, our faculty members have bestowed their diverse design experiences, their passion for student success, and their insight from business experiences to educate generations of designers who have shaped every aspect of the design industry.



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## Academic Calendar

### Fall Semester 2018

<b>Week</b>	<b>Date</b>
1	September 4-7
2	10- 14
3	17 - 21
4	24 - 28
5	October 1-5
6	8 - 12
7	15 - 19
8	22 -26
9	29 – November 2
10	5 – 9
11	12 – 16
12	19 – 23 (No Classes 11-22)
13	26 – 30
14	December 3 – 7
15	10 – 14
<b>Semester Break</b>	<b>December 17-Jan 1</b>

### Spring Semester 2019

<b>Week</b>	<b>Date</b>
1	January 7-11
2	14 - 18
3	21 - 25
4	28 – February 1 ( No classes 1/21 Martin Luther King Day)
5	4 - 8
6	11 -15
7	18 – 22 (President’s Day – AIC Open/Classes Held)
8	25 – March 1
9	4 - 8
10	11 - 15
11	18 – 22
12	25 – 29
13	April 1 – 5
14	8 - 12
15	15 – 19
<b>Semester Break</b>	<b>April 22 – 26</b>



## Summer Semester 2019

Weeks	Date
1	April 29 – May 3
2	6 – 10
3	13 – 17
4	20 – 24
5	27 – 31 (No Classes May 27 Memorial Day)
6	June 3 - 7
7	10 - 14
8	17 – 21
9	24 – 28
10	July 1 -5 (No Classes July 4)
11	8 - 12
12	15 – 19
13	22 – 26
14	29 – August 2
15	5 –9
	Graduation August 10

## About AIC

Founded in 1976 with the intent of establishing a Graphic Design College recognized for its quality, ready-to-work graduates, and a focus on limited enrollment of qualified applicants. AIC was first known as Academy of Communicative Art College of Design and was located in the historic Gruen building.

In 1980 the school was relocated to and purchased a building in East Walnut Hills, and renamed ACA College of Design. In 1987 ACA College of Design became degree granting. ACA immediately recognized the significance of computers in the graphic design industry offering the first computer major in the Greater Cincinnati area in 1982.

In 2000 AIC moved to the current location at 1171 E. Kemper Rd., Cincinnati, OH 45246. The campus includes two large classrooms, two lecture halls, computer lab, media center with computer lab, library, faculty lounge, and a student lounge.

AIC College of Design is owned and operated by Graphic Designers and offers focused programs in graphic design, which award either an Associate of Applied Science in Graphic Design or Bachelor of Science in Graphic Design.

Founders Marion K. Allman and Cyndi A. Mendell remain an active part of the college and for the last 40 years, have worked to continually maintain a practical, industry relevant and innovative design curriculum. They have built a strong reputation for



quality graphic design education among industry members and educators throughout Greater Cincinnati and beyond.

## Who We Are

Owned and operated by professional graphic designers, the AIC College of Design focus of Preparing Creative Minds for Business guides our innovative curriculum created to prepare students for employment in today's competitive design job market.

AIC instructors are continually participating in new and exciting design projects and provide valuable industry connections. They are here to share their expertise with you, during your years of study and throughout your career.

## Our Mission:

We prepare creative minds for business.

For more than a third of a century, our faculty has bestowed their diverse design experiences, their passion for student success, and their insight from business experiences to educate generations of designers who have shaped every aspect of the design industry.

## AIC's Educational Mission

The mission of AIC College of Design is to provide a progressive innovative curriculum coupled with a comprehensive exposure to the business of design, marketing and social research, contemporary culture, and media, and providing committed students with a significant employment advantage and professional graphic design opportunities.

To achieve this mission, AIC will:

- Challenge students to their highest level of creativity, understanding and professional development
- Employs a faculty of working professional designers
- Provide a state-of-the art studio-based program utilizing the latest technologies
- Provides a academically rigorous general education program utilizing experienced professional degree level faculty
- Provides small classrooms in a personal family-like environment
- Present student exhibitions for the community and industry to view
- Assists graduates and alumni in career development

## Professional Faculty

Instructors at AIC are hired from the field of Graphic Design and are mostly full-time with, general education faculty members hold a Master's Degree and are hired from accredited colleges. The AIC faculty offers students over 300 years of professional



experience. They include owners of design firms and art directors from Cincinnati's top companies, agencies & studios.

## Accreditation and Memberships

AIC College of Design is accredited by the Accrediting Commission of Career Schools and Colleges. The Accrediting Commission of Career Schools and Colleges is listed by the U.S. Department of Education as a nationally recognized accrediting agency. AIC College of Design is approved by the State Board of Career Colleges and School (OH. REG. #77 03 0548T) as well as the Ohio Department of Higher Education (formerly the Ohio Board of Regents).

### International Council of Design schools (ICDS) Charter Member

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

AIC is also a member of:

- The Greater Cincinnati Chamber of Commerce (Roundtable Member)
- Better Business Bureau
- Springdale Chamber of Commerce
- Sharonville Chamber of Commerce

## Curriculum

Accomplished and distinguished faculty lead students to explore the fusion of art, technology and business. AIC faculty challenge students to expand their repertoire through studies in design methodology, technical skill development and critical thinking. The program is structured to sequentially promote student progress from inspiration to intellectual resolution and from presentation to implementation. Courses broaden and enhance student's global perspectives and collaborative proficiency; *Preparing Creative Minds for Business* through community participation and leadership opportunities.

### ***Associate Degree of Applied Science in Graphic Design***

#### **Program Mission**

The Associate Degree of Applied Science in Graphic Design program students will gain the skills to master the basic principles of design, the creative process, web development and interactive design. The program includes a strong focus on illustration skills, basic typography, page layout, package design and digital design. Upon completion of the training, students will be qualified to assume entry-level positions in the graphic design and other design relevant fields as digital designers and production artists.

#### Educational Objectives:

Students who successfully complete the AIC Graphic Design Associates Degree Program will have knowledge of:

- Concept Development: methods and inspiration sources
- Problem Solving: research methods, visual, creative and problem solving processes, prototyping methods and production techniques
- Visual Communications: illustration, layout, and photography/videography
- Information Media: characteristics, power and implications
- Technology: competency with current design software and digital technology
- Business Foundation Skills: written and oral communication, a foundation in public speaking and presentation skills, and the critical thinking skills required to be competitive in the field.
- Apply skills and knowledge in a studio area of concentration, bringing original creative concepts into visual form with effective presentation and appropriate production processes
- Continuing Improvement: enthusiasm for knowledge and life long learning within and beyond field of expertise

*Typical Course Progression for the Associate Degree of Applied Science in Graphic Design*

Course Code	Course Title	Credit Hour
DD101	Digital Design I	3
DR101	Drawing I	3
COM100	Speech	3
SSC100	Student Success	3
TP201	Typography	3
DF101	Design Foundation I	3
ART100	History of Art	3
PHI100	Philosophy and Ethics	3
DE101	Graphic Design	3
ID201	Interactive Design I	3
ENG100	Composition	3
COM150	Study of Film	3
DE202	Graphic Design II	5
ID301	Interactive Design II	3
MAT100	College Algebra	3
SBM275	Small Business Management	3
DE203	Graphic Design III	6
NS100	Environmental Science	3
SOC100	Race and Gender	3
SP200	Senior Portfolio	3
	<b>Total Courses</b>	<b>65</b>

\*Remedial courses in Math and English (MAT095 and ENG095), if required, do not award course credit hours for satisfying degree requirements.

