

## **Academy of Digital Arts**

### **School Catalog**

An Open Letter from the Director:

Welcome to **Academy of Digital Arts**. You're considering a career in the Digital Arts and we'd like to be a big part of helping you reach that success. That's how we've built our success.

When you visit our campus you'll notice right away a staff and faculty dedicated to training you for your new career in Recording Arts, Photography, Web Design or Digital Video Editing. Add to that the latest in Digital software and hardware and you've got great training for your future.

Our classes are all very small.  
We enroll no more than 8 students in each program each start date.

We're selective. You'll need to demonstrate you have the discipline and previous educational background to succeed here, with letters of recommendation and previous school transcripts, and if we don't think you're ready to start one of our intensive educational programs we'll tell you that.

Our Associate of Science degree programs are hands-on intensive. You'll really learn it by doing it. Our formula is really pretty simple. Small group intensive hands-on training combined with multi-media theory presentations, taught in state-of-the-art digital studios and labs by industry professionals here to mentor you on your way to the successful career you've already dreamed about.

As you read this catalog, imagine yourself taking the next step on your path to success. We're here to help make your dream a reality, and we look forward to seeing you soon.

**Christopher Knight - CEO-Director**

## Recording Arts - Associate of Science Degree Program

The **Recording Arts - Associate of Science Degree Program** prepares students for careers in the Music, Audio and Recording industries. Students learn through in-depth theory classes and extensive small-group hands-on training. Students learn the principles and properties of sound, microphone theory and design, mixing console design and signal flow, and the principles and use of both analog and digital audio recorders. This program takes twelve months to complete.

Students learn to operate industry-standard audio recording equipment, set up recording studios for sessions, develop and apply professional standards of oral and written communication, and create effective business plans, in order to achieve artistic and business objectives in commercial and freelance audio recording.

Recording Arts Associate of Science Degree	Hrs Theory	Hrs Lab	Total Hours	Total Credits
<b>Core Studies</b>				
<b>Aud111 - Intro To Recording</b>	40	40	80	4
<b>Aud121 - Microphone Theory</b>	40	40	80	4
<b>Aud131 - MIDI Theory</b>	40	40	80	4
<b>Aud141 - Digital Audio</b>	40	40	80	4
<b>Aud151 - Music Production</b>	40	40	80	4
<b>Aud161 - Live Sound Reinforcement</b>	40	40	80	4
<b>Aud211 - Advanced Recording</b>	40	40	80	4
<b>Aud221 - Signal Processing</b>	40	40	80	4
<b>Aud231 - Advanced MIDI Theory</b>	40	40	80	4
<b>Aud241 - Logic Pro Audio Production</b>	40	40	80	4
<b>Aud251 - Mastering</b>	40	40	80	4
<b>Aud261 - Studio Maintenance</b>	40	40	80	4
<b>General Education</b>				
<b>Eng131 - English Composition</b>	60	--	60	4
<b>Phys131 - Fundamentals of Physics</b>	60	--	60	4
<b>Comm131 - Communications</b>	60	--	60	4
<b>Math130 - College Math</b>	60	--	60	4
<b>Total Clock Hours and Credits</b>			<b>1200</b>	<b>64</b>

## Recording Arts Courses

### **Aud111 - Intro To Recording**

This course provides the basic fundamentals of audio recording. Students learn recording console signal flow, multi-track recording, and professional audio techniques as the fundamental concepts of audio engineering. Topics include: Analog mixing console operation, signal flow and gain structure, recording session procedures, multi-track recorders, reading signal flow charts, console design, and a comparison of analog and digital consoles.

### **Aud121 - Microphone Theory**

The Microphone Theory course covers the basic physical properties and characteristics of sound and human auditory perception, microphone and loudspeaker design, and microphone placement and usage. Topics include: Sound fundamentals, decibel theory and human perception of loudness, transducer principles, microphone and loudspeaker design, speaker placements, microphone choice and placement, multiple microphones, studio micing and live recording micing, studio monitors, and stereo microphone techniques.

### **Aud131 - MIDI Theory**

This course explores the world of MIDI (Musical Instrument Digital Interface), a data connection that allows sequencers, drum machines, keyboards and computer programs to communicate and record performances that can then be played back on multiple synthesizers and sound modules. This electronic marriage of music and computer technology has revolutionized recording, music composition, and musical arrangement. Students are introduced to the MIDI concept, its theory and operation, MIDI production techniques, MIDI control, troubleshooting, and the design of MIDI systems. Sampling, characteristics of sound, fundamentals of music are also covered in this course.

