



Media Guide 2006–07

The Art Institute of California
SAN DIEGO

Media Guide
& Faculty Expert Directory
2006-2007
EDITION

Cover design by Summer Colwell and page layout design by Kelly Harland;
both graphic design students at The Art Institute of California—San Diego.



Elizabeth Erickson
President
The Art Institute of California—San Diego
(Bio and expert topics, p 53)

letter from the PRESIDENT

As you review The Art Institute of California – San Diego's Faculty Expert Media Guide, please take a moment to notice the amazing diversity our school stands for—not only in the academic programs we offer, but also in the students, staff and faculty that come from many different ethnic, geographical and industry backgrounds. Throughout The Art Institute community, we embrace our diversity while celebrating our common experiences and goals.

Our faculty comes to us directly from the industries in which they have successfully built notable careers—many of them continue to work in their fields as they teach. As president, I enjoy the opportunity to share my personal professional experiences with up-and-coming artists. I have been privileged to find myself growing professionally over the past 21 years with The Art Institutes schools. Watching artists realize their dreams inspired me to become an academic department director, then central region director of technology followed by vice president and director of admissions at The Art Institute Online, a division of The Art Institute of Pittsburgh, and most recently, president of California Design College. Our faculty and department directors also get their inspiration from our talented and dedicated students. At the end of the day, we know what our students are going through—because we went through it, too.

For the professional community, The Art Institute's faculty provides an indispensable source for expert knowledge and insight into the industries we serve. From Advertising and Animation to Culinary Arts and Interior Design, our faculty members have their fingers on the pulse of their fields.

I invite you to utilize our talented faculty members as the ultimate resource for all things creative in the world of applied and culinary arts. Whether they add expert commentary to your story or are invited to speak at a special function, faculty members from The Art Institute are eager to share the knowledge of their passions with you and your audiences.

about this GUIDE:

The Art Institute of California—San Diego has more than 100 talented and knowledgeable faculty who, through sharing their industry experiences, are educating tomorrow's leaders in visual communications, commercial design, and the culinary arts. Many of our faculty have volunteered to serve as media sources in their areas of expertise and are included in this guide.

Areas of expertise are listed in a topical quick-reference guide, with one or more faculty members assigned to the topic. Faculty experts are listed in alphabetical order for easy finding. The guide also includes an overview of The Art Institute and the academic degree programs we offer.

To speak with any of The Art Institute's expert faculty members or for additional information about the school, please contact:

Catherine Guyot
Assistant Director of Communications
858-598-1473
cguyot@aia.edu

INTRODUCTION

The Business of The Art Institute

With industry mentors, like-minded peers and a unique artistic spirit, The Art Institute of California-San Diego offers a nurturing environment where creative students can thrive. Each degree program is offered on a year-round basis, on the quarter system, allowing students to continue their work uninterrupted toward graduation. Academic programs are carefully defined with the support and contributions of members of the professional community through Program Advisory Committees. Curricula are further reviewed by faculty and industry professionals periodically to ensure they meet the needs of a changing marketplace to prepare graduates for entry-level positions in their chosen fields.

The Art Institute comprises more than 100 faculty members who are working professionals in their respective fields. By tapping industry professionals, The Art Institute is able to bring a real-world perspective, work-like setting and the most current industry standards into the classroom, thus preparing students to seek entry-level positions upon graduation.

The Art Institute helps prepare its students for the competitive marketplace by teaching real-world, professional skills and by directing students' portfolio development and professional résumé creation. The school's partnerships with local and national employers help to deliver industry-relevant education that benefits both students and employers.

Many students gain on-the-job skills through participation in internship or externship experiences at local companies and nationally recognized corporations. Career Services keeps its eye on employer satisfaction and industry trends to provide employers with candidates who fulfill their needs while assisting with graduates' career success, both now and in the future.

CAREER SERVICES

where the hard work pays off

The Career Services Department helps lay the foundation for our students' career search. We employ a staff of dedicated advisors who work with students throughout their educational programs. The advisors work with employers to market our graduates and their capabilities. They then generate job leads, match graduate skills with employer needs, and help graduates learn the lifelong skill of conducting a successful job search. Career services offered to our students and graduates include:

- Experienced advisors to provide instruction on key job search skills; résumé writing, interviewing, portfolio presentation, and networking.
- One-on-one job search assistance for full-time employment in each student's field of interest.
- Individual job search assistance for students seeking part-time employment while completing their program of study.
- Quarterly Portfolio Reviews where employers meet new graduates and view their work.
- Employer presentations and panel discussions, bringing up-to-date information on technology and design trends to The Art Institute community.
- Career days, job fairs, and recruiting at The Art Institute that provide a forum for students and employers to interact.

The Art Institute of California—San Diego's Director of Career Services is Jean Branan (Bio and expert topics, p 42).

The Art Institute of California—San Diego is one of The Art Institutes (www.artinstitutes.edu), with 32 education institutions located throughout North America, providing an important source of design, media arts, fashion and culinary professionals. The parent company of The Art Institutes, Education Management Corporation (www.edmc.com) is among the largest providers of private postsecondary education in North America, based on student enrollment and revenue. Student enrollment exceeded 66,000 as of fall 2004. EDMC has 70 primary campus locations in 24 states and two Canadian provinces. EDMC's education institutions offer a broad range of academic programs concentrated in the media arts, design, fashion, culinary arts, behavioral sciences, health sciences, education, information technology and business fields, culminating in the award of associate's through doctoral degrees. EDMC has provided career-oriented education for over 40 years.

Address: 7650 Mission Valley Road (Corner Mission Center)
See map on page 100

Web sites: **The Art Institute of California - San Diego**
- www.aicasd.artinstitutes.edu
The Art Institutes (system of 32 schools)
- www.artinstitutes.edu
Splash Page to 5 California Locations of The Art Institutes
- www.aica.edu

Admissions Phone: 858.598.1200 / 866.ASK.AiCA (275.2422)

The Palette Reservations Line: 858.598.1405

President: Elizabeth Erickson (see bio, p 53)

Dean of Academic Affairs: Dr. Ines Kraft (see bio, p 71)

Accreditation: Accrediting Commission of Career Schools and Colleges of Technology (ACCSCT)

FACT

sheet (continued)

Degree

Programs: Advertising (BS/AS)
Culinary Arts (AS)
Culinary Management (BS)
Fashion Design (BFA)
Fashion Marketing & Merchandising (BS)
Game Art & Design (BS)
Graphic Design (BS/AS)
Interactive Media Design (BS)
Interior Design (BS)
Media Arts & Animation (BS)

BFA – Bachelor of Fine Arts, BS – Bachelor of Science, AS – Associate of Applied Science

Enrollment: More than 2,000 in 2006

Faculty: More than 110 industry-experienced faculty

School

History: 1981 – Founded as the La Jolla Academy of Advertising Arts
1991 – Name change to The Advertising Arts College
2000 – Acquired by The Art Institutes International
2001 – Name change to The Art Institute of California—San Diego
2002 – Classes begin at new Mission Valley location
2003 – Spring enrollment surpasses 1000 students
2004 – The Palette student-run dining room opens to the public

Facility

Highlights: A two-story, 76,000 sq. ft. individual building facility, to provide students with more than 40 classrooms, including 12 computer labs, four fully-equipped culinary kitchens, library, art supply store, student lounge, and a student-run culinary arts restaurant, The Palette, which is open to the public.

PROGRAM

descriptions





inform



entertain



inspire



ADVERTISING

Bachelor of Science – 12 Quarter Program

Associate of Science – 7 Quarter Program

From magazines and newspapers to billboards and the Web, advertising is everywhere. It is an industry of ideas that informs, inspires, and entertains. Worldwide, advertising is a \$1.2 trillion-plus market. A little more than half of that market is generated in the United States alone. Daily news stories on the industry's performance have elevated it to the status of a leading economic indicator. As with any industry of this magnitude, there are numerous types of people responsible for its performance. Students in The Art Institute of California—San Diego's Advertising program gain the knowledge and the skills necessary to ensure continued leadership within one of the world's most prevalent industries.

Unlike other schools that traditionally offer advertising classes through a business or journalism department, the program at The Art Institute of California—San Diego provides a solid art and design foundation combined with hands-on courses in the business and marketing side of advertising. Building on a solid platform of design fundamentals, art direction and copywriting, students build their expertise in a number of advertising specialties, including digital illustration, 3-D design, advanced typography, electronic design and production, multimedia and corporate communications. Throughout the program, students will be provided with opportunities to work on projects for actual clients and hold internships to build a portfolio that will prepare them to seek postgraduate employment.

Students graduate from The Art Institute of California—San Diego's Advertising program with the training and portfolio required to seek entry-level positions within advertising and marketing agencies, mass media and media production companies, and in-house corporate advertising, marketing and art departments. Positions include account executive, account supervisor, advertising artist, art director, copywriter, computer artist, creative director and graphic artist/designer.

Academic Department Director is John Judy (Bio and expert topics, p 66).

edible
academics



disciplined



sweet &
savory

The Art Institute of California—San Diego proudly presents **The Palette**, a student-run dining room offering a rotating schedule of dinners and lunches to the public. Lunches are served in spring and fall; dinners are served in summer and winter. Reservations are required and can be made by calling 858-598-1405.

CULINARY ARTS

Associate of Science – 7 Quarter Program

The curriculum for The Art Institute of California—San Diego Culinary Arts program is based on the classical principles of Escoffier, emphasizing progressive techniques and trends. Students are taught in modern kitchens and receive practical experience. Culinary Arts students learn the rites of passage in the field—how to make a good stock, how to function as part of a team, and what it takes to proficiently carry out the tasks of each work station in a professional kitchen. From the artistry of pastry making to the science of quality conversions, culinary artists are taught to search for perfection.

The Culinary Arts program consists of courses covering basic skills and techniques, including purchasing and cost control, human relations, kitchen management, international cuisine, nutrition, dining room procedures, garde manger, baking and pastries, a la carte kitchen, and an externship with a quality food service operation.