***Bachelor Degree in Graphic Design***

**Program Mission**

The Bachelor of Science program courses are designed to strengthen the student’s design skills with challenging projects in progressive graphic design. These projects deal with brand-centric identity, packaging, print media and interactive design. A focus is placed on advanced strategic marketing and branding concepts as well as collaboration via teamwork and leadership skills. The Bachelor of Science program better prepares students for higher-level positions and career advancement.

The AIC 3-Year Graphic Design Bachelor Degree program is a comprehensive and professional graphic design educational experience. With the technical foundation in graphic design received in the AAS program AIC students enrolled in the Bachelor of



Science program can accelerate their focus to innovative strategic design, holistic branding, critical thinking skills as well as team work and collaboration skills. These advanced skills will prepare the students for senior design positions, creative direction, client services, collaboration and team leadership in the industry.

#### Educational Objectives:

Students who successfully complete the AIC Graphic Design Bachelors Degree Program will demonstrate proficiency in:

- Problem Solving: Identify and critically analyze needs, interpret implications, create solutions and model concepts that provide effective, strategic, and sustainable design solutions
- Concept Development: methods and inspiration sources
- Creativity: synthesize new inputs with existing materials to create innovative resolutions
- Effective Communication: express ideas clearly, logically, and persuasively in visual, written, and oral forms
- User Centered and Sustainable Global Issues and Cultures: understand and respect human needs and limitations, cultural differences and commonalities, and behave ethically and responsibly personally and on behalf of others
- Scope of Design Intellect: integrate knowledge from different disciplines, historic periods, and cultures into coherent design understanding from which new design knowledge and effective working relationships can be cultivated
- Collaboration: effectively work with and/or lead groups of design / communications professionals toward a common goal
- Social Role: potentials of design as a vital cultural force
- Information Literacy: use any medium proficiently and critically to obtain information
- Continuing Improvement: enthusiasm for knowledge and life long learning within and beyond field of expertise

*Typical Course Progression for the Bachelor Degree in Graphic Design*

Course Code	Course Title	Credit Hour
DF101	Design Foundation I	3
DR101	Drawing I	3
COM100	Speech	3
SSC100	Student Success	3
TP201	Typography I	3
DD101	Digital Design I	3
ART100	History of Art	3
PHI100	Philosophy and Ethics	3
DE101	Graphic Design Foundations	3
ID101	Interactive Design I	3
ENG100	Composition	3
COM150	Study of Film	3
DE201	Graphic Design I	3
MKT101	Marketing	2
ID201	Interactive Design II	3
MAT100	College Algebra	3
SBM275	Small Business Management	3
DE202	Graphic Design II (with Lab)	5
NS100	Environmental Science	3
SOC100	Race and Gender	3
DE300	Graphic Design III (with Lab)	6
ID301	Interactive Design III	3
DM201	Design Methodology I	3
COM200	Business Communications	3
DE301	Graphic Design IV (with Lab)	6
DM202	Design Methodology II	3
DE402	Holistic Design	3
LE100	Foundations of Leadership and Change	3
SP409	Senior Practicum	6
DM203	Design Methodology III	3
DM495	Advanced Archetype	3
SP400	Senior Portfolio II	3
DE302	Graphic Design V	6
DL201	Digital Lab	3
DE470	Design Professional	3
DE395	Graphic Design Specialty Elective	2
<b>Total Courses</b>		<b>120</b>

\*Remedial courses in Math and English (MAT095 and ENG095), if required, do not award course credit hours for satisfying degree requirements.

## Course Descriptions

### **DD101 Digital Design I 3 Cr.**

Students learn the basic skills needed for Adobe Creative Suite (Photoshop, Illustrator and InDesign). Assignments focus on developing software proficiency. Students are introduced to print design software, production techniques and exercises that cover master pages, style sheets, multi-page document construction and importing images.

### **DR101 Drawing I Form 3 Cr.**

Students explore the fundamentals of freehand drawing, drawing with tools and illustration skills. Students focus on representational and aesthetic form through painting, paper engineering and line illustration.

### **DF101 Design Foundations I 3 Cr.**

Through exercises and projects, students will explore the principles of design as parameters and variables leading to an understanding and use of design fundamentals: color, dot, line, shape, an essential component of visual language used for the embodiment of content using traditional media.

### **MKT101 Marketing and Branding 3 Cr.**

This course introduces students to the marketing and branding concepts in marketing and branding. The focus of this course is on surveying a breadth of concepts. The topics covered include strategic marketing, consumer behavior, customer segmentation, market research, product design and promotion strategy.

### **MKT101 Marketing and Branding 3 Cr.**

This course introduces students to the marketing

### **DE101 Graphic Design Foundations 3 Cr.**

This course provides an introduction to the understanding of graphic design concepts. Topics include layout elements shape, line, color, texture, type and space.

### **DE201 Graphic Design I 5 Cr.**

This course provides a thorough understanding of editorial design. Students are challenged to communicate with imagery and typography in a magazine style format. A strong emphasis is placed on concept, critical thinking and use of typography.

### **DE202 Graphic Design II Lab 6 Cr.**

This course emphasizes the importance of advertising design.

**DE300 Graphic Design III Packaging 6 Cr.**

Students are introduced to package design problems requiring a basic knowledge of materials and construction. This course builds on corporate branding and identity concepts from previous courses. An emphasis is placed on production standards and processes.

**DE301 Graphic Design IV Identity 6 Cr.**

This course offers an exploration of the development of identities, logos and trademarks that accurately reflect a company's or a product's desired image. Students will conceptualize and develop work for a product or service industry and apply their concepts to various applications. An emphasis is placed on production standards and processes.

**DE302 Graphic Design V 3 Cr.**

This course focuses on the visual aspects of integrating communications and advertising to the consumer. An emphasis is placed on production standards and processes. An emphasis is placed on production standards and processes.

**DE402 Holistic Design 3 Cr.**

Students will focus on creating solutions to complex design solutions using a data driven approach. Students will focus on business drivers, consumer behavior and needs.

**ID101 Interactive Design 3 Cr.**

Students are introduced to the history, theory, assets, liabilities, and developmental tools of digital media. The course explores developing code, site planning, and preparing graphics for the web and software applications. This course utilizes Adobe Creative Suite.

**ID201 Interactive Design II 3 Cr.**

Students refine their understanding and exploration of the communications challenges and opportunities of the World Wide Web.

**DM201 Design Methodology I 3 Cr.**

Students learn different historical schools/movements since the mid 1800's. They are required to research influential designers and discuss their impact on modern design. Students will explore the history of advertising and how it has influenced the graphic design industry. Emphasis is placed on researching and developing campaigns using various types of media and on production standards and processes.

**DM202 Design Methodology II 3 Cr.**

Students refine their understanding icons and symbols, and their uses through lectures, exercises, reading assignments, written papers and design projects and critiques.

**DM203 Design Methodology III 3 Cr.**

Students refine their understanding of the use of info graphics through lectures, exercises, reading assignments, written papers and design projects and critiques.

**DM495 Advanced Archetype 3 Cr.**

Students will learn what archetypes are in the world, what their own personal archetypes are and, most importantly, how to use that knowledge to inform their aesthetic, and create real value in every brand they touch.

**DL201 Digital Lab 3 Cr.**

Integration of various digital visual forms: drawn, image capture (digital scanning and photography), visual systems, technical considerations of print technologies, audio recording and digital manipulation and digital animation.

**SP409 Senior Practicum 6 Cr.**

Students will work in groups on a collaborative design project in a non-profit organization under the guidance of a faculty member. The public engagement practicum provides the student the opportunity to develop the consulting skills, collaborate in applied learning in conjunction with a community partner. The course will identify strategic aspects of organization and develop a complete marketing plan, strategic marketing and marketing collateral.

**DE470 Design Professional 3 Cr.**

This advanced class focuses on becoming and advancing as a professional designer. This includes the opportunity to be exposed to lectures and case studies presented by experts in specific industry segments. Topics may include aesthetics, sustainability, packaging, branding and communication.