### **Aud141 - Digital Audio**

In this course, students are introduced to the theories, practices, and tools of digital audio including binary and hexadecimal numbering systems, A/D conversion, digital processing and digital audio formats, understanding various formats, digital storage media and future digital developments, DAW's and recording audio in the digital domain. Students receive detailed instruction and hands-on practical experience with cutting-edge, industry-standard computer-based recording systems.

### **Aud151 - Music Production**

The Music Production Course covers the link between the creative and technical elements of professional music production. Topics include: music notation, musical elements, studio team work, planning and pre-production, working with talent, post production and mastering, understanding music styles, and the role of a producer/engineer.

### **Aud161 - Live Sound Reinforcement**

This course introduces the concepts and technical skills required for live event sound reinforcement. Emphasis is placed on live music mixing in a club-style environment. Topics include the operation and interconnection of components of a basic sound system including consoles, amplifiers, speaker stacks and processors. Student will also learn to differentiate between a recording mix, a front-of-house mix and a monitor mix.

**Aud211 - Advanced Recording**

This course covers the techniques and technology typical to professional music recording with the focus on recording of acoustical sound sources, and introduces large-format consoles and digital control surfaces. Topics include: studio procedures and professionalism, SSL Console operation, advanced signal flow, signal processing, analytical and critical listening skills, close, distant and stereo mic techniques for a variety of musical instruments, and basic mix-down strategies.

**Aud221 - Signal Processing**

This course covers the design principles and operation of studio outboard effect units. Topics include: Description of all types of effects processors, dynamics processing, time based processing, equalizers and filters, explanation of plug-in type signal processing, when to use effects, understanding parameters of effects. Students study the world of outboard signal processors such as noise gates, compressors, reverbs, delays, flangers, spatial effects and more. Discussions on patch bays, wiring techniques and equipment parameters & controls prepare students for connection & operation of studio outboard equipment.

**Aud231 - Advanced MIDI Theory**

This Advanced MIDI Theory Course continues the study of the fundamental knowledge learned in ARA111 MIDI Theory. Key Advanced MIDI production techniques such as system exclusive programming, control surface operation, mixing techniques and synchronization are covered. Students also survey the effect of MIDI on the modern recording studio environment. Students learn how to interface computers with musical instruments for recording and live performance applications.

**Aud241 - Logic Pro Audio Production**

Students will learn intermediate and advanced production techniques using Logic Pro Digital Audio Production Software. The course focuses on topics such as building and managing a Logic Pro environment, audio import and manipulation, arranging and editing windows, advanced quantization, automation, tempo change, MIDI and audio plug-ins. Production work focuses on the use of digital audio studios in music editing, radio production, and sound for digital video.

**Aud251 - Mastering**

Mastering is the final creative step in the production of a recording, and the first technical step in the replication process. This module looks at the role and process of mastering in producing a final product. The final preparation of a CD master, including sequencing, assembly, PQ editing, ISRC codes, CD-Text, PQ logs, and final master delivery will be practiced using industry-standard software.

**Aud261 - Studio Maintenance**

This course is an introduction to the basic principles and concepts of audio electronics and concentrates on the maintenance and trouble-shooting needed to keep a professional recording studio running properly. Students gain a basic understanding of schematics, series, parallel, and complex circuits. Students develop practical electronics skills in measurement and soldering and learn cable-making and repair.

**Plus 16 Credits General Education Courses**

## Photography - Associate of Science Degree Program

The **Photography - Associate of Science Degree Program** teaches students technical and creative skills in Digital Still Photography, from planning the shoot through to post-production retouching, sizing and outputting of images. Students become familiar with current Digital SLR cameras, lighting, light modifiers, exposure and image retouching. They master shooting photos thru extensive photo sessions and master retouching photos using Adobe® Photoshop digital pixel manipulation software. Students learn to operate industry-standard camera and lighting equipment, manipulate images and create effective business plans, in order to achieve artistic and business objectives in commercial and freelance photography. This program takes twelve months to complete.

Photography Associate of Science Degree	Hrs Theory	Hrs Lab	Total Hours	Total Credits
<b>Core Studies</b>				
Pho111 - Intro To Photography	40	40	80	4
Pho121 - Camera Theory	40	40	80	4
Pho131 - Lighting Theory	40	40	80	4
Pho141 - Adobe® Photoshop-1	40	40	80	4
Pho151 - Web Design for Photographers	40	40	80	4
Pho161 - History of Photography	40	40	80	4
Pho211 - Commercial Photography	40	40	80	4
Pho221 - Glamour Photography	40	40	80	4
Pho231 - Advanced Lighting Theory	40	40	80	4
Pho241 - Black & White Photography	40	40	80	4
Pho251 - Advanced Photography	40	40	80	4
Pho261 - Adobe® Photoshop-2	40	40	80	4
<b>General Education</b>				
Eng131 - English Composition	60	--	60	4
Phys131 - Fundamentals of Physics	60	--	60	4
Comm131 - Communications	60	--	60	4
Math130 - College Math	60	--	60	4
<b>Total Clock Hours and Credits</b>			<b>1200</b>	<b>64</b>

# Photography Courses

## **Pho111 - Intro To Photography**

This is an introductory digital photography course. It will present digital photography techniques, digital capture and the use of computer programs to process digital images. The emphasis throughout the class will be on camera operation and computer operation.