This program builds upon fundamental culinary skills to prepare students to seek entry-level management positions in the food service industry. The program provides an opportunity for students to become competent in the identified priorities of the food service industry: communication, training, leadership, motivation, management, human resources, technology, accounting, marketing, and customer relations.

The Bachelor of Science degree in Culinary Management enables the student to demonstrate practical, analytical, and technical abilities to potential employers. In addition, career goals and strategies are explored as a group and individually. Critical thinking becomes an important attribute as students must analyze potential markets and career options that will best address their professional goals.

With a degree in Culinary Arts or Culinary Management from The Art Institute of California—San Diego, a graduate will be prepared to seek entry level positions such as line cook, pantry cook, grillardin, or assistant baker in restaurants and hotels, corporate dining rooms, and cruise ships. With professional experience, graduates can cultivate opportunities to advance to positions such as sommelier, sous chef, executive chef, or even restaurant owner.

Academic Department Director is Mark Sullivan (Bio and expert topics, p 89).



conceptual
experiences



trends &
concepts

FASHION DESIGN

Bachelor of Fine Arts – 12 Quarter Program

The Bachelor of Fine Arts in Fashion Design degree program offers creative opportunities to transform design ideas into garments and accessories. Students are introduced to basic skills of garment construction, flat pattern drafting, and draping to provide a solid foundation in the fundamentals of apparel engineering. Design courses emphasize the principles and aspects of good design, textile design and development, and the drawing and illustration techniques essential for design communication. Further training increases students' conceptual experiences, enabling them to take an idea from the planning stage through the construction process to the finished garment.

In addition, students study computer-aided design and hone their creative problem-solving skills through a variety of design challenges. The faculty nurtures creativity and teaches hands-on skills using traditional tools as well as industrial equipment similar to that found in the fashion design field. The combination of professional skills and technical knowledge helps students prepare for seeking entry-level employment in the industry as a junior designer, pattern grader, or as an assistant in the design or production departments in the garment and textile industry.

The objective of the Bachelor of Fine Arts in Fashion Design degree program is to help students attain a fundamental grounding in fashion design, including an introduction to the theory and practice of tailoring, draping, pattern drafting, construction and sewing, fashion illustration and creative design. These skills are enhanced through computerized pattern making and design hardware and software systems. Advanced courses provide students with the opportunity to focus upon surface design and select a professional direction in men's, women's, children's, or accessory design.

The Bachelor of Fine Arts degree is a 12-quarter program containing 192 credit hours. Program classes include Fundamentals to Advanced Construction, Trends & Concepts in Apparel Marketing, Manufacturing Concepts, Fashion Show Production, and Costume Specialties. Students use tools and software such as Lectra, PAD, Microsoft Office, Adobe Illustrator and Adobe Photoshop.

Academic Department Director is Sheena Gao (Bio and expert topics, p 57).



theory &
practice



foundation



develop
aesthetic

FASHION MARKETING & MANAGEMENT

Bachelor of Science – 12 Quarter Program

The Bachelor of Science in Fashion Marketing & Management degree program is rich in theory and practice. The focus on theory and the history of this industry at the beginning of the program articulates the guiding principles which provide the foundation for the hands-on application of design concepts. Students will develop abilities in the foundation aspects of the fashion design process. They will quickly move to the founding principles of marketing, advertising, merchandising and management. They will learn how the profession interfaces with others and how to manage the business of their profession. They will develop aesthetic and ethical sensitivities over the course of the program.

The objective of the Bachelor of Science in Fashion Marketing & Management degree program is to combine the broad cultural knowledge and critical-thinking skills of the liberal arts education with emphasis on the creative, technical, design and business capabilities in order to foster the relationship between knowledge and application, theory and practice.

Upon graduation, students are prepared to seek entry-level positions in the industry such as management trainee, assistant manager, visual merchandiser, manufacturer's representative and assistant merchandise buyer. After gaining professional experience, graduates may qualify for more advanced positions in management and merchandise buying. Some graduates eventually work independently as consultants or open their own businesses.

Academic Department Director is Sheena Gao (Bio and expert topics, p 57).

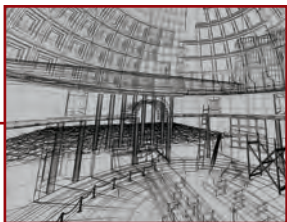


visually-
compelling

fantasy



character
creation



GAME ART & DESIGN

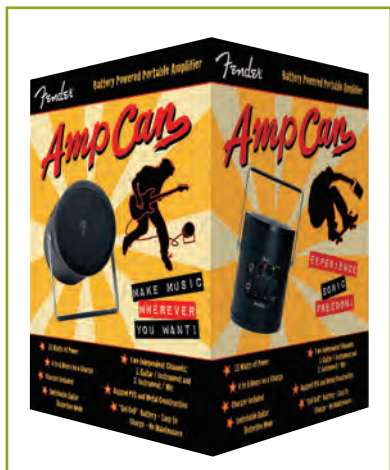
Bachelor of Science – 12 Quarter Program

In Game Art & Design, students learn how to create content for a \$10 billion-plus industry that has outgrown a reputation of being merely child's play. Game artists are the skilled and imaginative individuals who bring a game designer's concept to life. For the game artist, animation, texture maps, creating and manipulating models, and producing visually compelling fantasy worlds and landscapes comprise his or her creative arsenal. The game artist actually creates the content you see on the screen. Imagination, technology, and working on deadline to release the latest, best-selling game drive this exciting and competitive field.

The Art Institute of California—San Diego has developed its game art curriculum with extensive input from professionals working in the field. That's why the skill set of a game artist includes artistic talent and the technical know-how to bring characters to life. In addition to building skills in drawing, visualization and use of color, game art students will learn modeling (creating a character or object), scene and set design, motion capture (the process whereby sensors are placed on an actor and then his or her movements are saved in a computer), level design (game environment planning and determining choices for characters) and animation.

Graduates from The Art Institute of California—San Diego's Game Art & Design program may seek entry-level jobs as texture artists, character animators, modelers, and level designers. Working with the school's faculty and Career Services department, they will learn how to shape a portfolio and reel to showcase their artistic talent, skill, and the ability to develop content within technical and game play limitations.

Academic Department Director is Linda Sellheim
(Bio and expert topics, p 85).



brand
identity

visual
communications



engaging

GRAPHIC DESIGN

Bachelor of Science – 12 Quarter Program
Associate of Science – 7 Quarter Program

Graphic Design is communication and commerce, packaged as art. When it comes to design education, our approach is to transform students into professionals by mimicking the workplace. Preparing for a career in the graphic design profession begins with an understanding of the basics: drawing and design, color theory, visual composition, typography, and art history, to name a few. On that foundation, students build their digital design and mixed media skills in specialized areas such as packaging, publication design and art direction. They discover how to use computer illustration, image manipulation, and layout programs to master design skills. They learn from our experienced faculty, most of whom are practicing professionals in the field.

While learning, our students are continually analyzing great design and figuring out why some designs work and others do not. Gradually, their individual styles emerge. Their resume and interviewing skills are sharpened through courses in composition, language, and professional development. Likewise, our students polish their work in portfolio classes, where they study and practice compilation and presentation.

Graduates of these programs can secure entry-level positions such as production artist, assistant designer, assistant art director, or production coordinator in an advertising agency, publishing house, design studio, or in-house communications or marketing department.

Academic Department Director is John Judy (Bio and expert topics, p 66).



usability



contrast &
harmony



aesthetics



INTERIOR DESIGN

Bachelor of Science – 12 Quarter Program

The Interior Design program at The Art Institute of California—San Diego gives students specialized courses that emphasize the technical development, aesthetics, problem solving, and collaborative skills necessary to become employed in commercial and residential interior design. Whether working for architectural or interior design firms, hotel or restaurant chains, department or furniture stores, or independently as consultants or firm owners, this program helps students become accomplished designers that are adept at working with clients and understanding their needs.

With a Bachelor of Science degree in Interior Design, graduates from The Art Institute of California—San Diego program have the skills to design the interiors of homes, office buildings, restaurants, retail stores, hotels, hospitals and more. Combining their artistic sense with a technical proficiency, our students develop a firm foundation in color and composition, drafting, drawing, and critical thinking. They draw floor plans, elevations and perspectives, build scale models, and ultimately complete advanced assignments in drafting.

The Interior Design program has been developed to educate a new generation of interior designers and to prepare them for the challenges ahead. Graduates are prepared to seek entry-level positions such as draftsman, assistant designer, and facilities or space planner. As graduates gain professional experience, they may qualify for advanced positions such as senior designer, project director, or sales representative.

Academic Department Director is Nancy Llanas
(Bio and expert topics, p 74).



kinetic
energy

imagination



2-D / 3-D
worlds



MEDIA ARTS & ANIMATION

Bachelor of Science – 12 Quarter Program

Media Arts and Animation are driving elements today in motion pictures, corporate videos, and dozens of applications in between. A bachelor's degree in Media Arts & Animation from The Art Institute of California—San Diego helps students acquire the skills they need to work in the field of computer animation.

The program begins with a foundation in drawing, color, design, video production, and computer applications. From this foundation, students develop advanced skills in various aspects of computer graphics and animation. They study two- and three-dimensional modeling, explore the writing and creative elements needed to script a project, and learn all the critical aspects of 2-D and 3-D animation.

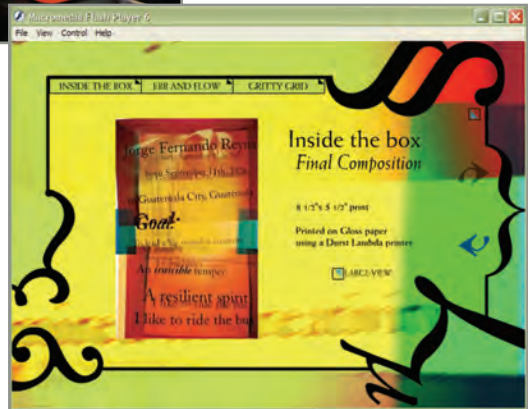
A graduate in this program is a skilled and specialized visual communicator who combines individual artistic talent with technological expertise to create impressions in a moving-image format. After graduating with a Media Arts & Animation Bachelor of Science degree from The Art Institute, students are prepared to seek entry level jobs such as animator, compositor, storyboard artist, character designer, special effects artist, broadcast graphics designer, background painter, clean-up artist or video post-production artist.