**SP400 Senior Portfolio Review 3 Cr.**

This lecture series covers portfolio and resume development. Students will utilize the skills they have acquired throughout the program to develop a digital portfolio and promotional materials. Students will participate in mock interviews, portfolio reviews and develop a professional digital and printed portfolio.

**DE395 Graphic Design Specialty Elective 3 Cr.**

Students can focus in one several subjects including but not limited to illustration, animation, photography, video or interactive design.



Each Academic year is 11 months.

First Year, Second Year, Third Year = Total Nine (9) semesters

Associate of Applied Science in Graphic Design

Year 1-2 Total: 1521 Clock Hours, 65 Credit Hours

Bachelor of Science in Graphic Design

Year 1-3 Total: 3968 Clock Hours, 120 Credit Hours

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

One Year Length: equals three semesters per year

Hours per week: 25, Semester Length: 15 weeks, 375 Clock Hours / 15 Credit Hours per Semester.

Credit/clock hour conversion: 1 clock hour (55 minutes) =1 Credit Hour; depending on classroom or lab time.

Availability of comparable program

Information may be obtained from: ACCSC, 2201 Wilson Blvd., Suite 302, Arlington, VA. 22201, Tel: (703) 247-4212 or Web: [www.accsc.org](http://www.accsc.org) / [collegeboard.com](http://collegeboard.com)

## Career Services

AIC is dedicated to preparing students for their careers and to meet the expectations of the workplace. AIC's Career Services helps students develop interview skills, communication and portfolio presentation skills needed to succeed in the workplace. Graphic design employers typically assess talent through a candidate's portfolio and the Career Services provides workshops to build a highly competitive portfolio. Each semester students participate in a portfolio review where they develop interviewing skills and have the opportunity to showcase their work to internal and external designers.

In addition, AIC publishes the magazine "Creative Hiring Guide" that is distributed to local companies. Each graduate has the opportunity to design a one-page, self-promotion. AIC offers a career counseling service, which graduates may use for future jobs when experience is required. AIC cannot guarantee employment, however, through innovative marketing efforts and the assistance of the dedicated Career Services Department the majority of graduates obtain employment.



## What Employers Say About Your Design Career

G. Young - Justice & Young

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

M.I L. Krienik, President/CEO - Krienik Advertising Inc.

*"AIC College of Design has consistently produced knowledgeable energetic and talented artists in the field of advertising, graphic design & digital design. I am always impressed with the enthusiasm and depth of their graduates".*

## Career Opportunities

A wide and diversified range of career choices:

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

### Our Alumni

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

*"Art gives you a chance to escape. It's a way to communicate without using words. Also, I love to express myself through my work, while others have the ability to observe and enjoy it as well. I like how we are prepared for our careers, and there are people around who are able to answer questions thoroughly because they too, are in the field themselves".* J. Runyan

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

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

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

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

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

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

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

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





## Awards

The ADDY Awards are an annual graphic design competition sponsored by the Cincinnati Ad Club in which graduating seniors from the area's top graphic design programs compete in such categories as Packaging, Website, Currency, and Identity, among others.

AIC College of Design graduates have been awarded top honors in the past years competitions. Truly talented and creative high school students such as you have developed into professional level graphic designers. Each year instructors choose the best work from all classes and they are entered in the Cincinnati Ad Club's ADDY Awards. All entry fees are paid by AIC.

## Library/Equipment

The main library at AIC is located directly adjacent to the reception area, and it is stocked with a selection and variety of books, and trade subscriptions chosen specifically to complement the program including education resources. It is the students' responsibility to check out and return books with the librarian.

Library services include:

- Print and Digital image library
- Access to Macs with scanners and Adobe Creative Suite
- Electronic databases

### Multimedia Resource Center

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

### Computers

All students will receive a MacBook Pro laptop for use and Wi-Fi is available in all classrooms and lounges (campus-wide).

### Instructional Aids

Classrooms have Apple TV, Projectors, White Boards, and audio equipment available. Ask IT services for assistance with setup.

## Student Services

AIC is highly proactive in engaging students in extracurricular activities, leadership opportunities and community outreach. AIC promotes student learning in dynamic ways with some of the following:

- AIC AIGA Student Chapter
- Leadership Opportunities
- Student AIGA Chapter
- Student Advisory Board
- Student Driven Fundraiser
- AIC Mentorship Program
- Career Development
- Ad Club
- Student Publications
- Career Shadowing

### Leadership Opportunities

An important part of your education at AIC is having the opportunity to develop as a leader. At AIC you will be presented the opportunity to develop in the classroom and in your community. At AIC we are dedicated to helping you develop your skills as a leader.

### AIC AIGA Student Chapter

The AIGA - Founded in 1914 as the American Institute of Graphic Arts, AIGA remains the oldest and largest professional membership organization for design and is now known simply as "AIGA, the professional association for design." The AIGA chapter provides AIC students with the opportunity to meet with other design students and professionals both nationally and regionally. Each month the AIC Chapter meets to discuss upcoming events and educational opportunities.

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

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

### The AD Club of Cincinnati and Ad2



An incorporated nonprofit organization, ADCLUB Cincinnati is an affiliate of (and one of the original 1905 founding members of) the American Advertising Federation (AAF). Headquartered in Washington, D.C., AAF is the "Unifying Voice for Advertising" - the oldest national advertising trade association.

AAF represents more than 50,000 professionals in the advertising industry. Membership includes more than 200 ad clubs across the country, an academic segment representing over 215 college chapters, an inter-association council involving more than 20 related trade groups, plus 130 blue-chip corporate members that are advertisers, agencies and media companies, comprising the nation's leading brands and corporations.

AIC students are invited to participate in monthly lunch seminars, networking and social events. The student version, Ad2 provides students with hands-on experience, networking, social events and leadership skills.

#### Career Services Board

All incoming job opportunities are posted on the second year job board where graduates may apply even after graduation. The Career Services office is available to students seeking part-time jobs, graduating seniors and alumni.

#### Publications - Limerick Book

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

#### Student Advisory Board

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

#### Student Led Events

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

#### Educational Field Trips

- A visit to the Cincinnati Zoo is a full day of drawing animals for first year students. Students bring a lunch, sketchbook and drawing pencils to enjoy a day in the open.
- Second year students visit an agency and a printer to experience the real world in action.

#### Open Houses



AIC has two Open House events. The first, in April, features all students; the second is the Senior Show in June featuring the work of August graduates. Both are usually held on the third Thursday of the month.

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

#### Scholarship Week

A second year scholarship is awarded in August at the graduation ceremony.

#### Graduate Luncheon

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

#### Graduation

AIC's graduation is held at the Union Terminal in the Auditorium or at the Cincinnati Art Museum every August. It is a formal cap & gown event.

## Admissions Requirements

The admissions process includes a tour, interview and portfolio review.

1) Call our Admissions Office for an appointment.

The number is: 513 - 751-1206.

2) Bring in samples of your work - at least 8 to 10 pieces. Out-of-town applicants may send electronic copies to [admissions@aic-arts.edu](mailto:admissions@aic-arts.edu), send photos or slides of their work with a stamped, self-addressed envelope. AIC cannot be responsible for the return of work, either left at the college or previously sent, however precautions are made to keep them in a safe place.

3) Your portfolio will be reviewed by Admissions /Faculty member (depending on availability and time of interview).

4) You will be given a tour of AIC - observe the students, the classrooms and view completed projects.

5) You may request information on what financial aid programs



are available to eligible students.

- 6) You will be notified of your acceptance during the interview or be requested to submit additional work.