## **Pho121 - Camera Theory**

This course covers cameras, from point-and-shoot, through Digital SLR's to Medium and Large Format Cameras. Students learn all the main features and controls on today's best Digital Cameras and will learn by comparison how different cameras match up.

## **Pho131 - Lighting Theory**

This Lighting Theory course helps students develop an understanding and control of professional photography lighting and the practical application of various qualities of light in any setting. The emphasis of this course is studio strobe lighting.

## **Pho141 - Adobe® Photoshop-1**

This course introduces students to the theories, practices, and tools used in digital photo editing. Students receive detailed instruction and hands-on practical experience with cutting-edge digital photo editing software typically used by professional photographers for image manipulation.

## **Pho151 - Web Design for Photographers**

This course introduces photography students to the fundamentals of website design. Students will construct websites using WYSIWYG editors and basic HTML. Development of logical and efficient site structures will be covered. This course will expand students' understanding of design through introduction to concepts of successful human interface design. The course will cover the importation and use of a variety of graphic file formats and the proper use of color for the web.

## **Pho161 - History of Photography**

This History of Photography Course presents an overview of photography from the beginning of the 19th century to the present. The course will trace, survey and analyze the rise of image making from the beginning of the 19th century to current day. Topics include the inventors, development of photographic equipment, examination and analysis of the work and styles of the creative masters, aesthetic themes, the social impact of photography, and the revolution brought by digital photographic technology.

## **Pho211 - Commercial Photography**

The Commercial Photography Course provides extensive experience in the theory and practice of Commercial Photography in a world-class studio facility. The emphasis in this intermediate level course is on creativity and problem solving while reinforcing previously learned techniques. Students will gain practical experience in fashion, still life and the use of people in conceptual corporate and advertising photography.

## **Pho221 - Glamour Photography**

This intermediate Glamour Photography Course studies the techniques and aesthetics found in professional-level beauty portfolios, as used in the advertising and editorial markets in fashion, beauty, glamour, and cosmetics. Topics covered include specialized lighting techniques; portfolio growth, model shoots, marketing, and understanding the stylistic approaches in the contemporary beauty photography genre.

**Pho231 - Advanced Lighting Theory**

The Advanced Lighting Theory Course opens with an overview of in-camera flash basics, then moves to topics such as exposure flash readings, detachable units, TTL modes, bounce flash, and fill flash, then covers advanced methods for using off-camera flash, flash brackets, power packs, remote triggering, and other techniques. Students learn to use lighting diagrams to document their lighting setups, along with advanced techniques such as 'dragging the shutter'.

**Pho241 - Black & White Photography**

Photographers are often distracted by color. Black and white photography allows us to focus on the essential elements and principals of design in photography. This course explores black and white photography.

**Pho251 - Advanced Photography**

This Advanced Photography Course allows students to increase and enhance their photographic skills. An emphasis is placed on vision and pre-planning, and students will shoot a variety of subjects in a variety of settings, from professional studios to locations.

**Pho261 - Adobe® Photoshop-2**

Adobe® Photoshop-2 gives continued skill development in the use of the computer for retouching, copying, photographic restoration, color correction, data importation, composite imaging, skin texturing, and background dropout and replacement.

**Plus 16 Credits General Education Courses**

## Digital Video Editing - Associate of Science Degree Program

The **Digital Video Editing - Associate of Science Degree Program** provides students with foundation and fundamentals in software tools, design theory, and current practices in Web Design. Working in teams and individually, students develop their creativity and learn to solve web design problems in innovative ways. This program takes twelve months to complete.