Academic Department Director is Susan Varnum
(Bio and expert topics, p 92).



art meets
tech

innovation



inform &
empower



INTERACTIVE MEDIA DESIGN

Bachelor of Science – 12 Quarter Program

Interactive media design is an exciting field of integrated electronic communications that is becoming an essential part of the business, education, and entertainment industries. The advent of interactive media design has established a regeneration of energy in business that has led to the creation of employment opportunities that require an individual who can combine sound, graphic arts, text, and video/film to enhance the dissemination of information. Compounding this is how the Internet is changing the scope of business today, resulting in the creation of a vast new electronic marketplace where commercial transactions take place in Web-based applications.

The individual interested in this field is one who feels comfortable with and challenged by technology, and who has specialized skills as an artist or technician. By working in classrooms and computer labs, students develop a foundation in drawing and design, image manipulation, multimedia system design, scriptwriting, sound, video, and animation. More complex coursework involves combining animation tools to integrate text, sound, images, animation, and video to complete a project. Students also learn about the structure of electronic games, information design, interactive authoring, computers in animation, and video/teleconferencing.

Through the direction and instruction by The Art Institute faculty, many of whom are currently industry professionals, the student is guided toward interactive media-related career opportunities in the fields of entertainment, publishing, electronic games, education, marketing, corporate communications, and consumer information delivery.

Academic Department Director is Susan Varnum
(Bio and expert topics, p 92).

Public Knowledge Reference

areas of interest

QUICK REFERENCE GUIDE

Administration

- | | |
|---|---------------------|
| - Business of education | Erickson, Elizabeth |
| - Career changers | Branan, Jean |
| - Creative arts education | Erickson, Elizabeth |
| - Curriculum development and implementation | Kraft, Ines |
| - Employment trends | Branan, Jean |
| - Faculty/staff development | Kraft, Ines |
| - Financial planning | Kraft, Ines |
| - For-profit education industry and issues | Erickson, Elizabeth |
| - Policy development | Kraft, Ines |
| - Student retention | Kraft, Ines |

Advertising/Graphic Design

- | | |
|----------------------------|------------------|
| - Advertising | Corenman, Harlan |
| - Advertising campaigns | Baker, Lindsey |
| - Advertising design | Baker, Lindsey |
| | Greco, Gina |
| | Hikima, Henry |
| | Judy, John |
| - Advertising/Marketing | Corenman, Harlan |
| | DiGioia, Donna |
| - Advertising trends | DiGioia, Donna |
| - Art Direction | Lynch, Michael |
| - Book cover design | Lynch, Michael |
| - Branding | Baker, Lindsey |
| | Corenman, Harlan |
| | DiGioia, Donna |
| | Ybarra, Richard |
| - Brochure design | Swett, Macoe |
| - Business fundamentals | DiGioia, Donna |
| - Color theory | Caveney, Larry |
| | Hikima, Henry |
| | McDermott, Mary |
| - Communications | Greco, Gina |
| - Concept design | Lynch, Michael |
| - Corporate communications | Baker, Lindsey |
| - Corporate identity | Lynch, Michael |
| - Creative direction | Lynch, Michael |
| - Creative process | Lynch, Michael |

- Design
 - Design fundamentals
 - Design history
 - Design layout
 - Design production
 - Digital illustration

 - Digital message making
 - Digital photography
 - Direct response marketing techniques
 - Drawing

 - Drawing and anatomy
 - Drawing and perspective
 - Environmental design
 - Flier design
 - Freelance jobs in graphic design
 - Graphic design

 - Graphic design concepts
 - Graphic design/Corporate identity

 - Graphic Design/Illustration
 - Graphic Design/Industry
 - Graphic Design/Photography
 - Graphic Design/Photo Illustration (manipulation)

 - Graphic Design/Publishing

 - Grid systems

 - History
 - Dynamics of media & mass communications
 - Image manipulation
- Norris, Ellyn
 - Caveney, Larry
 - Norris, Ellyn
 - Cesari, Laura
 - Kueneman, Lora
 - Baker, Lindsey
 - Swett, Macoe
 - Katz, Gary
 - Norris, Ellyn
 - DiGioia, Donna
 - Cesari, Laura
 - Karakaidos, Effi
 - Norris, Ellyn
 - Cesari, Laura
 - Cesari, Laura
 - Silva, Jeff
 - Swett, Macoe
 - Lynch, Michael
 - Cesari, Laura
 - Greco, Gina
 - Judy, John
 - Keuneman, Lora
 - Silva, Jeff
 - Lynch, Michael
 - Baker, Lindsey
 - Ybarra, Richard
 - Karakaidos, Effi
 - Lynch, Michael
 - Norris, Ellyn
 - Liu, Tiger Lee
 - Katz, Gary
 - Judy, John
 - Kueneman, Lora
 - Suley, Yelena
 - Swett, Macoe

 - DiGioia, Donna
 - Baker, Lindsey
 - Cesari, Laura
 - Katz, Gary
 - Kueneman, Lora
 - Lee, Tiger

- Internet marketing
- Life drawing
- Logo design
- Logo/identity design
- Magazine concepts
- Marketing
- Message making
- Multimedia/Internet design
- Observational drawing fundamentals
- Outdoor advertising design
- Package design
- Perspective
- Persuasive techniques
- Philanthropic design projects
- Photography
- Portfolio layout
- Postmodern art
- Poster design
- Pre-print production
- Print media
- Printmaking and printmaking process
- Public relations
- Promotions
- Publications
- Sales
- Shape theory
- Textile design
- Toy design
- Typography
- Web design
- DiGioia, Donna
- McDermott, Mary
- Lynch, Michael
- Swett, Macoe
- Baker, Lindsey
- Baker, Lindsey
- DiGioia, Donna
- Hikima, Henry
- Lynch, Michael
- Caveney, Larry
- Cesari, Laura
- Karakaidos, Effi
- McDermott, Mary
- Swett, Macoe
- Kueneman, Lora
- Lynch, Michael
- Cesari, Laura
- Karakaidos, Effi
- McDermott, Mary
- DiGioia, Donna
- Lynch, Michael
- Craddick, Robert
- Liu, Tiger Lee
- Norris, Ellyn
- Baker, Lindsey
- Cesari, Laura
- Caveney, Larry
- Lynch, Michael
- Judy, John
- Lynch, Michael
- Craddick, Robert
- Corenman, Harlan
- DiGioia, Donna
- DiGioia, Donna
- Corenman, Harlan
- DiGioia, Donna
- Lynch, Michael
- Kueneman, Lora
- Kueneman, Lora
- Kueneman, Lora
- Ybarra, Richard
- Judy, John

Culinary Arts

- American Regional Cuisine
Cochran, Joe
Joseph, Eyad
Luu, Tina
- Asian culinary markets
- Asian cuisine (Indian, Chinese, Japanese, Thai, Vietnamese, Indonesian, Malaysian)
Korn, Josh
- Baking with organic ingredients
Luu, Tina
- British hospitality
Sullivan, Mark
- Business curriculum
- Business management
Korn, Josh
- Catering
- Classical cuisine
Korn, Josh
- Cooking with chocolate
Blaauboer, Mark
- Culinary curriculum authoring, organization
Luu, Tina
- Culinary History
Sullivan, Mark
- Culinary reference materials and book reviews
Blaauboer, Mark
- Dining room operations
Sullivan, Mark
- Food & beverage purchasing/inventory control
Craddick, Robert
- Food service management
Blaauboer, Mark
- Fundamental culinary skills
Sullivan, Mark
- Fusion cuisine
Craddick, Robert
- Garde Manger (hors d'oeuvres, charcuterie, forcemeats, buffet production, cold food and pantry operations/production)
Blaauboer, Mark
- Gourmet connoisseur
Sullivan, Mark
- Green cooking
Luu, Tina
Craddick, Robert
- International-style pastries, including French and Italian
Luu, Tina
- Liqueur pairings
Cochran, Joe
- Menu management
Zonfrilli, Michael
- Nutrition
Funes, Kelly
- Organizational development
Woods, Michael
- Pacific Rim cuisine
Colella, William
- Pastry & coffee shop retail business management
Korn, Josh
- Performance management
Luu, Tina
- Quantitative methods
Woods, Michael
- Recipe tracking and research
Woods, Michael
Craddick, Robert

- Regional cuisine	Funes, Kelly Joseph, Eyad
- Restaurant management Issues	Blaauboer, Mark Korn, Josh Sullivan, Mark Woods, Michael
- Restaurant startups and turnarounds	
- Restaurants	Blaauboer, Mark
- Safety	Romaine, Robert
- Sanitation	Romaine, Robert
- Sauce	Colella, William
- State of Calif. Registered Environmental Health Specialist	Romaine, Robert
• Budget Analysis	
• Community Events Coordinator	
• Department Training Coordinator	
• Fire and Safety Coordinator	
• Food and Housing Public Information Officer	
• Food-Borne Illness Recall Coordinator	
• ROP Restaurant Program Advisor	
• San Diego County's Food Handler Training Program	
• Small Business Liaison on the Hospitality Resource Panel	
• State Certified LEAD Inspector Assessor	
- Stock	Colella, William
- Strategic planning	Woods, Michael
- Sustainable foods and farming	Luu, Tina
- Wine	Cochran, Joe Sullivan, Mark
- Volume production	Colella, William
- Wine/food pairings	Cochran, Joe

Game Art & Design

- 3D modeling and texturing	Sellheim, Linda
- Animation drawing	Sellheim, Linda
- Comic books and characters	Bradley, Christian
- Concept illustration	Sellheim, Linda
- Digital art	Sellheim, Linda
- Game animation	Sellheim, Linda
- Game modeling	Sellheim, Linda
- History of video games	Bradley, Christian
- Level developing	Bradley, Christian
- MMORPGs	
(Massive Multi Online Role Playing Games)	Bradley, Christian
- Psychological implications for video games	Bradley, Christian