To Register:

- 1) You will need to complete the interview process and to be accepted by AIC.
- 2) Call for an appointment with Admissions and Financial Aid.
- 3) Bring a check, cash or credit card (\$100.00) for your enrollment fee. The fee must be paid before you are considered registered.
- 4) Bring a recent photograph of yourself for our files.
- 5) All applicants must possess a regular high school diploma or possess a high school general equivalency diploma (GED) with satisfactory scores. Proof of the high school diploma or GED must be received prior to the first day of attendance.
- 6) Provide AIC with a final grade transcript before the start of class.
- 7) You will be requested to complete the paper work required by the State of Ohio and the U.S Department of Education (Enrollment Agreement, etc.).

## Tuition

### Fixed Tuition Policy

It is the policy of AIC not to raise tuition or increase the cost for our current students. Semester tuition for all semesters will not increase, so long as the student has not failed any classes and as long as the semesters are consecutive. However, if the student withdraws and re-enrolls, he/she must agree to pay the prevailing tuition rate.

Students who are on a monthly payment plan and withdraw are required to fulfill their financial obligation for only the attempted semesters.



A semester is defined as fifteen (15) weeks of instruction. A week of instructional time contains at least one day of regularly scheduled instruction, examination or preparation for examination. Tuition is paid by the semester. For the first semester of the first academic year a deposit of \$500 is due on July 10th for the September start.

AIC policies comply with the Federal Truth-in-lending law and Ohio Retail Installment requirements. Enrollment Fee (first year only): \$100.00 (See Cancellation and refund Policy on page 33-34)

### **Program Cost**

#### **Associate of Applied Science in Graphic Design (6 Semesters)**

**\$38,335**

The total cost for six semesters (the normal time to complete the program) is \$38,335. Charges by the school do not include living expenses, transportation and items such as papers, pens, pencils, and other personal expenses. Charges also do not include textbooks, supplies or a \$1000 fee per remedial course, if required.

#### **Bachelor Degree in Graphic Design**

#### **Bachelor of Science in Graphic Design (9 Semesters)**

**\$69,000**

The total cost for nine semesters (the normal time to complete the program) is \$69,000. Charges by the school do not include living expenses, transportation and items such as papers, pens, pencils, and other personal expenses. Charges also do not include textbooks, supplies or a \$1000 fee per remedial course, if required.

AIC classes are in session 11 months a year. The Associate Degree runs for 22 months (or two years) and the Bachelor Degree is 33 months (or three years). Since we have that last summer semester, we are able to break our curriculum into three academic years. Total tuition is based on enrollment of 15 credit hours per semester.

#### **Supplies/Books**

**First Year:** Enrollment Fee \$100 (1<sup>st</sup> semester only), Books \$240, Art Supplies \$425, Technology Fee \$177/semester. TOTAL \$1,296.

**Second Year:** Books \$550, Technology Fee, \$229/semester. TOTAL \$1,237\*.

\*Graduation fee if applicable of \$500.

**Third Year:** Books \$300, Technology Fee \$300/semester, Graduation Fee \$550. TOTAL \$1,750.

### MacBook Pro Program

Each student is supplied with a Mac Book Pro computer and course software computer to use with the option to purchase the laptop at the end of Semester 9 for a nominal fee.

Fees: All monies must be paid in full from the previous semester before a student is allowed to attend class. A late fee of \$50 is applied to your account if tuition is not paid within first 10 days of class. Any late fee is non-refundable. A student pays \$100 registration fee with his/her application. Charges are due in full at the start of each semester.

### Placement Testing /Remedial Coursework

AIC has initiated a placement testing procedure for all new first year students. After admission, students will be notified about testing times for Math, Reading, and Writing. A submission of standardized test scores or placement testing (ACCUPLACER, COMPASS, ACT, OR SAT) are **required** of all first-time students only who are under the age of 25 years. Students who are not required to take placement test, but who choose to do so will be charged the \$20 test fee. The first test attempt of each section of the testing for all students required to take the placement testing will be free.

Scores are evaluated primarily for the purpose of academic counseling and placement in college-level algebra or English. Students must demonstrate college-level proficiency in math, reading, and writing. If a student does not take the ACCUPLACER test, they will be automatically enrolled in the 095 level courses unless a passing grade in a college-level math and English class is shown on an official transcript from another accredited institution or the student has submitted ACT and SAT scores that meet the criteria listed below. All testing must be completed before the end of the first semester at AIC.

#### What is ACCUPLACER?

The purpose of ACCUPLACER tests is to provide you with useful information about your academic skills in math, English, and reading. Academic advisors and counselors to determine your course selection will use the results of the assessment, in conjunction with your academic background, goals, and interests.

#### Who is required to take the ACCUPLACER test?

All first time entering students are required to take the exam. Unless they have:

1. SAT Verbal (Critical Reading) score of 470 or above
2. SAT Math score of 450 or above
3. ACT English score of 18 or above

4. ACT Reading score of 21 or above
5. ACT Math (Algebra) score of 22 or above
6. Successful completion of an appropriate developmental course at another college
7. Earned credit in college-level Math and/or English at another accredited institution.
8. Decide to take MAT095 and ENG095. Please note: MAT095 and ENG095 are not college-level course and cannot be used toward satisfying degree general education requirements.

Veteran’s Administration (VA) educational benefits can be applied to remedial coursework (MAT095 and ENG095) for veterans or their dependents receiving VA educational benefits that meet the following criteria:

The VA student has scores on the placement testing that indicates a need for the required remedial coursework (MAT095 and ENG095) in order to satisfy requirements to enroll in MAT100 and ENG100.

#### Test Cost

The ACCUPLACER test is provided free of charge to students who are **required** to take the test. Students who take the placement test and feel test results have placed them incorrectly may have one opportunity to challenge the initial placement score and retake the test or portions of the test. AIC will charge \$10 test challenge fee for each portion of the test or \$20 to challenge the entire test. Challenge fees must be paid when the challenge test is taken. The highest score on all VALID assessments is used to determine final placement into college-level or developmental courses.

#### ACCUPLACER Course Placement

	Test Score	AIC Course
English	0-85 Sentence Skills 0-79 Reading Comp	ENG095 + ENG100
	86+ Sentence Skills 80+ Reading Comp	ENG100
Math	0-54 Arithmetic	MAT095 + MAT100
	55+ Arithmetic	MAT100

**Please Note:** MAT095 and ENG095 are not college-level courses and do not count towards your degree requirements, and there is a \$500 per course charge for remedial courses.

#### Tuition Charges for Failed Courses





Students who fail a course or a semester will be required to repeat that course or semester and are obligated to pay for any course or term repeated. Students will be subject to maximum time frame standards for Title IV federal aid. Please see Satisfactory Academic Progress policy on pages 46-\*

## Scholarships

AIC College of Design makes available up to \$100,000 in Scholarships! Like grants, scholarships are free money and will not need to be repaid. However, students receiving scholarships are required to participate in community projects.

### New Students:

\$10,000 President's Scholarship

\$10,000 Roy Waits Scholarship

\$8,000 ICDS Scholarship

\$5,000 Faculty Scholarships (3)

\$5,000 Military Scholarship

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

### New or Second Year Student:

\$6,000 John Harris Memorial Scholarship

\$6,000 Jane Walter-Knaber-Baker Memorial Scholarship:

awarded to a single parent

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

### Second Year Student only:

\$6,000 Ron Long Memorial Scholarship

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

In case of a tie, student's will spilt the scholarship. A student must maintain a GPA of 3.5 or better; have a positive attitude towards the college and an excellent attendance record. Any student who withdraws, is dismissed or fails to meet any one of the aforementioned qualifications would lose any scholarship monies remaining.



To enter:

All entries must be contained in an envelope, portfolio or 2 boards completely taped together on 3 sides.