<b>Digital Video Editing Associate of Science</b>	<b>Hrs Theory</b>	<b>Credits Theory</b>	<b>Hrs Lab</b>	<b>Credits Lab</b>	<b>Total Hours</b>	<b>Total Credits</b>
<b>Core Studies</b>						
Vid111 - Intro To New Media	40	2.667	40	1.333	80	4
Vid121 - Editing System Integration	40	2.667	40	1.333	80	4
Vid131 - Apple® Final Cut Pro-1	40	2.667	40	1.333	80	4
Vid141 - Adobe® Photoshop	40	2.667	40	1.333	80	4
Vid151 - Adobe® After Effects	40	2.667	40	1.333	80	4
Vid161 - Short-Form Editing Aesthetics	40	2.667	40	1.333	80	4
Vid211 - Apple® Final Cut Pro-2	40	2.667	40	1.333	80	4
Vid221 - Recording Audio for Video	40	2.667	40	1.333	80	4
Vid231 - Apple® Final Cut Pro-3	40	2.667	40	1.333	80	4
Vid241 - Color Correction	40	2.667	40	1.333	80	4
Vid251 - Cinema 4D Effects	40	2.667	40	1.333	80	4
Vid261 - Long-Form Editing Aesthetics	40	2.667	40	1.333	80	4
<b>General Education</b>						
Eng131 - English Composition	60	4	--	---	60	4
Phys131 - Fundamentals of Physics	60	4	--	---	60	4
Comm131 - Communications	60	4	--	---	60	4
Math130 - College Math	60	4	--	---	60	4
<b>Total Clock Hours and Credits</b>					<b>1200</b>	<b>64</b>

## Digital Video Editor Courses

### **Vid111 - Intro To New Media**

New Media means video, internet, youtube, data-enabled smart phones and internet. No longer restricted to the television set, video is used in most all our communications today. This is an introduction and an overview of the expansive New Media. What it means to our society and what it means to video editors, in terms of workflow and requirements and of job opportunities for Digital Video Editors.

### **Vid121 - Editing System Integration**

This course covers digital video editing equipment and software as an integrated system. Computer requirements, monitor choices, CODEC's, audio playback, ergonomics; this course looks at them as parts of a whole.

### **Vid131 - Apple® Final Cut Pro-1**

This is the students' introduction to **Apple® Final Cut Pro**, the premiere digital desktop video editing software. Through theory and hands-on lab workshops, students learn the basic abilities and features of this software, both practical and aesthetic.

### **Vid141 - Adobe® Photoshop**

Adobe® Photoshop is a graphics editing program developed and published by Adobe Systems. It is the current market leader for commercial bitmap and image manipulation software, and is the flagship product of Adobe Systems. Students will learn Photoshop's main tools and workspace.

### **Vid151 - Adobe® After Effects**

In this project based course, students will learn to produce visual effects, composite images and movies, and create original animated presentations. Topics include combining video, still images, graphics, text and sound into video productions. A special emphasis is placed upon the fundamental motion graphics skills necessary to produce video content for broadcast, web and multimedia.

### **Vid161 - Short-Form Editing Aesthetics**

Students learn to edit video content for alternative deliveries, such as music videos, online service and portable viewers, to create attention-getting, engaging videos.

### **Vid211 - Apple® Final Cut Pro-2**

Students continue their studies of Apple® Final Cut Pro. Students are given instruction and guidance and must complete assignments and exercises of increasing length and complexity.

### **Vid221 - Recording Audio for Video**

This intermediate Recording Audio for Video Course studies the techniques involved with recording and editing audio for video. Students learn signal flow and gain structure, both analog and digital and how to import and sync audio. Additionally, students learn audio editing techniques in Apple® Final Cut Pro. Students learn about sound design and ambience creation and how to enhance voiceovers and dialog.

### **Vid231 -Apple® Final Cut Pro-3**

The objective of this advanced Apple® Final Cut Pro course is for students to grow as video editors. Students are challenged with advanced tools and editing techniques and projects of even more complexity.

**Vid241 - Color Correction**

Color balancing and correction, scene matching, advanced color effects. Video shot at different times or locations won't have the same color cast. Color Correction allows us to match scenes and correct for color differences.

**Vid251 - Cinema 4D Effects**

This advanced course show students how to make polygons and nurbs and use these basic components to create objects and place them in a 3D space.

**Vid261 - Long-Form Editing Aesthetics**

In short-form pieces, the priority is to get it done on time. In long-form pieces, the priority is to 'excavate' or demonstrate what is unique or noteworthy within your subject.

**Plus 16 Credits General Education Courses**

## **General Education Courses**

**Included in all Associate of Science Degree Programs**

### **Eng131 - English Composition**

The English Composition Course is designed to help students refine their own writing processes while developing an in-depth personal and intellectual inquiry into a subject of their choosing. The course connects personal reflection with critical analysis, providing varied opportunities for writing and for strengthening language skills. As the course unfolds, assignments lead students through a continually deepening creative research process, which then develops into a complex and detailed written project.

### **Phys131 - Fundamentals of Physics**

Physics attempts to describe nature in an objective way. The Fundamentals of Physics Course introduces the concepts and methods of physics, focusing on classical mechanics and sound. Students will study principles of Newton's laws of motion, motions along straight and curved paths, weight, work, energy, power and sound.