Fashion Design & Fashion Marketing/Merchandising

- | | |
|----------------------------------|-------------|
| - Apparel production development | Gao, Sheena |
| - Brand development | Gao, Sheena |
| - Catalogue development | Gao, Sheena |
| - Fashion industry | Gao, Sheena |
| - Fashion trends | Gao, Sheena |
| - Textile Science | Gao, Sheena |
| - Trend research | Gao, Sheena |

Interactive Media Design

- | | |
|--|----------------------|
| - ActionScript | Filippone, Salvatore |
| - Authoring | Sandsmark, Donna |
| - Computer-based training | Sandsmark, Donna |
| - CSS | Filippone, Salvatore |
| - Flash animation | Filippone, Salvatore |
| - HXTML | Filippone, Salvatore |
| - Interactive marketing strategy and tactics | Sandsmark, Donna |
| - Interactive media trends | Sandsmark, Donna |
| - JavaScript | Filippone, Salvatore |
| - Multimedia | Secor, Kristian |
| - Non-traditional animation careers | Sandsmark, Donna |
| - Process of design | Filippone, Salvatore |
| - Programming | Secor, Kristian |
| - Technology in design | Sandsmark, Donna |
| - Usability | Filippone, Salvatore |
| - User interface design | Filippone, Salvatore |
| - Web design | Secor, Kristian |
| - Web development | Filippone, Salvatore |
| | Secor, Kristian |
| - Women's perspective on technology and design
corporate and private sector | Sandsmark, Donna |

Interactive Media Design

- | | |
|--|------------------|
| - 3D design basics | Newman, Jessica |
| - Architectural rendering/illustration | Leivers, Gary |
| | Newman, Jessica |
| - Architecture | Leivers, Gary |
| - Autocad | Newman, Jessica |
| - Bath design | Sholdar, Lindsay |
| - Commercial design | Llanas, Nancy |
| - Drafting | Beduhn, Jack |
| - Drawing | Newman, Jessica |
| - Forms & space | Newman, Jessica |
| - Furniture | Sholdar, Lindsay |
| - Healthcare design | Llanas, Nancy |
| - History of architecture | Sholdar, Lindsay |
| - Home product design | Beduhn, Jack |

- Human factors engineering – Usability
- Interior design trends
- Interior design/general
- Kitchen design
- Licensed Architect
- Lighting design
- Lighting techniques
- Model building
- Painting
- Perspective
- Photoshop, Quark Xpress, Illustrator
- Portfolio, Graphics Design
- Presentation techniques
- Programming
- Residential & commercial
- Sketching, architectural rendering
- Space planning & project development
- Staff development
- Sustainable design
- Urban Master Planning
- VectorWorks CAD program

Beduhn, Jack
 Beduhn, Jack
 Leivers, Gary
 Newman, Jessica
 Giurdanella, Lily
 Sholdar, Lindsay
 Giurdanella, Lily
 Sholdar, Lindsay
 Beduhn, Jack
 Giurdanella, Lily
 Newman, Jessica
 Newman, Jessica
 Giurdanella, Lily
 Giurdanella, Lily
 Newman, Jessica
 Llanas, Nancy
 Giurdanella, Lily
 Giurdanella, Lily
 Giurdanella, Lily
 Llanas, Nancy
 Llanas, Nancy
 Newman, Jessica
 Leivers, Gary
 Giurdanella, Lily
 Newman, Jessica

Liberal Studies

- Anthropology
- Business communication
- Business law
- Business research
- Career development
- Computer applications
- Contemporary social problems
- Copywriting
- Creative writing
- Criminal justice
- Criminology
- Drama
- Effective speaking
- English

Bouzan, Paul
 Campbell, Greg
 Mercsak, Teresa
 Bouzan, Paul
 Marx, Michael
 Bouzan, Paul
 Branan, Jean
 Easter, Dawn
 Waters, Rochelle
 Bouzan, Paul
 Bouzan, Paul
 Marx, Michael
 Mercsak, Teresa
 Bouzan, Paul
 Bouzan, Paul
 Marx, Michael
 Mercsak, Teresa
 Miller, Debra
 Marx, Michael

- English composition
- English literature
- Ethics
- History
- History of food
- Hospitality/restaurant law
- Human resources management
- Humanities
- Law & the graphic arts (intellectual property)
- Literature
- Literature to film
- Management and supervision
- Media law
- Poetry
- Psychology
- Purchasing
- Race & diversity
- Rhetoric
- Sociology
- Visual language and culture
- World religions
- Writing for the workplace
- Marx, Michael
- Mercsak, Teresa
- Marx, Michael
- Campbell, Greg
- Jones, Ray
- Campbell, Greg
- Marx, Michael
- Bouzan, Paul
- Mercsak, Teresa
- Bouzan, Paul
- Jones, Ray
- Jones, Ray
- Marx, Michael
- Bouzan, Paul
- Campbell, Greg
- Marx, Michael
- Mercsak, Teresa
- Marx, Michael
- Jones, Ray
- Bouzan, Paul
- Campbell, Greg
- Bouzan, Paul
- Waters, Rochelle
- Bouzan, Paul
- Bouzan, Paul
- Marx, Michael
- Bouzan, Paul
- Jones, Ray
- Waters, Rochelle
- Mercsak, Teresa
- Marx, Michael
- Marx, Michael

Media Arts & Animation

- 2D animation for motion picture and television
- 2D animation principles
- 2D animation production for television
- 2D animation studio
- 3D animation for video games and film compositing
- 3D character setup
- 3D computer graphics
- 3D lighting
- Brice, Jerry
- Brice, Jerry
- Van Hamersveld, Eric
- Van Hamersveld, Eric
- Shpigleman, Sam
- Van Hamersveld, Eric
- Katsoff, Jason
- Xu, Wei
- Katsoff, Jason

- 3D modeling
 - 3D rendering
 - 3D texturing
 - Animation
 - Animation trends in entertainment
 - Audio and sound technology
 - Audio for animation
 - Character design
 - Composing music for advertisements
 - Digital arts
 - Digital ink and paint
 - Ethnic issues in cartoons
 - History of 3D technology
 - History of the bass
 - Hollywood animation industry
 - Image processing
 - Interactive marketing strategy and tactics
 - Interactive media trends
 - Life drawing and gesture
 - Maya
 - Musical creative and recording process
 - Non-traditional animation careers
 - Observational drawing
 - Portfolio advice
 - Production
 - Social issues in cartoons
 - Sound design
 - Storyboarding
 - Success in animation
 - Technology in design
 - Trends in popular music
 - Women's perspective on technology and design
 - animation and video games film and multimedia
- Katsoff, Jason
 - Xu, Wei
 - Katsoff, Jason
 - Katsoff, Jason
 - Van Hamersveld, Eric
 - Brice, Jerry
 - Hanon, Bob
 - Godfrey, Joe
 - Godfrey, Joe
 - Hanon, Bob
 - Van Hamersveld, Eric
 - Godfrey, Joe
 - Van Hamersveld, Eric
 - Hanon, Bob
 - Van Hamersveld, Eric
 - Brice, Jerry
 - Katsoff, Jason
 - Godfrey, Joe
 - Brice, Jerry
 - Van Hamersveld, Eric
 - Sandsmark, Donna
 - Sandsmark, Donna
 - Brice, Jerry
 - Williams, Grady
 - Williams, Grady
 - Xu, Wei
 - Godfrey, Joe
 - Hanon, Bob
 - Sandsmark, Donna
 - Williams, Grady
 - Brice, Jerry
 - Katsoff, Jason
 - Van Hamersveld, Eric
 - Van Hamersveld, Eric
 - Brice, Jerry
 - Godfrey, Joe
 - Hanon, Bob
 - Brice, Jerry
 - Sandsmark, Donna
 - Godfrey, Joe
 - Sandsmark, Donna

lindsey BAKER

[Faculty, Graphic Design & Advertising]

Areas of Expertise:

- Ad campaign
- Advertising design
- Branding
- Corporate communications
- Digital illustration
- Image manipulation
- Magazine concepts
- Marketing
- Portfolio development

Following graduation from UCLA with a bachelor's degree in fine arts, Lindsey Baker began her career in Los Angeles at Knapp Publications working for Architectural Digest and Bon Appetit Magazines. She later worked for Seiniger Advertising, creating major motion picture advertising campaigns for Universal, MGM and Disney. Later Baker studied in New York with graphic design notables Milton Glaser, Paul Davis, Paula Scher and Edward Benguiat.

Baker opened a graphic design firm in Manhattan called Synergy Creative Services. She worked on campaigns for Fortune 500 companies such as Federated Merchandising Group, Mercedes, GMC, Cigna and Car and Driver Magazine. Recent San Diego clients include Cubic Corporation and Baker & McKenzie. Additionally, she has recently formed a strategic alliance with Admiral Capital Management developing branding and communications strategies for privately owned companies.

Jack BEDUHN

[Faculty, Interior Design]

Areas of Expertise:

- Drafting
- Home product design
- Human factors engineering
- Usability
- Interior design trends
- Lighting techniques

Jack Beduhn brings to The Art Institute of California—San Diego more than 35 years of interior, architectural and industrial design experience and leadership. He has received numerous design excellence awards from Business Week magazine and IDSA (Industrial Designers Society of America) for product, interior and user-interface design. He is an excellent commentator on Interior Design trends—from the mainstream to the eclectic. Before joining The Art Institutes, Beduhn was design integrity vice president and director of human factors engineering for NCR Corporation. He holds a master's degree in industrial design from Wayne State University and a bachelor's degree in industrial design from Michigan State University.



mark BLAAUBOER

[Assistant Academic Director, Culinary Arts]

Areas of Expertise:

- Classical cuisine
- Dining room operations
- Food and beverage cost control
- Garde manger
- Restaurant concepts/design/operation

Mark Blaauboer grew up in New York and began his career in an Italian Restaurant as a dishwasher and prep cook, ending up by the age of 16 as a table captain for Panzas on Saratoga Lake. During this time he was mentored by George Hoffis CEC, CCE, AAC and Michael Panza, owner, learning tableside preparations from salads to desserts. In 1984 Blaauboer earned a scholarship to the prestigious Johnson and Wales University in Providence, R.I. where he earned a bachelor's degree in Food Service Education.