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

To qualify:

Open to High School Seniors, High school Graduates or those who have earned a GED and are interested in attending AIC. However, entrance into AIC is conditional on acceptance of the student's work. The scholarship is not transferable and is good only for September of the year it is awarded. The scholarship may be used only at AIC College of Design. Any person who wins a scholarship and then decides not to attend AIC will forfeit their scholarship.

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

Scholarship Deadline:

Entries need to be delivered on (or out-of-town entries received by) between the hours of 2 - 4 p.m. Please see the scholarship website for more information [www.aic-arts.edu](http://www.aic-arts.edu)

Deliver to:

AIC College of Design  
1171 E. Kemper Rd., Cincinnati, OH 45246

Directions: Take I-275 to 747 (Tri-county) south to first intersection - Kemper Road -Turn Left on to Kemper and continue just short of 1 mile on the right immediately after Century Blvd. As you go down the small hill you'll see the AIC College of Design sign.

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

KEES: For KENTUCKY Residents

KEES awards for Kentucky students. Award letters must be submitted to the Financial Aid Office. You must be a Kentucky Resident and have at least a 3.0 cumulative GPA.

## Hours

Class hours and size-instructor/student ratio

Classroom hours are from 8 a.m. to 2:30 p.m. four days per week, and from 2:30 p.m. to 5:30 p.m. one day of the week for General Education classes. Evening classes are from 6 p.m. to 9 p.m. and are generally held Tues., Wed., or Thurs. Class sizes can range from 12 to 30 students. The maximum number of students per class is 35 for studios, labs and lectures. The teacher/student ratio is 15/1 or less.

Lectures

Lectures are typically held on Mondays with and interim critique. Students are expected to be punctual. After the introduction of the project lecture, instructors are in the classroom/lab to assist students on an individual basis. Occasionally students have the benefits of workshops conducted by designers and illustrators who are contracted from the profession.

Credit Hour Definition

One semester credit hour equals 45 units comprised of the following academic activities:

- One clock hour in a lecture environment = 2 units
- One clock hour in a supervised laboratory setting of instruction = 1.5 units
- One hour of externship = 1 unit
- One hour of out-of-class work and/or preparation for the didactic learning environment or supervised laboratory setting of instruction that are designed to measure the student's achieved competency relative to the required subject matter objectives = 0.5 unit

A credit hour is defined as an amount of work represented in intended learning outcomes and verified by evidence of student achievement for academic activities as established by the institution comprised of the following units: didactic learning environment; supervised laboratory setting of instruction; externship; and out-of-class work/preparation. The following are the measures of these units for establishing credit hour awards:

Credit Hour:

One semester credit hour equals 45 units (and one quarter credit hour equals 30 units) comprised of the following academic activities:

- One clock hour in a didactic learning environment = 2 units
- One clock hour in a supervised laboratory setting of instruction = 1.5 units

- One hour of externship = 1 unit
- One hour of out-of-class work and/or preparation for the didactic learning environment or supervised laboratory setting of instruction that are designed to measure the student's achieved competency relative to the required subject matter objectives = 0.5 unit

#### Glossary of Terms:

- A didactic learning environment is one which is led by a qualified faculty member for the intention of teaching and learning and can be in a classroom or laboratory setting of instruction.
- A supervised laboratory setting of instruction is one where students engage in discussion and/or the practical application of information presented in the didactic portion of the program or discovered through out-of-class work/preparation (e.g., practical application settings, clinical settings, etc.) under the supervision of a qualified school faculty member.
- Out-of-class work/preparation is that which students engage in as a means to prepare for the didactic learning environment or supervised laboratory setting of instruction and must be articulated through a course syllabus. An institution must be able to justify the number of hours estimated for that outside-of-class work. The student's work outside of class must be consistent with course educational goals and objectives; documented, assessed/graded; and serve as an integral part of the structured, sequenced educational program as described in the syllabus.
- An externship is a component of a program that meets the Commission's externship standards and is offered in a bona fide occupational setting for which training and education are provided, the externship component may occur throughout the course of a program or as a capstone requirement. The objectives and goals of an externship must be to allow students to apply practically the knowledge and skills taught in didactic and laboratory settings of instruction.

#### General Education

Students are required to complete 5 general education courses in addition to the core design courses in order to earn the Associate Degree and 12 general education courses to earn the Bachelor Degree. Those classes are listed in the curriculum section of this catalog.

## Approvals and Authorizations

AIC College of Design is accredited by the Accrediting Commission of Career Schools and Colleges – ACCSC (listed by the United States Department of Education as a nationally recognized accrediting agency)



- Approved by the The **Ohio Department of Higher Education** (formerly known as the Ohio Board of Regents)
- Licensed by the State Board of Career Schools & Colleges - OH #77-03-0548T.
- Recognized by the State of Ohio Bureau of Rehabilitation as an eligible training institution.
- Eligible for Job Training Partnership Act (JTPA).
- Approved for Veterans training and other eligible persons in accordance with the provisions of Section 1775, Title 38, U.S. Code.

Note: AIC's education is in English. Students must be able to converse & understand English.

## Financial Assistance

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

To apply for financial aid

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

Method of payment

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

Cancellation policy

An Enrollment Agreement may be cancelled within five (5) calendar days after the date of signing provided the school is notified in writing. The school shall promptly refund in full all advance tuition and the \$100 Enrollment fee paid pursuant to the Enrollment



Agreement. Such refund shall be made no later than 30 days after notification.  
(Registration for class must take place one week prior to the start of class.)

#### Refund policy

All tuition and fees paid are refundable prior to the start of classes, if the school is notified, in writing, within five (5) calendar days of signing the Enrollment Agreement. All fees paid, less the \$100.00 Enrollment fee, are refundable if the college is notified in writing, after five (5) calendar days of signing the Enrollment Agreement, but prior to the start of classes. A student's enrollment may be terminated temporarily or permanently by AIC College of Design for non-payment of tuition and fees. Refunds will be made within thirty (30) days of the date of withdrawal determination and may be credited to the student's account if unpaid charges are still owed. An Administrative Fee of \$100.00 will be added to the calculation. AIC will calculate refunds under the State of Ohio Refund Policy, or the Institutional Refund Policy. The method providing the most favorable refund to the student will be used. All refunds are based on semester tuition and fees. Each semester is fifteen (15) weeks. A student who wishes to withdraw from the college must notify the AIC Financial Aid Director in writing. In the absence of any notification, a student will be assumed to have withdrawn after ten (10) consecutive days of absence.

#### Institutional Refund Policy

Withdrawal within 1st calendar week: 0% Retained  
Withdrawal within 2nd calendar week: 25% Retained  
Withdrawal within 3rd calendar week: 50% Retained  
Withdrawal within 4th calendar week: 75% Retained  
Withdrawal within 5th calendar week: 100% Retained  
All late fees are non-refundable.

#### Return of Unearned Title IV Funds

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

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

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

## Faculty / Staff

The faculty and staff at AIC are carefully selected on the basis of practical experience, teaching ability and educational background. Our instructors are all authorized by the Ohio Department of Higher Education, formerly the Ohio Board of Regents, and are working professionals in their respective fields.

### Administration

Marion K. Allman, CEO

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

Cyndi Mendell, Vice President / Admissions / Instructor

The Mendell family lineage goes back to great uncle and Master Artist, Frank Duveneck. Co-founder of AIC, Ms. Mendell is a graduate of Gable Art School. Cyndi has a reputation as one of the best figure artists in the area. With a solid background in retail, she



worked extensively with different areas of advertising, from illustration to TV, eventually building her own clientele. Her repertoire includes a wide range of clients from Cincinnati to New York. As AIC's Admission V.P., Ms. Mendell travels throughout the area visiting high schools and career fairs. Her visits are instructive in nature and help to introduce students to the field of Graphic Design. Ms. Mendell was also an active member in the Art Directors' Club of Cincinnati as well as many other civic organizations in Northern Kentucky, among them the YMCA and the Foreign Exchange program. Cyndi also serves on various high school advisory boards.