### **Comm131 - Communications**

The Communications Course is designed to guide students through career exploration and planning processes and helps provide the strategies and skills necessary for a lifetime of career-related decision-making. Students engage in a variety of self-discovery initiatives, exploring personal interests, values, and abilities. By establishing clear goals and a clear approach for attaining those goals, students are able to increase their own self-confidence with respect to the transition from the student life to professional life.

### **Math130 - College Math**

This course is designed to enable students to reason quantitatively from a variety of mathematical perspectives. Topics include statistics, logic, geometry, estimation, and the process of problem solving. Students build upon these ideas by completing work that uses algebra in practical situations.

**Start Dates**

All our programs re-start each month. Once our new Encino facilities are ready we'll publish exact start dates for all programs.

**Admissions**

Our admissions is selective, based on High School/College transcripts and three letters of recommendation you provide. The Selection Committee will either Accept Enrollment, Deny Enrollment or Accept with Provisions. Please speak with your Admissions Representative for more information.

Students should apply for admission as soon as possible in order to be accepted for a specific program and starting date (we only allow 8 students in each program each start date).

All applicants are required to complete a personal interview with an admissions representative, either in person or by telephone, depending upon the distance from the school. Parents and/or significant others are encouraged to attend. This gives applicants and their families an opportunity to see and learn about the school's equipment and facilities and to ask questions relating to the school's curriculum and career objectives. Personal interviews also enable school administrators to determine whether an applicant is a strong candidate for enrollment into the program.

**Enrollment Procedures**

To Apply for enrollment:

1. Complete an Application form
2. Complete and sign all enrollment documents including the Application form and Enrollment Agreement (if applicant is under 18 years of age, the Enrollment Agreement must also be signed by a parent or guardian)
3. Provide three letters of recommendation, from H.S. or college teachers or counselors, from previous employers or from other professionals that can write from experience about your work ethic, determination and previous successes.
4. Submit Proof of Graduation from high school – a high school diploma or recognized equivalent. All students must have a High School Diploma or a General Equivalency Diploma by the time they start classes.
5. Sign a request for high school or GED transcript (and official college transcripts, where applicable)
6. Make payment of our \$100 application fee (non-refundable unless applicant is denied admission or cancels their application within three days of the school's receipt of the application and fee).

Once an applicant has completed and submitted the Application Form, Enrollment Agreement, and paid the application fee, Academy of Digital Arts reviews the information and informs the applicant of its decision. If an applicant is not accepted, any fees paid to Academy of Digital Arts are refunded.

### **Tour Schedule**

Once our Encino facilities are ready in Spring 2012, visitors are welcome to tour our facilities during **Thursday Nights At Academy of Digital Arts**, held each Thursday at 7:30 pm. Individual and group tours can also be arranged in advance by appointment. Tours include a guided walkthrough of the facilities and demonstrations of the various hardware and software used in Digital Arts training.

### **Transfer of Credits to Academy of Digital Arts**

Students seeking to transfer General Education credits are responsible for having official transcripts forwarded to Academy of Digital Arts for review. Only courses where you received a C grade or better qualify for transfer.

### **General Education Credits**

Students who previously attended an accredited college or university may be granted transfer credit of General Education credits, at the sole discretion of Academy of Digital Arts, if the courses taken at the previous school are determined by Academy of Digital Arts to be sufficiently equivalent to the General Education courses offered at Academy of Digital Arts. We will pro-rate the tuition charges based on the remaining number of credits needed to complete our program.

### **Course Specific Credits**

While our training programs are unique, a number of other schools do offer similar courses. If you've attended a similar program somewhere else, some Course Specific credits may be transferable. Please contact your Admissions Representative at Academy of Digital Arts to see which course credits will transfer. As with the transfer of General Education credits, we will pro-rate the tuition charges based on the remaining number of credits needed to complete our program.

While **Academy of Digital Arts** has not entered into an articulation agreement with any other college or university, we do unilaterally accept some Course Specific credits from:

SAE  
Video Symphony  
Musicians Institute  
The Los Angeles Recording School

### **NOTICE CONCERNING TRANSFERABILITY OF CREDITS AND CREDENTIALS EARNED AT OUR INSTITUTION**

The transferability of credits you earn at **Academy of Digital Arts** is at the complete discretion of an institution to which you may seek to transfer. Acceptance of the degree you earn in our Digital Arts programs is also at the complete discretion of the institution to which you may seek to transfer. If the credits that you earn at this institution are not accepted at the institution to which you seek to transfer, you may be required to repeat some or all of your coursework at that institution. For this reason you should make certain that your attendance at this institution will meet your educational goals. This may include contacting an institution to which you may seek to transfer after attending Academy of Digital Arts to determine if your credits will transfer.