Blaauboer landed in Stratton, Vermont as executive sous chef for the Stratton Mountain Inn, leading this four-star, four-diamond all season resort. He has worked throughout the

country from St. Johns, USVI and the Florida Keys to New York and California. He stayed with large hotels working for Hyatts, Stouffers, the Hilton group and Renaissance hotels. Blaauboer's list of achievements include: Certified Executive Chef, American Culinary Federation, Executive Chef Leadership Award, Taste of the Nation, certified practical test examiner for the American Culinary Federation, Silver Cup Award Hilton hotels, Teaching Assistant at Johnson and Wales University, Certified Food Service Manager, N.A.I., Chairman of the Board, ACF San Diego chapter, distinguished member of the Les Toque Blanc U.S.A. and member of the National Ice Carving Association.

Paul BOUZAN

[Faculty, Liberal Studies]

Areas of Expertise:

- Anthropology
- Business law
- Career development
- Contemporary social problems
- Criminal justice
- Criminology
- Hospitality & restaurant law
- Human resources management
- Law & the graphic arts (intellectual property)
- Media law
- Psychology
- Purchasing
- Race & diversity
- Sociology

Paul Bouzan is currently president of The AeroVest Group, a private venture capital firm investing in aerospace manufacturing components and flight control instrumentations. He began his career in the aerospace industry as vice president of The Garrett Corporation and as president of AiResearch Aviation. He was transferred to The Signal Companies, where he played a key role in the

1985 merger of The Signal Companies and the Allied Corporation. He served as vice president of The Aerospace Sector of the corporation which has recently evolved into Honeywell International.

While serving as managing director and chief administrative officer of The Henley Group, Bouzan served as an officer with various Henley subsidiaries as managing director and executive vice president of Fisher Scientific, Imed Corporation and Instrumentation Labs.

He serves on the Board of Directors of The Mortgage Source, Inc., The Lorraine Financial Group, EMS, Inc., Humphrey Gyroscopes, Sequent Data Systems and The Executive Group. He serves on the Board of Governors of Chaminade University in Honolulu, Hawaii, Boston College Business Advisory Board, The Board of Directors of the Mission San Luis Rey Foundation and the Serra High School Advisory Board. He holds a Bachelor of Arts from Boston University, a Master of Science from Boston College and a J.D. from Northrop-Rice School of Law.

christian BRADLEY

[Faculty, Game Art & Design]

Areas of Expertise:

- Comic books and characters
- History of video games
- Level developing
- MMORPGs (Massive Multi Online Role Playing Games)
- Psychological implications for video games

Christian Bradley is currently an instructor within Game Art and Design program at The Art Institute. Bradley has hosted various panels and lectures focusing on game art creation, at GDC, DVDE expo, USITT and Comic Con International.

He has been involved with PC and console game development for the last nine years as an artist, mesh builder and animator. Bradley is best known for his creative texture work for 3D games and web sites. He has worked on over 30 PC and console game titles. Before developing a

freelance business of his own over two years ago, Bradley had worked in-house at Interplay, The Dreamers Guild Studios and The Collective Studios. While in-house at these companies, he worked on many game titles such as "Of Light and Darkness" and "Deep Space Nine, The Fallen." Some of the clients he's worked with include Activision, Interplay, Digital Extremes, Codemasters and Totally Games. Bradley is also the owner of "Cubicle Art Collections," a site devoted to the creation of texture and asset collections for use in game and multimedia production.

Jean BRANAN

[Director of Career Services]

Areas of Expertise:

- Creative industries
- Employment trends
- First-time job hunters

As the director of Career Services at The Art Institute of California—San Diego, Jean Branán oversees job placement and internship programs for one of the west coast's leading creative and culinary arts schools. Branán assists students of The Art Institute with all aspects of securing internships and their initial employment within their field of study upon graduation, including the management of student portfolio shows in which local employers gain access to some of the most creative design work being done in the greater San Diego area. She is instrumental in building relationships with local employers who rely on The Art Institute for a continual supply of design and culinary talent, fostering many of these contacts into becoming members of the school's Program Advisory Committee (PAC), which assist in curriculum development of the school's

accredited bachelor's degree programs. Branán also performed an integral role in the development of The Art Institute's Virtual Internship program, enabling students to intern with leading design firms and game development companies in countries as far away as Singapore and India as well as additional US cities in California, Maryland and Texas. Prior to working at The Art Institutes, Branán held academic management and human resources positions with San Diego State University and Sony Electronics, respectively.

Jerry BRICE

[Faculty, Media Arts & Animation]

Areas of Expertise:

- 2D Animation
- 2D Animation Principles
- Animation success
- Animation trends in entertainment
- Ethnic issues in cartoons
- Hollywood animation industry
- Life drawing and gesture
- Portfolio advice
- Social issues in cartoons

From Hollywood to Bollywood, Jerry Brice's distinguished industry career makes him a favorite mentor for many animation students at The Art Institute of California—San Diego. In addition to his assistance in developing the animation style for Fox Television's prime time series "King of the Hill" and serving as timer and character layout artist on the series, his work can be found in several feature films, including Walt Disney's "Oliver & Company" and "The Little Mermaid," and Ralph Bakshi's "Cool World."

Jerry's animations have also sparked life into music videos such as Paula Abdul's "Opposites Attract" and Eminem's "Role Model." He has also left his pen mark on the television series "The Simpsons," "He-Man," "She-Ra" and "Brave Starr." Before joining The Art Institutes, Jerry served as overseas director and studio instructor for Net Guru, an animation company in Calcutta, India. Brice knows the power of mentoring with an industry authority—he studied under the "guru of all screen writers," Syd Field, while earning his Bachelor of Fine Arts degree in Film Graphics and Animation at the California Institute of the Arts. He strives to incorporate the benefits of the mentorship philosophy into his everyday classroom activities. Most recently, Brice teamed up with some of his students to develop and illustrate the animation sequences for the ABC primetime television special, "The Jessica Simpson and Nick Lachey Variety Hour," for revered Los Angeles studio 23DFilms.

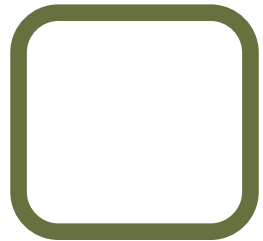
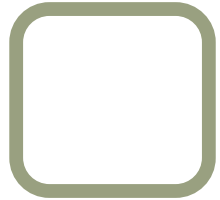
greg CAMPBELL

[Faculty, Liberal Studies]

Areas of Expertise:

- Anthropology
- Ethics
- History
- Literature
- Poetry

Greg Campbell brings over 16 years as a professional educator to The Art Institute. Campbell's teaching expertise includes an array of subjects such as social studies, history, English, Latin American Civilization, English as a Second Language, psychology, anthropology, philosophy and sociology at college preparatory schools throughout the United States. Campbell holds a Bachelor of Arts in Anthropology and a Master of Arts in Cultural Anthropology, both from San Diego State University.



Larry CAVENEY

[Academic Director, Foundation Studies]

Areas of Expertise:

- Color theory
- Fundamentals of design
- Fundamentals of observational drawing
- Postmodern art

Larry Caveney has been teaching at The Art Institute of California—San Diego for over three years. He has understudied with world-renowned artists such as Steve Kurtz and Sharon Hayes. Being an active exhibiting artist for 20 years, Caveney felt unresolved with the limitations of audience that the art world had to offer. His resolve came with the act of teaching. “I feel that there is a great divide between community and art, and teaching or collaborating are ways of bridging that gap.” He incorporates past students into his performance pieces. Caveney believes that art can fuel all the vocational training that is given at The Art Institute. He recently completed his master’s degree in fine arts at Vermont College.



laura CESARI

[Faculty, Graphic Design]

Areas of Expertise:

- Interface design
- Design layout for interactive media
- Information design
- Observational drawing
- Drawing and anatomy
- Image manipulation
- Portfolio preparation

Laura Cesari earned a dual bachelor's degrees in Traditional Visual Arts and Interdisciplinary Computing Arts from the University of California, San Diego. In addition to her work at The Art Institute of California—San Diego, Cesari has worked as a multimedia designer for the Oakland-based Scientific Learning Corporation. She has exhibited her work at the Special Interest Group for Graphics (SIGGRAPH), the Burning Man Festival and the University of California's Center for Research in Computing Arts (CRCA.)



JOE COCHRAN

[Faculty, Culinary Arts]

Areas of Expertise:

American Regional Cuisine

Liqueur pairings

Wine

Wine/food pairings

Chef Joe Cochran has traveled the country throughout his distinguished career. He is a recognized and honored professional with more than 33 years' experience. He began in Washington, D.C. with the Four Seasons Hotel. He held positions as sous chef and executive chef as his work brought him to California by way of Texas. Cochran has experience working in a number of four- and five-star resorts, including Loews Santa Monica Hotel, the Carlton Hotel in Washington, D.C., the Mission Inn in Riverside and Barnaby's in Beverly Hills, California. He is currently the owner and president of JDC and Co., which provides hospitality industry, food and beverage expertise and full-service distribution and consulting services for planning new operations or overhauling existing ones.



William A. COLELLA

[Faculty, Culinary Arts]

Areas of Expertise:

- Pacific Rim cuisine
- Stock
- Sauce
- Volume production

William Colella brings 28 years of professional experience to The Art Institute classroom. From Massachusetts to California by way of Hawaii, Chef Colella has managed all areas of food and beverage management of multiple food outlets and banquet facilities. Colella's career began in Boston, where he held positions as sous chef and executive chef. He later relocated to Honolulu to take on the role of executive sous chef at Nick's Fish Market. He subsequently joined the Hilton organization at the Hilton Turtle Bay Resort in Kahuku, Hawaii as sous chef. He continued on as chef de cuisine and executive chef at the Hilton San Diego Resort. Most recently, Colella was executive chef at the Hilton Boston Logan Airport.