#### Sean Mendell, President

With a M.S. in Executive Leadership and Organizational Change and a Bachelor of Science in Marketing from Northern Kentucky University, Mr. Mendell worked in the marketing and advertising in the aviation industry. Mr. Mendell is also the founder and owner of The Children's Art Academy in Ft. Thomas, KY. He is active in YMCA Camp Ernst as a member of the committee of management and served as Assistant Ranch Director from 1995 - 99. As the son of the co-founder, Cyndi Mendell Sean has a passion for the college and helping AIC's students succeed in their careers. His management experience, positive attitude and energy promises to be a perfect match for the college.

#### Staff

##### Dennis Gates, Director of Career Services, Instructor

As Placement Director at AIC, Dennis guides students to finding appropriate career paths for their individual talents and interests in the design field. Dennis is also the instructor of Marketing/Branding. He graduated from the Art Academy of Cincinnati majoring in Graphic Design and has served as president of the Art Director's Club of Cincinnati. His many years of experience as Account Executive and Brand Consultant for major American and International clients have developed into a great source for networking. Dennis is also president and creative director of the G8S Design Alliance, which is a graphic design and integrated marketing collaborative specializing in brand identity and packaging design.

##### Donna Wakefield, Librarian

Donna holds a M.S. in Education and Certification in School Librarian from the University of Kentucky. As an adjunct faculty member she teaches the Student Success course.

#### Faculty

Cyndi Mendell, First Year instructor  
(See bio under staff)

Randall Zimmerman, Computer Instructor





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

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

Marlene Shmalo, GE instructor - Communication

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

Donna Wakefield, GE Instructor – Student Success

Adjunct Faculty -

Chris Rolland - Chris has a cross-disciplinary approach to strategic branding, able to come at a problem from all perspectives. including Procter & Gamble, Intuit, WL Gore, Novartis, Bush Beans, Jack Links, Ferguson and more

Matthew Baughn – Matthew is currently the creative Director at Deskey. Matthew has over 20 years of experience for brands such as Pringles, Bush Brothers, Intuit, Always, Folgers and Iams Pet Foods.

Dave Solko - Dave has been designing and developing websites for more than 20 years. He has a Bachelor in English and Comparative Literature from the University of Cincinnati. He studied Digital Design at a graduate level from UC's DAAP program.

Advisory Boards

Professional Board

Karen Anderson - Designer

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

Don Betz - Art Director/MSRI

John Doubet - Art Director/Creative Department

Bryan Kotter - Art Director/Standard Publishing

Cheryl Meininger - Creative Director/Wonder Group

Melissa Day-Meisman - Designer/Kibby Raynor Productions

Ken Neiheisel - Owner/Marsh Inc.

Gerry Pasqualetti- Art Director/HSR



Carlo Seta - Designer/Integrated Exhibit  
Gene Young - Owner/Justice & Young  
Marlene Shmalo - GE instructor /UC  
Phil Volk - Principal / Ionic Communications

Advisory Board, College Curriculum/ Business  
Wilbur Crawford, Director - Hussian School of Art - Philadelphia, PA.  
Nossi Vatanost, Director - Nossi College of Art - Goodlettsville, TN.  
Roger Klietz, Director – Living Arts College, Raleigh, N.C.  
Steve and Lisa Steele – Hussian Board of Directors

Corporate Advisory Board, Business  
CEO Roundtable members - Regional Chamber of Commerce  
Eugene Forte, President - Forte Industrial Equipment Systems, Inc.  
John L. Keller, President - RK Electronics, Inc.  
Mark Maltbie, President - Star Moving & Storage Co., Inc.  
John Schuermann, President - Effective Office Environments, Inc.  
William Ernst, President - Ernst & Rabe, Inc.  
Gary S. Wright, President - Strickland & Wright  
Jim Crowley, President - Crowley, Ahlers & Roth, Co.

## Policies

### Dismissal

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

### Reinstatement After Dismissal

A student who is dismissed from AIC may not return to school until he/she requests an appointment with the Director of Education and presents a re-entrance letter. If the letter is accepted, the student may return to school at the start of the next academic term.

### Transfer of Credits

In order for any student to transfer to AIC from an accredited college must follow the normal admissions process (application, interview & portfolio review).

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

- College transcript required.
- Art credits will be accepted if they follow closely to the AIC curriculum and are of the quality expected by: Director of Education and AIC faculty members. Due to differences in the AIC system, the student may still be required to take courses in order to complete the program.

#### Prior Learning Credit

Students may be awarded credit for prior learning for subjects that are comparable or equivalent to AIC courses. Academic departments decide individually whether or not to accept requests for prior learning credit. Prior learning credit is evaluated through either an exam or portfolio review. The available exams are offered through the Director of Education. There is a \$125 fee for each exam. There is a \$50 fee for an initial review of a portfolio plus an additional \$75 fee for each credit hour awarded from an analysis of the portfolio. No more than 15 credit hours can be earned through portfolio review.

AIC may give credit for prior coursework when the student validates knowledge and ability by successful completion of more advanced coursework at AIC.

A student must submit a petition to be given credit by validation. The petition must be approved by the department chair and the Director of Education.

#### Equal Right to Instruction and Services

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

#### Leave of Absence

A student who has completed one full semester at AIC may apply for a leave of absence during a semester. When the request for leave takes place during a semester, the normal procedures for withdrawal from the college must be followed. Leaves are not granted to first-semester freshmen or to students who have been suspended or dismissed from the college.

Students usually request leaves for medical reasons, financial difficulties and uncertainty about academic or career goals. Personal considerations such as illnesses within families, or special educational opportunities may also influence this decision.

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

The student then discusses the leave with the CEO, President or another staff member to clarify concerns and to confirm that the student understands re-entry procedures.



This also ensures appropriate contacts with other offices of the college. Then the student will be provided written confirmation of an official leave.

A student who obtains a leave of absence during the first three weeks of a semester and immediately withdraws from AIC will receive a tuition refund in accordance with provisions stated in the catalog, providing there are no outstanding account balances or loans that are due and payable. (The granting of the leave of absence status will fulfill the administrative requirements for the applicable tuition refund.)

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

#### Right to Publication

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

#### Right to Change

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

#### Lost / Damaged Work or Equipment

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

#### Property

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

#### Complaint / Grievance Policy

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

- 1) Request an appointment with their instructor or advisor.
- 2) Discuss the concern with the AIC CEO, Marion K. Allman or the President, Sean Mendell.



3) If after steps 1 & 2 you still feel your concerns have not been addressed you may contact: State of Ohio Board of Career Colleges and Schools, 30 East Broad Street, Suite 2481 Columbus, OH 43215-3414, Tel. (614) 466-2752, toll free (877) 275 4219. Web: [www.scr.ohio.gov](http://www.scr.ohio.gov)

The student may also contact the Accrediting Commission. All complaints submitted to the Commission must be in written form, with permission from the complainant(s) for the Commission to forward a copy of the complaint to the school for response. The Commission will keep the complainant(s) informed as to the status of the complaint as well as the final resolution. Direct all inquires to: Accrediting Commission of Career Schools/Colleges, 2101 Wilson Blvd., Suite 302, Arlington, VA. 22201, (703) 247-4212 or online at <http://www.accsc.org/Student-Corner/Complaints.aspx>

The student may also contact the Accrediting Commission. All complaints considered by the commission must be in written form and directed to: Accrediting Commission of Career Schools/ Colleges of Technology, 2101 Wilson Blvd., Suite 302, Arlington, VA. 22201, (703) 247-4212 [www.accsc.org](http://www.accsc.org)

A copy of the Commission's Complaint Form is available at the school and may be obtained by contacting the CEO, Marion K. Allman or the President, Sean Mendell.