### **Proficiency Credit**

Because our programs are unique and the courses sequential, Academy of Digital Arts does not offer Proficiency Credit.

**Graduation Requirements**

In order to graduate, a student must have a cumulative attendance of no less than 71 percent and a cumulative test grade of no less than 71 percent and must have successfully completed all required credits within the maximum credits that may be attempted. Students must also be current on all financial obligations in order to receive final transcripts.

**Leave of Absence**

Academy of Digital Arts does not offer Leaves of Absence. Instead, you may, by giving notice to our Admissions Office, stop attending classes. We'll process a refund calculation based on your last date of attendance and close your file. Then, when you're ready to start attending again we'll re-open your file and put you back on active status. We'll give you credit for all classes previously completed and credit for any monies paid and retained by the school. Then you continue your program where you left off.

**Re-entering Students**

Students who have previously attended Academy of Digital Arts and dropped will be subject to the same admission requirements and procedures as new applicants, with the exception of the application fee. The application fee will be waived for all students who re-enter less than a year after leaving Academy of Digital Arts. All reentering students must complete a new Enrollment Agreement and are charged the rate of tuition in effect at the time of re-entry.

**Costs of Attendance**

Associate of Science Degree Program tuition.....	\$9,900
Application Fee (non-refundable).....	\$100
STRF (non-refundable).....	\$35
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Total Charges	\$10,035

Academy of Digital Arts does not currently participate in federal and state financial aid programs.

**Cancellation**

Students are able to cancel their enrollment if notice of cancellation is made through attendance at the first class session, or the seventh class day after enrollment, whichever is later. Notice of Cancellation must be in writing. We will refund 100 percent of any funds paid for institutional charges, less a non-refundable application fee of \$100.

**Withdrawal**

After the Cancellation Period, students may withdraw from the program by written notice or by the student's conduct, including, but not necessarily limited to, a student's lack of attendance.

**Refunds**

After the Cancellation Period, if the student withdraws having completed 60 percent or less of the period of attendance the refund will be a pro rata refund based on last day of attendance. We will pay or credit refunds within 45 days of a student's cancellation or withdrawal.

## **Assessment For Academic Placement**

**Academy of Digital Arts** may assess incoming students to determine their readiness for college-level coursework. Assessment will include reading comprehension, writing, and math. Test results are used to identify students' strengths and weaknesses to assist in advisement of course selection, and to ensure that students possess or are helped to develop skills for academic success at Academy of Digital Arts. Students may be exempted from some parts of the assessment based on their ACT or SAT scores. Students will need to submit their official ACT or SAT scores for review.

## **Credit Units**

The semester credit hour is the unit of academic measurement used by Academy of Digital Arts. A minimum of 15 lecture hours of not less than 50 minutes each plus outside reading and/or preparation; 30 laboratory hours; or 45 externship hours; or an appropriate combination of all three constitutes one semester hour of credit.

## **Academic Calendar**

Academy of Digital Arts begins classes each month and our degree programs take 12 months to complete, not counting Christmas Break. Once our new Encino facilities are ready, we'll publish complete academic calendars showing start and grad dates and holidays.

## **Enrollment Status**

To be consistent with the U.S. Department of Education guidelines, Academy of Digital Arts has defined a full-time student as someone enrolled in 24 semester credit hours per academic year. Academy of Digital Arts uses a non-traditional schedule whereby students attend twelve one-month segments, for a total of 64 semester credits total. Students are considered full-time when attending our scheduled classes.

## **Non-discrimination Policy**

**Academy of Digital Arts** admits students without regard to race, religion, creed, color, gender, sexual orientation, national origin, ancestry, age, marital status, disability, or any other factor prohibited by law. All classes are taught in English. English language training is not offered.

## **Institutional Affiliations**

The faculty and staff of Academy of Digital Arts are affiliated with academic, professional, honorary and civic organizations such as the following:

- Audio Engineering Society
- National Academy of Recording Arts and Sciences
- Professional Photographers of America
- Association for Career and Technical Education

### **State Approval**

**Academy of Digital Arts** is a private institution. Our approval to operate in the State of California is based on provisions of the California Private Postsecondary Education Act (CPPEA) Of 2009, which is effective January 1, 2010. The Act is administered by the Bureau for Private Postsecondary Education, under the Department of Consumer Affairs. The Bureau can be reached at: P.O. Box 980818, Sacramento, CA 95798-0818, (916) 574-7774. As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet, which must be provided to you prior to signing an enrollment agreement. Any questions a student may have regarding this catalog that have not been satisfactorily answered by the institution may be directed to the Bureau for Private Postsecondary Education at the address above. A student or any member of the public may file a complaint about this institution with Bureau for Private Post-secondary Education by calling (916) 431-6959, or by completing a complaint form, which can be obtained on the bureau's Internet Web site, [www.bppve.ca.gov](http://www.bppve.ca.gov). Academy of Digital Arts has no pending petition in bankruptcy, is not operating as a debtor in possession, has not filed a petition within the preceding five years, and has not had a petition in bankruptcy filed against it within the preceding five years that resulted in reorganization under Chapter 11 of the United States Bankruptcy Code (11 U.S.C. Sec. 1101 et seq.).