Colella holds an Associate of Applied Sciences in Culinary Arts from Newbury College in Brookline, Mass. and a Bachelor of Arts in History from University of New Hampshire. He is designated as a Certified Executive Chef by the American Culinary Federation.

harlan

S. CORENMAN

[Faculty, Advertising]

Areas of Expertise:

- Advertising
- Brand development
- Collateral development
- Events
- Market research
- Public relations
- Publications

Harlan S. Corenman is a senior marketing and communications professional with a record of accomplishment in healthcare, consumer goods, higher education, technical and other diverse industries. Recently, he was executive director of communications and marketing for the University of San Diego. Previously, he held the top marketing positions for major medical centers, including Eisenhower Medical Center near Palm Springs and Eden Hospital Medical Center in the San Francisco Bay Area

robert CRADDICK

[Director of Library Services]

Areas of Expertise:

- Art reference and research
- History of photography
- Photography/printmaking techniques
- Printmaking reference and research
- Culinary reference books
- Materials and book reviews
- History of food / food reference (including recipes)
- Recipe tracking / research

As Director of library Services for The Art Institute, Robert Craddick makes selections for books, periodicals, electronic research databases and related materials supporting the curriculum. Craddick also plans for the library's growth, collection development, and bibliographic instruction. His library-related experience includes working in many different art research settings including museums, humanities research centers, contemporary art galleries / centers,

private art and liberal arts colleges. When not working, Craddick is usually bicycling for leisure or as part of a regular 28-mile round trip commute to work. He holds a master's degree in Library and Information Science from the University of Texas at Austin, a Master of Fine Art in Photography from the Rhode Island School of Design and a Bachelor of Fine Art in Photography from Georgia State University.



donna DIGIOIA

[Faculty, Advertising]

Areas of Expertise:

- Advertising
- Advertising trends in broadcast media (TV/Radio)
- Branding campaigns and strategies
- Copy-driven campaigns
- Direct marketing techniques
- Fundamentals of business
- Fundamentals of marketing
- History/dynamics of media & mass communications
- Internet marketing
- Persuasive techniques
- Promotions
- Public relations
- Sales

Donna DiGioia has taught at The Art Institute of California—San Diego for more than six years following a 20-year advertising career working on accounts including McDonald's, the San Diego Padres, Travelodge, Paragon Steakhouse Restaurants (Hungry Hunter, Carver's, Mountain

Jacks) and Seagram's. She is on the Board of Directors as the Executive Committee Vice President of Education for the San Diego Ad Club and is regularly involved with fundraising campaign developments for St. Jude's Children's Hospital and the March of Dimes. DiGioia also heads up The Art Institute's American Advertising Federation College World Series of Advertising competition team. DiGioia holds a bachelor's degree in advertising from The Advertising Arts College.

dawn EASTER

[Faculty, Liberal Studies]

Areas of Expertise:

- Computer Applications
- College Algebra

Dawn Easter is an experienced specialist within the business industry. Her professional history includes roles as accounting manager, auditor, assistant controller and financial analyst for high-profile companies throughout Southern California. Additionally, she is a skilled instructor who brings her expertise into the classroom. She has taught accounting, business marketing, business office administration and computer applications for numerous organizations including San Diego City College, United Education Institute and the San Diego Urban League. She holds a bachelor's degree in Business and Economics from Cornell College in Mt. Vernon, Iowa and a Master of Business Administration in Management and Accounting from the University of Iowa.



elizabeth ERICKSON

[President]

Areas of Expertise:

- Business of education
- Creative arts education administration
- For-profit education industry and issues

Elizabeth Erickson joined The Art Institute in 2005 from her post as president of California Design College in Los Angeles. Erickson possesses more than 20 years of diverse education management experience. She joined the faculty at The Art Institute of Colorado in 1984. During the following 12 years, Erickson held posts of progressive responsibility, including academic department director and central region director of technology for 11 Art Institute schools. Prior to being president of California Design College, she assumed the role of vice president/director of admissions for The Art Institute Online, a division of The Art Institute of Pittsburgh. Erickson holds a Bachelor of Science degree in Speech Pathology and Audiology from the State University College of New York at Geneseo in Geneseo, New York.

corey FAYMAN

[Faculty, Media Arts & Animation
and Interactive Media Design]

Areas of Expertise:

- Educational software design
- Instructional systems design
- Multimedia design
- Project management
- Information design
and usability studies

Corey Fayman is a seasoned professional within the field of multimedia design. His professional experience includes over ten years as a Web designer, lead multimedia designer and program director for a major multimedia group. He is presently Web project manager for MP3.com. Additionally, Fayman is in the process of publishing his first novel, entitled "Black's Beach Shuffle" while working on his second novel, "Border Field Blues."

Fayman holds a master's degree in Educational Technology from San Diego State University and a bachelor's degree in English/Creative Writing from UCLA.



salvatore FILIPPONE

[Faculty, Interactive Media Design]

Areas of Expertise:

- XHTML/CSS/JavaScript
- Information architecture
- Web development
- ActionScript
- Flash animation
- User interface design
- Usability and accessibility
- Process of design
- Photography
- Writing for the Web

Salvatore Filippone has spent the past 11 years working as a new media designer, Web developer, writer and photographer. While working at Active.com, he specialized in B2B and B2C intranets and extranets, including special sections that covered the 2000 Olympics in Sydney, Tour De France and the New York Marathon. He also worked as the Creative Director for ActiveEurope in Aix en Provence, France. Since his return to San Diego, Sal has continued to

work in the industry as a freelance new media designer and consultant, occasionally shooting editorial photography for the San Diego Reader, all while teaching full time at The Art Institute of California—San Diego. He currently teaches IMD courses that emphasize front-end Web development, design process, and standards-based Web design. Salvatore is also well traveled, having spent significant time in Italy, Brazil and France, and he speaks five languages.

Kelly FUNES

[Faculty, Culinary Arts]

Areas of Expertise:

- Nutrition
- Regional cuisine
- Purchasing
- All-American cuisine

A San Francisco native, Chef Kelly Funes began cooking professionally at age 18. She was inspired to become a chef by both of her grandmothers who were excellent cooks with huge vegetable gardens, as well as by her father, an experimental chef who introduced Funes to many different cuisines at an early age. Her career began as a cook for various types of operations, from a cruise ship to a hotel, and as a personal chef. Prior to joining The Art Institute, she spent the last 13 years in Hawaii where she attended the University of Hawaii and received a Bachelor of Science in Nutrition. Additionally, she holds an associate's degree in Occupational Studies in Culinary Arts from The Culinary Institute of America in Hyde Park, New York. Most recently, Funes served as a Pastry Chef at a very popular Pacific Rim Cuisine restaurant in Honolulu.

sheena

GAO

[Academic Director, Fashion Design
and Fashion Marketing & Management]

Areas of Expertise:

- Apparel production development
- Brand development
- Catalogue development
- Fashion industry
- Fashion trends
- Textile Science
- Trend research

Sheena Gao is a highly innovative and dynamic business professional recognized for her creative vision, innovative thinking, artistic talents, project management and global communication. She brings a keen sense of style and trend, with a background in computer design, life drawing, photography, fine arts, and apparel and textiles to The Art Institute. Most recently, she taught fashion design classes at The Illinois Institute of Art in Chicago. Additionally, she has over thirteen years' experience on the retail side of fashion, having worked for major corporations such as Sears, Target, and Nordstrom, Inc. Gao holds a Bachelor of Arts in Music

Performance from the Nanjing Institute of Fine Arts in Nanjing, China, and a Master of Science in Apparel and Textiles from North Dakota State University.

lily GIURDANELLA

[Faculty, Interior Design]

Areas of Expertise:

- Kitchen design
- Licensed Architect
- Model building
- Photoshop, Quark Xpress, Illustrator
- Portfolio, graphics design
- Residential & commercial
- Sketching, architectural rendering
- Space planning & project development
- VectorWorks CAD program

Lily Giurdanella received a bachelor's degree in Design & Environmental Analysis from Cornell University and a Master of Architecture from Parsons School of Design. She has worked as an interior designer on projects ranging from residential to commercial to institutional. Some notable projects include executive offices for MTV, working with Arata Isozaki on the Guggenheim Museum

Soho, and working with HOK on the New York Hospital addition over the FDR Drive. After receiving her license to practice architecture, Giurdanella concentrated on apartment and loft renovations, specializing in kitchens and baths in Manhattan. She recently relocated to San Diego where she worked at Design Studio West in La Jolla, known locally for high-end custom kitchen and bath design. An active Allied American Society of Interior Design member, she now enjoys teaching and working freelance as an architect and interior designer in San Diego. Giurdanella has previously taught at Parsons School of Design and has been published in trade magazines including Interior Design, Elle Décor and Martha Stewart Living.