#### Breaks

There is a half-hour break from 10:30 a.m. to 11 a.m. Students are expected to be back in class at the designated time.

#### Smoking

AIC is a non-smoking facility; there is no smoking anywhere on the premises. Students who smoke may do so only off the premises and during the normal break time between 10:30-11:00 a.m. Cigarette littering will not be tolerated.

#### Attire

Clothing should be of appropriate body size and coverage with no imprint of offensive words or graphics. AIC strongly encourages "business casual" attire to maintain a favorable impression for frequent professional visitors.

#### Conduct

Study at AIC includes exhibiting a professional attitude and conduct:

- Disrespectful words and/or profanity or inappropriate fraternization intended for any faculty/staff member

is prohibited.

- Discussions of inappropriate topics, lewd suggestions, and/or inappropriate body gestures are prohibited.
- Malicious, disruptive behavior that interferes with appropriate communication with peers, faculty, or staff is prohibited.
- The possession use, or sale of illegal drugs, narcotics, and/or alcohol is prohibited.
- Sleeping during class is not permitted. Students observed as sleeping during class are immediately excused for the day.
- Violation of conduct policies can lead to dismissal or termination from the program, see page 44.

#### Attendance / Tardiness

AIC Hours: 8:00 am - 2:30 pm Monday - Thursday

GE Classes: 2:30 pm - 5:30 pm one day per week.

Evening Classes: 6:00 pm – 9:00 pm Monday, Tuesday, or Wednesday

#### Title IV Attendance Requirement

Students must attend 67% of scheduled classes as per the Title IV federal aid standard in order to maintain good standing. Each instructor maintains a daily attendance record for all students in their class.

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

In addition, General Education classes are three (3) hours in length & occur one day per week from 2:30 to 5:30 p.m.

Prolonged illnesses (after 3 days) or death in the family is excused with a note from a physician or proof of funeral dates.

Student vacation days are to be taken during school semester breaks (refer to the AIC calendar).

#### Medical Conditions

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

#### Termination / Dismissal

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

- a) Verbal Warning: this is handled by faculty/staff for the problem identified.
- b) Written Warning: the Director of Education issues a “student warning notice”.
- c) Dismissal: the Director of Education issues a “student warning notice” after conferring with the AIC CEO and instructors. The student is dismissed and may not return to school until he/she requests an appointment with the Director of Education and presents a “re-entrance letter”.
- d) Probation: probationary status & length of time may be mandated prior to and/or after dismissal by the Director of Education. For Probation as it refers to Satisfactory Progress see page 47.
- e) Termination: termination is final. Not adhering to the progressive discipline steps will result in the termination of a student. In addition certain offenses result in automatic termination, such as: sale or use of illegal drugs/alcohol; acting out violently and disrespectfully to faculty/staff and others; theft and destruction of property and equipment belonging to AIC and others.
- f) Re-entry: Re-entry to AIC will only be allowed once in any student’s academic career and only after meeting the following conditions:
  1. The student must personally meet with the Director of Education
  2. The student must submit a re-entrance letter detailing the student’s plan for improved academic and/or attendance performance.
  3. If accepted, the student may rejoin classes at the start of the next semester.

#### Graduation Requirements for Associate of Applied Science in Graphic Design

1. Completion of all courses.
2. Earn a minimum of a 2.0 cumulative GPA and have earned a total of 72 core credit hours and completed 5 general education courses in the following areas (Math, Communication, Science, Humanities and Social Science).
3. The student must have financial responsibilities met, completed the Career Workshop and portfolio review, turned in a completed resume.
4. Meet with a college official and complete an exit interview to insure that records are correct and in proper order.

#### Graduation Requirements for Bachelor of Science in Graphic Design

1. Completion of all courses.
2. Earn a minimum of a 2.0 cumulative GPA and have earned a total of 126 core credit hours and completed 12 general education courses in the following areas (Math, Communication, Science, Humanities and Social Science).
3. The student must have financial responsibilities met, completed the Career Workshop and portfolio review, turned in a completed resume.
4. Meet with a college official and complete an exit interview to insure that records are correct and in proper order.

### Student Complaints

Schools accredited by the Accrediting Commission for Career Schools and Colleges must have a procedure and operational plan for handling student complaints. If a student does not feel that the school has adequately addressed a complaint or concern, the student may consider contacting the Accrediting Commission. All complaints considered by the Commission must be in written form, with permission from the complainant(s), for the Commission to forward a copy of the complaint to the school for response. The Commission will keep the complainant(s) informed as to the status of the complaint, as well as the final resolution. Please direct all inquiries to Accrediting Commission of Career Schools and Colleges of Technology, 2101 Wilson Boulevard, Suite 302, Arlington, VA 22201, (703) 247-4212. A copy of the Commission’s Complaint Form is available at the school and may be obtained by contacting Sean Mendell, President. He can be reached during normal office hours at 513.751.1206.

### Grade Scale

Grades are available to students via the school’s Populi system. Consequently the students are aware of their status and any improvements necessary. Students will receive a log in the first week of class.

The grading scale is as follows:

<b>Letter</b>	<b>Minimum Points</b>	<b>Direct Equivalent</b>	<b>Grade Points</b>
A	93.00	96.50	4.00
A-	90.00	91.50	4.00
B+	87.00	88.50	3.00
B	83.00	85.00	3.00
B-	80.00	81.50	3.00
C	70.00	75.00	2.00
D	60.00	65.00	1.00
F	0.00	0.00	0.00

P = Passing; INC = Incomplete; WD = Withdrew



### Late or Incomplete Grades

Incomplete project(s) or class work results in a '0' grade. Late projects will receive a maximum grade of "2.0" upon completion.

### Academic Progress and Probation

Academic progress is measured by the grade point average (GPA). All students are expected to maintain a minimum of a 2.0 cumulative GPA. See page 44 for dismissal, probation and re-entry requirements.

## Transferability of Credits

Credits earned at AIC College of Design may not transfer to another educational institution. Credits earned at another educational institution may not be accepted by AIC College of Design, and will be subject to an official transcript review. While credits may transfer to other ICDS schools, you should always contact any educational institution to determine if the institution will accept credits earned at AIC College of Design prior to executing an enrollment contract or agreement.

At a minimum, 25% of the credits required for non-degree and undergraduate degree programs must be completed at AIC College of design.

If you have any questions you may contact the Director of Education at 513.751.1206.

## Satisfactory Academic Progress Policy

### **I. Introduction to Satisfactory Academic Progress (SAP)**

In order to retain eligibility for Title IV federal financial aid, Title IV federal guidelines require that you make measurable progress toward your degree. This requirement is known as "Satisfactory Academic Progress" (SAP). AIC standards for SAP are applied to all students including those receiving Title IV federal, state, Veteran's Administration (VA) educational benefits, or need-based institutional aid as well as those paying from personal resources.

Students are required to make progress toward their degree programs while attending AIC or receiving Title IV federal, state, VA educational benefits, or institutional aid. Grades that count as credit hours completed are A, B, C, and D. Grades that do not count as credit hours completed are F, W, and I.

Remedial Math and English coursework are not eligible for Title IV federal financial aid and are not counted toward eligible credit hours for Title IV federal, state, or need-

based institutional aid purposes. All courses attempted are counted toward pace of completion including incompletes, repetitions, transfer credits, and remedial courses. AIC does not offer a change in major. Associate degree credits earned will be counted toward Maximum Time Frame when determining degree completion for the Bachelor degree. Veteran’s Administration educational benefits may be applied to remedial coursework in some cases where the testing and classes are required. Please request a copy of the Placement Testing policy from financial aid if you have any questions.