As a prospective student, you are encouraged to review this catalog prior to signing an enrollment agreement. You are also encouraged to review the School Performance Fact Sheet which must be provided to you prior to signing an enrollment agreement.

### **Student Tuition Recovery Fund**

The Student Tuition Recovery Fund (STRF) was established by the California Legislature to protect any California resident who attends a private postsecondary school from losing money if he pre-paid tuition and suffered a financial loss as a result of the school closing, failing to live up to its enrollment agreement, or refusing to pay a court judgement. To be eligible for STRF, you must be a California resident and reside in California at the time the enrollment agreement is signed. To qualify for STRF reimbursement you must file a STRF application within one year of receiving notice from the Bureau that the school has closed. If you do not receive notice from the Bureau you have four years from the date of closure to file a STRF application. If a judgement is obtained you must file a STRF application within two years of the final judgement. It is important that students keep copies of their enrollment agreements, financial aid papers, receipts or any other information that documents monies paid to the school as well as copies of their transcripts that show the number of credits the student earned.

California Resident students are assessed a state-imposed STRF fee when they enroll. Student participation is mandatory.

### **Graduation Requirements**

To graduate and receive the Associate of Science Degree in his or her chosen program, a student must complete 64 semester credit hours with 16 credits in general education courses with a cumulative GPA of 2.0 or higher. Students must also receive a passing grade or credit for all required course work, meet portfolio or other requirements and satisfy all financial obligations to Academy of Digital Arts. Student records are kept for 5 years after graduation.

### **Grading System**

Attendance and Grade reports are sent to students at the finish of each one-month term. Grades are based on the quality of work as shown by written tests and lab work as indicated in the course syllabi.

Test grades and attendance are first computed as a percentage, and then converted to a credit-point scale of 0.0-4.0.

91-100 % = 4.0 = A  
81-90 % = 3.0 = B  
71-80 % = 2.0 = C  
61-70 % = 1.0 = D  
Below 61% = 0.0 = F

The Cumulative Grade Point Average (CGPA) is calculated by dividing the total earned credit points by the total credits attempted.

### **Satisfactory Academic Progress**

The school will withdraw any student who has not been in attendance for 10 consecutive days, not counting holidays and school breaks. The school reserves the right to extend the 10 day timeframe due to extraordinary circumstances that affect the entire student population.

Students must maintain a cumulative attendance of no less than 71 percent and a cumulative test grade of no less than 71 percent in order to maintain Satisfactory Academic Progress.

### **Maximum Timeframe**

A student must complete their program within 1.5 times its normal schedule. A student taking a 12-month program must complete it within 18 months, and is required to progress at a rate at which they will complete their program within the maximum time frame.

### **Warning and Academic Probation**

At the end of each one-month term after grades and attendance have been posted, each student's grade and attendance are reviewed to determine whether the student is meeting the minimum 71 percent cumulative attendance / 71 percent cumulative grade requirements.

Students will be placed on Academic Warning for one month whenever their cumulative attendance or grade fall below the values specified above. At the end of the next term, the student will be removed from Warning and returned to Regular Status if they meet or exceed the minimum standards, or will be placed on Probation if they continue to fall below the specified values. For the purposes of the U.S. Department of Education, students are considered making Satisfactory Academic Progress during both the Academic Warning period and the subsequent Academic Probation period.

### **Return to Regular Status or Dismissal**

Students on Probation will be evaluated at the end of this second term of academic monitoring. A student who raises their attendance and grade to at or above the minimums will be removed from Probation and returned to regular status. If a student does not meet these minimum benchmark requirements at the time of this evaluation, the student will be dismissed from school. If at any point it can be determined that it is mathematically impossible for the student to meet the minimum requirements, the student also must be dismissed from the school. Notification of Academic Dismissal will be in writing.

**Appeal**

A student who has been academically dismissed may appeal the determination if special or mitigating circumstances exist. Any appeal must be in writing and must be submitted to the Academic Review Committee within 10 days of receiving notification of his/her dismissal. The student should explain what type of circumstances contributed to the academic problem and what specific plans the student has to eliminate those potential problems in the future. The decision of the Committee is final and may not be further appealed.