JOE GODFREY

[Faculty, Media Arts & Animation]

Areas of Expertise:

- Audio and sound technology
- Audio for animation
- Composing music for advertisements, film and multimedia
- History of the bass
- Musical creative and recording process
- Sound design
- Trends in popular music

Joe Godfrey has created, arranged and produced music and sound for commercials, TV shows, film and multimedia since 1974, and has taught audio for animation at The Art Institute of California—San Diego for more than five years. As the bassist for Mitch and Mickey (a.k.a. Eugene Levy and Catherine O'Hara) in the film "A Mighty Wind," Godfrey joined his co-stars on stage at the 76th Academy Awards to perform the Oscar-nominated song, "A Kiss at the End of the Rainbow." His resume lists a slew of production gigs for commercial clients, including: Oscar Mayer (Remember "Mmm, mmm, my

bologna has a first name...?"), San Diego Convention and Visitors Bureau, Kansas Health Foundation (2002 Emmy Award-winner), Sir Speedy, Castle Rock/Warner Brothers, Sizzler and Westar Energy. Godfrey's musical credits also include: Recording the original theme music for the "Donohue" show; conducting touring companies for "Jesus Christ Superstar" and "Godspell;" working as a session musician for Ella Fitzgerald, Tony Bennett, Dizzy Gillespie, and Mel Torme; conducting the Atlanta Symphony in recording his theme music for Turner Broadcasting's Peabody Award-winning "Portrait Of America;" and arrangement work on Christopher Guest's 1996 film, "Waiting for Guffman."

gina GRECO

[Faculty, Advertising]

Areas of Expertise:

- Advertising
- Graphic design
- Communications

Gina Greco earned her master's degree in Educational Leadership from Argosy University and her bachelor's degree in Communication and Visual Arts from the University of California, San Diego. She has worked in advertising since 1987 and founded her own agency, Adverité in 1989. She has been a member of the faculty at The Art Institute of California—San Diego since 1994, teaching advertising, graphic design, and communication classes. As an instructor, Greco has received more than 75 San Diego Creative Show and HOW Magazine awards. As a subject matter expert, she developed curriculum for The Art Institute Online

advertising and design courses. She has been a participant in the Ad Club, the Communicating Arts Group and the AIGA, and she currently serves as the chair of The Art Institute's portfolio committee. She is active in the local arts community and serves as an art docent at La Costa Meadows Elementary School.

BOB HANON

[Assistant Academic Director, Media Arts and Animation,
Interactive Media Design]

Areas of Expertise:

- Acting and movement for animators
- Anthropology
- Character design
- Comic book illustration
- Digital ink and paint for animation
- Editorial cartooning
- Image manipulation
- Life drawing
- Production design and layout
- Sculpture for animation
- Storyboarding for animation

Bob Hanon obtained a bachelor's degree in Fine Arts from California State University at Fullerton, specializing in video directing and production. He has worked in various entertainment media in both print and video games. His projects include "X-Men II – Clone Wars" for the Sega Genesis, as well as being the designer and lead animator for

a children's game entitled "Sonic's Wacky Worlds." In the printed comic book industry, he has been a writer, illustrator and creator for both large and small press houses. Currently he stays involved in that industry by publishing an online web-comic. He also freelances as a storyboard artist for small direct-to-video productions and as a cartoonist for several publications. Hanon has been teaching at The Art Institute of California—San Diego for over four years and is the Assistant Academic Director for the Media Arts and Animation program.

henry HIKIMA

[Faculty, Advertising & Graphic Design]

Areas of Expertise:

- Color theory
- Message making
- Advertising design

Henry Hikima has been working in the entertainment industry since 2000. He has worked on projects for Disney, Sony Pictures, Touchstone, MGM and Buena Vista International, designing movie posters, theater standees, billboards, and other entertainment ads. His works include movies such as "Freaky Friday," "Finding Nemo," "Friday Night Lights," "Saved," "Barber Shop 2," "Ladder 49" and "The Incredibles." Hikima graduated from Art Center College of Design with a degree in Advertising.



aleyenne JOHNSON-JONAS “AJ”

[Academic Director, Liberal Studies]

AJ Johnson-Jonas brings over ten years of experience as a faculty member and administrator in career-oriented education to The Art Institute. Most recently, she served as an instructor at Argosy University – San Diego where she taught general education, paralegal, business and medical courses. Additionally, she has previously been director of education, director of student affairs and director of career services for Maric College and associate academic dean for Concorde Career Institute. She holds a Bachelor of Arts in Psychology and a Master of Arts in Management from National University.



ray JONES

[Faculty, Liberal Studies]

Areas of Expertise:

- Ethics
- Human resource management
- Humanities
- Management and supervision
- Sociology

Ray Jones has held administrative and executive positions predominantly in Education and Health Care, including UCSD, UC – Davis, Mercy Healthcare Sacramento, Catholic Healthcare West, City of Hope National Medical Center, Kaiser Permanente, Western Career Colleges, and ITT. As a management consultant his clients included Georgia-Pacific, FedEx, Justice Brothers Automotive Chemicals, Mayberry Enterprises, and Atlas Hotels. Jones has completed his doctorate course work in Management & Ethics with his Dissertation in progress; he possesses a Master of Arts in Humanities, and a Bachelors of Science in Liberal Studies.

A long-time practitioner of Labor-Management relations, Jones has negotiated and maintained collective bargaining agreements involving Service Employees International Union, California Nurses Association, Operating Engineers, Office and Professional Employees International Union, Teamsters, Communication Workers of America, and United Food and Commercial Workers.

eyad JOSEPH

[Faculty, Culinary Arts]

Areas of Expertise:

- Regional cuisine
- All-American cuisine
- Garde manger
- Fundamental culinary skills

Chef Eyad Joseph is a highly skilled instructor and chef with high-volume kitchens, curriculum construction and “front of the house” management experience. Joseph’s proficiencies include food preparation and execution with a strong background in diverse ethnic cuisines including Italian, Arabic, Spanish (Catalan), Mexican, French, Classical American Kosher cooking, charcuterie and garde manger. Additionally, he boasts over 19 years of high-volume and family-owned restaurant experience with corporate and privately owned restaurants. Joseph was awarded the designation of Certified Executive Chef by the American Culinary Federation in 1998.

Joseph holds an Associate of Science in Culinary Arts from the Scottsdale Culinary Institute and a Bachelor of Science in Aerospace Engineering with a minor in Aeronautical Dynamics from Arizona State University.

john JUDY

[Academic Director, Advertising]

Areas of Expertise:

Advertising design

Pre-print production

Web design

With extensive experience in print and Web design, John Judy oversees the industry-driven curriculum development and management for The Art Institute of California—San Diego's Advertising and Graphic Design degree programs. His professional work in traditional advertising and editorial design include positions with The Daily News, The Sacramento Bee, and Petersen Publishing (publisher of Motor Trend, Teen, Hot Rod and 27 other special interest publications). His Web and new media design experience includes developing worldwide multimedia initiatives for Oracle Corporation and The Aerospace Corporation. Judy has also been an instructor for several schools in Los Angeles including Learning Tree University, where he taught courses in both print and Web design and production. He holds a bachelor's degree in Journalism with a minor in Business Administration from California State University.



effi KARAKAIDOS

[Faculty, Graphic Design]

Areas of Expertise:

- Drawing
- Drawing, proportion and perspective
- Fundamentals of observational drawing
- Perspective

Effi Karakaidos received her bachelor's degree in Art in 1993 from the University of California, Los Angeles. She completed a master's degree in Visual Art from Vermont College in February 2004, mentored by Sandra Chanis, G. Pasha Turley, and Faith Wilding. She has been a member of the Museum of the Living Artist, San Diego Art Institute in Balboa Park since 2000; where she earned two featured solo shows. She has won numerous awards at MOLA, including the Rhino Art Company Award at the 2003 Southern California Regional Exhibition, three Juror's Choice Awards, and an Honorable Mention. Karakaidos sat on the

board of the San Diego Museum of Art Artists' Guild for two years, and her work won First Prize in their juried exhibition at Southwestern College, awarded by Scott Atkinson, Head Curator of the San Diego Museum of Art. Her work received a Jurors' Award at the 2003/2004 Cannon Gallery Biennial Juried Exhibition in Carlsbad. She has had solo shows at the Cabernet at Ray at Night, San Diego, and Wood Gallery in Montpelier, Vermont. She was a featured artist at Southwestern College's 'Political Pathways' exhibit in February 2004. The Port of San Diego has commissioned her work.

jason KATSOFF

[Faculty, Media Arts & Animation]

Areas of Expertise:

- 3D topics: modeling, texturing, animation, character setup, lighting and rendering
- Compositing and visual effects
- History of 3D technology
- Portfolio preparation
- Video game development

Jason Katsoff is an animation instructor for The Art Institute, teaching advanced topics in Maya and After Effects. He has a bachelor's degree in Fine Arts from Syracuse University. Jason has worked on projects for clients such as NBC, ABC, Fox, UPN, Toyota, Time Warner Cable and Leap Wireless. He has also worked on video games for Disney, Capcom, Nintendo and Microsoft. Katsoff's professional history includes

stints with Saatchi & Saatchi Advertising, Angel Studios, Interplay Productions and TVArt. He has completed projects for TV, PC, game console, arcade, theme park, internet and print materials.



gary KATZ

[Faculty, Graphic Design]

Areas of Expertise:

- Image manipulation
- Digital message making

Gary Katz began his career by plunging into television production working as a writer, producer, and photographer for Cable News Network, CBS, Major League Baseball, BBC, Entertainment Tonight, KGTV-ABC affiliate, and PBS. Along the way he was rewarded with an Emmy for his efforts.

Later he found computers and a new desktop publishing industry and began reviewing all types of computer software programs. He helped co-found the first Desktop Publishing User Group in San Diego. Katz served as the Mac editor at *Computer Edge Magazine* as well as writer of a published computer book. He has continued to produce and write for interactive CDs and DVDs and is also a Web writer and producer that markets profitable Web-based solutions.

At The Art Institute of California—San Diego, Gary specializes in campaign classes that provide students with a taste of real-life experience. Students work with clients who use their work to promote their nonprofit organization. Clients have included the American Red Cross, Saint Vincent de Paul, UCAN (United Consumer Action Network), San Diego Children's Museum, San Diego Coastkeeper, and others.

josh KORN

[Faculty , Culinary Arts]

Areas of Expertise:

- Fusion cuisine
- Asian cuisine
- Pacific Rim cuisine
- Restaurant operations
- Culinary business management

Chef Josh Korn brings an impressive and diverse background to his kitchen at The Art Institute. A New York City native, Korn is currently president of NYICE Enterprises, LLC. Within this role he is responsible for all corporate planning, various business sales and acquisitions. His expertise includes strategic planning, menu concept, development and production. Korn is a respected member of the restaurant and hospitality community, having served in management and chef positions for such high-profile New York City restaurants as Nobu, Tribeca Grill, Louis XVI, Areca Restaurant and Blue Fin Restaurant. He also served

as executive chef for Urban Events, Inc., a fine dining event planning company in New York City.