Financial aid recipients must register for and satisfactorily complete the number of credit hours each semester within the enrollment level for which they are paid.

**Student Level in Credit Hours**

Student Level	Full Time	$\frac{3}{4}$ Time	$\frac{1}{2}$ Time	Less than $\frac{1}{2}$ Time
Undergraduate (Associate or Bachelor)	12+	9-11	6-8	1-5

**II. Continuing Eligibility Qualitative and Quantitative Measures**

There are three aspects of SAP that we measure to determine your continuing compliance with SAP or eligibility for Title IV federal, state, Veteran’s Administration (VA) educational benefits, or need-based institutional aid:

**1. Grade Point Average (GPA) – Qualitative Standard**

Academic Progress is measured by the grade point average (GPA). All students are expected to maintain a minimum of a 2.0 cumulative GPA.

**2. Cumulative Progress/Completion Rate – Quantitative Standard**

Students must pass 67% of all attempted credit hours each semester, and attend classes as required and explained below. Attempted credit hours include transfer credits from previous institutions. The completion rate is determined by dividing a student’s earned credit hours/total attempted credit hours.

**Title IV Attendance Requirement:**

Students must attend 67% of scheduled classes as per the Title IV federal aid standard in order to maintain good standing. Each instructor maintains a daily attendance record for all students in their class.

**3. Degree Completion (Maximum Time Frame) – Quantitative Standard**

The number of credit hours for which you can receive Title IV federal financial aid may not exceed 150% of the credit hours required for graduation. Periods in

which a student does not receive Title IV federal financial aid but is attempting to complete credit hours will also count toward the Maximum Time Frame quantitative standard.

Example:  $72 \times 1.5 = 108$  for Associate's or  $126 \times 1.5 = 189$  for the Bachelor's.

**All three (3) requirements for Satisfactory Academic Progress (SAP) explained above and summarized below must be in compliance in order to remain eligible for Title IV federal, state, and Institutional aid or graduation:**

1. Student has maintained a minimum 2.0 cumulative GPA.
2. Student has passed 67% of attempted credit hours and attended at least 67% of scheduled classes.
3. Student has not exceeded the maximum time frame for degree completion of 144 total credit hours attempted for an Associate's degree or 203 total credit hours attempted for a Bachelor's degree. VA educational benefits may only be applied to the minimum credit hours expected in order to complete a degree program.

### **III. Other Factors Affecting Satisfactory Progress**

#### **Transfer Students**

Large numbers of transfer credits can cause a student to exceed the maximum time frame standard of satisfactory academic progress for Title IV federal aid. Credits applied to degree program are calculated into attempted and completed credits for the purpose of determining completion rate.

#### **Change of Major**

AIC does not offer changes of major. The only program available is graphic design.

#### **Pursuit of Second Degree/Double Major**

Students may pursue an associate degree and a bachelor degree at AIC. For students receiving Title IV funds, both degrees must be completed within the maximum time frame allowed.

#### **Courses Graded Incomplete (I)**

Courses receiving a grade of "I" are not considered passed or completed for SAP purposes and do not affect SAP qualitative measure GPA. A course graded "I" is considered a course attempted for the purpose of calculating "Maximum Time Frame" or pace and affects the quantitative measures of cumulative progress and degree completion.

Grade changes for incomplete courses must occur before the end of the next semester, and are the responsibility of the student who must contact the appropriate instructor or Director of Education. If the incomplete is not made up by the end of the following semester, the student fails the class.

### **Repeated Courses**

Repeating courses is allowed for the purpose of making up a failed or withdrawn class. Classes that are failed and the repeated course both affected the qualitative measure GPA and quantitative measures of cumulative progress and degree completion.

Courses repeated for audit purposes must be paid for with personal student resources and are not eligible for Title IV federal aid or VA educational benefits and do not affect any SAP measures.

### **Withdrawals (W)**

When a student withdraws from a course and earns a grade of “W”, the credit hours attempted are counted toward maximum time frame for degree completion.

## **IV. SAP Warning, SAP Probation, Appeal Policy**

Satisfactory Academic Progress analysis will be performed at the end of each semester for each student, and will be used to determine continuing eligibility for those receiving Title IV federal, state, Veteran’s Administration (VA) educational benefits, or need-based institutional aid. Students who do not meet SAP requirements will be given a **Warning**. The warning period will have a one-semester duration. Students in this status have one semester to reclaim SAP, and will receive all Title IV federal, state, Veteran’s Administration (VA) educational benefits, or need-based institutional aid awards for which they are eligible.

If SAP is not achieved within one semester, the student will be placed on **Probation**. The probation period will be one semester. A student on probation status will be eligible to receive Title IV federal, state, Veteran’s (VA) educational benefits, or need-based institutional aid for one payment period, which is the semester in which the probation notification is received. A student on probation will not receive Title IV federal, state, VA educational benefits, or need-based institutional aid for the subsequent semester unless:

1. SAP standards are met by the end of the current semester.
2. AIC determines that the student met the requirements of their academic plan and the student is still covered by the terms of the academic plan.

### **Academic Plans**

The Director of Education supervises academic plans, which will include:

1. A corrective action plan for the student that will help return the student to passing SAP standards in the shortest time frame possible.
2. The corrective action plan will be reviewed on a monthly basis to ensure the student is following the directives of the plan.
3. If the student fails to adhere to the action steps outlined in their personal academic plan, the student will be dismissed from the program.

### **Making an Appeal**

If a student is given a probation notice and fails to make SAP by the next semester, but feels that a severe or unusual circumstance has kept the student from making satisfactory degree progress, they may appeal.

To appeal, you must submit a signed report within 7 days of receiving notice eligibility has been suspended, which includes all of the following:

1. The specific reason(s), events, or circumstances preventing you from meeting SAP. Please provide evidence to support your claim when possible such as doctor's notes, obituary article, etc.
2. Provide evidence of a specific academic corrective action plan signed by you and the CEO/President.

Appeals will be reviewed within fourteen (14) days, provided that all necessary documentation is received. You will receive an answer to your appeal within fourteen (14) days of submission of a complete appeal.

A successful appeal will subject you to the following conditions:

1. A probationary term in which term requirements must be met.
2. The inability to file for an appeal for two consecutive terms during which SAP or corrective action plan status must be maintained.

Examples of mitigating circumstances include: illness, accident outside of student control (house fire, etc.), death in immediate family (spouse, parent, or child), or other extreme events with serious life consequence.

Action plans must include an academic plan to return the student to SAP within one (1) semester. The student is responsible for seeking assistance immediately if they are in danger of falling out of compliance with the corrective action plan.

### **Reinstatement of Title IV Federal or Institutional Financial Aid**



Students will have Title IV federal and Institutional aid eligibility restored when:

1. Meeting all SAP requirements
2. Following a successful appeal and meeting all corrective action plan stipulations

Students will be notified of the results of a SAP review that impacts their eligibility for Title IV federal, state, Veteran's Administration (VA) educational benefits, or need-based institutional aid within 30 days of the end of each semester.

### **Failure to Return to Passing SAP Status**

1. Students who do not return to satisfactory academic progress status within the probationary period and who are not successful in an appeal attempt will be dismissed from the institution.

2. Re-admittance to AIC will only be allowed once in any student's academic career and only after meeting the following conditions:

- a. The student must personally meet with the Director of Education
- b. The student must submit a re-entrance letter detailing the student's plan for improved academic and/or attendance performance.
- c. If accepted, the student may rejoin classes at the start of the next semester.
- d. A new determination of Title IV federal, state, or need-based institutional aid eligibility will be completed for the student.