**Reinstatement**

A student who did not complete the prior term who was academically dismissed may apply for reinstatement to the institution by submitting a written request to the Director of Education. The request should be in the form of a letter explaining the specific reasons why the student should be readmitted. A student may be required to wait at least one term before they are eligible for reinstatement. The decision regarding re-admission will be based upon factors such as grades, attendance, student account balance, conduct, and the student's commitment to complete the program. Dismissed students who are readmitted will sign a new Enrollment Agreement, will be charged tuition consistent with the existing published rate, and will be eligible to apply for federal financial aid. A student who is academically dismissed after the completion of the term who successfully appeals prior to the start of the next term will not have to sign a new Enrollment Agreement, will be charged tuition according to the original Enrollment Agreement and will be eligible to apply for federal financial aid.

**International Students**

International students are encouraged to apply for admission. All applicants must meet the same admission requirements as U.S. citizens. All non-English language documents should be accompanied by an English translation. Students whose native language is not English may be required to take the Test of English as Foreign Language (TOEFL) or demonstrate English proficiency through other measures established by ADA. An affidavit of financial support should be submitted. Detailed information will be provided through our Admissions Office.

**Campus**

The educational facility and administrative offices of Academy of Digital Arts are located in a convenient suburban setting adjacent to major thoroughfares and accessible from all parts of the metro area. Affordable housing, public transportation and nearby shopping malls allow the students to live, commute and work nearby. The campus will ultimately occupy approximately 5,000 square feet in a facility with ample parking. Students will find the following accommodations at this beautiful campus setting:

Classrooms which are designed to facilitate learning, which consist of lecture rooms and instructional laboratories. Small, informal classes encourage student/faculty interaction, and students receive individual attention to help them reach their potential.

Computer labs equipped with Macintosh computers used for instruction.

The Public Library, located six blocks away supplements our on-campus resources.

A bookstore which sells books and supplies used in the courses taught at Academy of Digital Arts.

Admissions, academic, career services and administrative staff offices.

## **Faculty**

The faculty members are the keystone of Academy of Digital Arts's quality. Members of the faculty have industry or professional experience, and hold current BPPE Certificates of Service. The faculty brings a high level of professionalism to the classroom and is recognized by their academic and industry peers. Through the guidance of the faculty, theoretical, practical and creative applications are addressed in the curricula and reinforced by interaction with professionals in the industry for which training is offered. Faculty members are dedicated to academic achievement, professional education, individual attention, and to the preparation of students for their chosen careers. In essence, the faculty members practice what they teach. It is through personal attention that students can reach their potential, and it is the dedicated faculty who provide the individual guidance necessary to assure every student that his/her time in class is well spent. A listing of our faculty may be found in the addendum to this catalog.

## **Mission Statement**

**Academy of Digital Arts** was founded for the purpose of offering small-group training in Digital Arts software and hardware. Its Mission is to prepare students for successful careers in select digital arts technology fields. **Academy of Digital Arts** provides a student-focused, experiential learning environment that is outcomes based and that prepares students to adapt to rapid industry changes and evolving technologies.

## **Housing**

We do not provide dorm housing or location services for housing.

## **Outcomes**

Academy of Digital Arts's Educational Outcomes are to:

- Foster academic excellence.
- Provide theoretical and practical training.
- Employ qualified faculty who offer students personalized attention and professional expertise.
- Feature industry-standard curricula and technologies.
- Provide staff that uphold the highest standards of service.
- Cultivate an environment that celebrates creativity and diversity.

## **Career Planning Assistance**

Career planning assistance is available to all students as they approach graduation, and to all graduates in good standing. We offer:

### **Career Advisement**

### **Internship and Job Search Advice and Assistance**

### **Employer Presentations and On-Campus Interviews**

### **Alumni Relations**

### **History of Academy of Digital Arts**

The idea started over thirty years ago, in 1983. Academy of Digital Arts's Director, Christopher Knight was attending University of Oregon School of Music while also playing guitar in local rock bands and in various recording studios. It's there that he started producing records for local and regional recording groups. He went to the Dean of the UofO School of Music and asked to teach a class in Modern Recording Techniques. In the years that followed, Christopher continued to teach as he developed the University's first Recording Arts educational program.

In 1985 Christopher came to Los Angeles and started the Los Angeles Recording Workshop. It started small but grew and grew over the years until it was the largest recording school in L.A. In 2004 he sold the school to pursue music recording and a new passion, Digital Photography.

In 2010, Christopher started Academy of Digital Arts. He saw a need for a small technology school offering quality education at an affordable price. A school that truly takes your dreams seriously.

That's **Academy of Digital Arts**.

**Academy of Digital Arts  
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Encino, CA 91316**

**This Catalog covers the dates January 1, 2012 through December 31, 2012  
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