Korn is a member of the National Restaurant Association, the New York Restaurant Association, the American Chef Federation, the James Beard House and the American Red Cross. He holds an associate's degree in Occupational Studies in Culinary Arts from The Culinary Institute of America in Hyde Park, New York and a Bachelor of Arts in Business Administration with a minor in Economics from the State University of New York at Stony Brook.



Ines KRAFT, PH.D.

[Dean of Academic Affairs]

Areas of Expertise:

- Curriculum development and implementation
- Faculty/staff development
- Financial planning
- Policy development
- Student retention

Ines Kraft brings twenty-four years of strategic administrative and management experience to The Art Institute of California—San Diego. She possesses a strong background in faculty/staff development, curriculum development and implementation, student retention, policy development and internal/external compliance. Additionally, Kraft has extensive business and budgeting experience.

Prior to joining The Art Institute, Kraft worked for the University of Phoenix as the chief academic officer for the San Diego campus, and subsequently for Total Recall Learning, an educational software company, where she developed and implemented

plans and was involved in product and market development. She holds a bachelor's degree in German Philosophy from Skidmore College, a master's degree in Comparative Literature from Indiana University and a Ph.D. in Comparative Literature from Indiana University.

Lora KUENEMAN

[Faculty, Graphic Design]

Areas of Expertise:

- Color theory
- Design production team
- Image manipulation
- Independent study
- Packaging design
- Pre-print production
- Typography
- Graphic design
- Textile design
- Toy design

As a graphic designer, toy designer, and textile designer, Lora Kueneman has worked with companies such as Aquent-San Diego, Jacob Textile Designs-Palm Springs, Infantino Toys, Lightspan, Petco and J.Bird Design. She has illustrated and designed children's toys, rugs, dinnerware, brochures, booklets, and educational workbooks. At Cold Call Cowboy Productions in Palm Desert, Calif. she designed video case designs, POP displays, media kits, brochures, mini magazines, and audio labels. At Jacobs Design Group, Palm Springs, she was offered the opportunity to design and illustrate custom rugs for

residential interiors. Her true passion is toy design and she is currently building concepts for products which will be interactive, educational, and joyful. Kueneman's experience with printing, particularly etchings and woodcuts in college, has instilled an appreciation for printing as art. She enjoys discovering the newest technologies in the print industry. She holds a master's degree in Education Curriculum and Instruction from Argosy University and a bachelor's degree in Graphic Design from the California State system.

gary LEIVERS

[Faculty, Interior Design]

Areas of Expertise:

- Architectural rendering
- Interior design
- Architecture
- Urban master planning

Gary Leivers is an award-winning Architect and Designer whose expertise has taken him from his native England to San Diego by way of Washington, DC. His professional experience includes employment with HSMM, Inc. in Roanoke, Virginia and McGraw Baldwin Architects in San Diego, California. He recently joined the national firm of Harley Ellis Devereaux. International experience includes the Alor Setar Hospital in Kuala Lumpur, Malaysia and an urban master plan in Port-Au-Prince, Haiti. He is presently working on a book for Wiley Publishing based on the course taught at The Art Institute with a working title of "Visual Language : A Visual Toolkit for Architects and Designers," to be released in 2006.

Leivers has received numerous honors, including First prize in the International Interior Design Association, Southern California Chapter Art Show; Second prize in the International Interior Design Association, Southern California Chapter Art Show; American Institute of Architects (Blue Ridge Chapter), and Award of Merit, Franklin County YMCA, Rocky Mount, Virginia. Leivers holds a Bachelor of Arts in Architectural Studies from Huddersfield University in Huddersfield, England and Graduate Diploma in Architecture from Oxford Brookes University in Oxford, England. He became a Member of the Royal Institute of Architects in 1990.

nancy LLANAS

[Academic Director, Interior Design]

Areas of Expertise:

- Commercial design
- Healthcare design
- ADA
- Programming and space planning
- Staff development

Nancy Llanas came to The Art Institute from Office Pavilion San Diego, where she was responsible for planning large corporate client furniture design, reconfigurations and relocations where she oversaw the daily operations of the design. Llanas began her career in interior design nine years ago following a successful career in sales management. She has been a design director with Herman Miller dealers in Ohio and California as well as an interior design faculty member teaching kitchen and bath design at Bowling Green State University and advanced corporate design at The Art Institute. She holds a Bachelor of Science in Interior Design from Bowling Green State University. Llanas' professional memberships include: IIDA (International Interior

Design Association), ASID (American Society of Interior Design), CID (Certified Interior Designer), and IDEC (Interior Design Educators Council).



tina Luu

[Faculty, Culinary Arts]

Areas of Expertise:

- Asian culinary markets
- Baking
- Baking with organic ingredients
- Cooking with chocolate
- Desserts, plating, presentation
- Green cooking
- International-style pastries, including French and Italian pastry
- Pastry & coffee shop retail business management
- Sustainable foods and farming

Tina Luu is The Art Institute of California—San Diego's head baking and pastry chef instructor. Chef Luu's resume includes pastry chef positions at the famed Sonoma Mission Inn and Spa in Northern California, Alan Wong's King Street Restaurant in Honolulu, Stars locations in Singapore and Washington state, and two San Francisco favorites, Aqua and Essex

Supper Club. Her pastry creations have been featured in Hospital-ity News, San Diego Union Tribune and in several nationally syndicated stories, and she regularly writes for Women Chefs & Restaurateurs. She is a strong proponent of using organic ingredients in her creations and is a long-time member of the culinary industry sustainability organization Chefs Collaborative. Chef Luu is a graduate of the California Culinary Academy in San Francisco and holds a bachelor's degree in Psychology from University of California, Santa Cruz.



michael LYNCH

[Faculty, Graphic Design]

Areas of Expertise:

- Advertising design
- Art direction
- Book cover design
- Color theory
- Concept design
- Corporate identity
- Creative direction
- Creative process
- Freelance jobs in graphic design
- Graphic design concepts
- Graphic design industry
- Logo design
- Multimedia/internet design
- Package design
- Philanthropic design projects
- Portfolio layout
- Poster design
- Print media
- Shape theory
- Typography

Michael Lynch has been a graphic design instructor at The Art Institute of California—San Diego for more than six years and is the former chair for the graphic design program. His extensive design career includes numerous advertising campaign layouts, award-winning logo and identity design for community organizations, and more than 300 book covers on a variety of topics. Lynch has won numerous awards, including multiple “First Place” and “Best of Show” awards at the prestigious Del Mar Fair and several community leadership awards for his “Stop Teen Violence” pro bono campaign work.

michael MARX

[Faculty, Liberal Studies]

Areas of Expertise:

- Business research
- Creative writing
- English
- English composition
- English literature
- History of food
- Humanities
- Literature
- Literature to film
- Rhetoric
- Understanding drama
- World religions
- Writing for the workplace

Michael Marx began his career in high school where he won the Greene County History Prize and was a representative to the Pennsylvania Youth Congress. He received a bachelor's degree in Political Science (major) and Drama (minor) from Hobart College, Geneva, New York. He studied European literature, drama, and politics his junior year abroad at Loyola University of Chicago's campus in Rome, Italy.

Marx received a Master of Fine Arts in filmmaking at New York University. His first novel, "A War Ends," won the Artisan Award from the Academy of Fine Arts & Friends of Chicago in 1977. His second novel, "Eric Greenfield-Middle American" came out in 1987 and third novel, "Justus-A Utopia" was published in 1999. Marx wrote over 100 movie reviews and 75 op-ed columns for Knox County Daily News and Wabash Weekly News in Indiana in 1991-92 while he owned and managed The Freelandville Novelist Cafe. His biography is included in the 2005-2006 edition of Who's Who in American Education. Additionally, his biography has been included in Who's Who in the World and Who's Who in America every year since 1999, probably because he is one of the few novelists in the world who writes, publishes and markets his own novels door-to-door.

mary MCDERMOTT PH.D.

[Faculty, Graphic Design]

Areas of Expertise:

- Perspective
- Art history
- Observational drawing
- Life drawing
- Color theory

Mary McDermott has been producing, exhibiting and selling her paintings and jewelry to galleries, dealers, and collectors for over 25 years. She is originally from New York where she received a Bachelor of Arts from Queens College of the City University of New York. She later relocated to California, where she obtained a Master of Arts from California State University Dominguez Hills in order to teach. She recently earned a Ph.D. in Fine Art-Painting at De Montfort University in Leicester, England. McDermott presently teaches drawing courses at The Art Institute and art history courses at The Art Institute Online. She is an artist and educator presently living in California.



teresa MERCSAK

[Faculty, Liberal Studies]

Areas of Expertise:

- Business communications
- Creative writing
- Effective speaking
- English
- English composition
- English literature
- Visual language and culture

Teresa Mercsak received her bachelor's and master's degrees in English Literature from the University of Akron, Ohio, and has a background in English literature, composition, and copyediting/proofing. She has taught for the University of Akron, served as a senior editor for various Internet companies such as SpinRecords.com and LevelRed.com, freelanced with Internet sites and magazines as a copyeditor/writer, and now teaches Creative Writing, English, Visual Language and Culture, Effective Speaking, Literature, and Business

Communications at The Art Institute of California—San Diego. Additionally, Mercsak teaches online for The Art Institutes and instructs at Brown Mackie College. She continues to be selected for entrance into the Who's Who Among America's Teachers and serves as the faculty founder and advisor for The Art Institute's Ambassador's Club (elite student representatives). She is a member of the Student Success Committee. Her freelance work includes live performance art.



Jessica NEWMAN

[Faculty, Interior Design]

Areas of Expertise:

- 3D design basics
(architectural model-making)
- Architectural rendering/
illustration
- Basic drafting
- Basics of interior design
- Drawing and perspective
- Forms and space
- Interior design
- Introduction to Autocad
- Observational drawing
- Painting
- Presentation techniques
- Sustainable design

Originally from upstate New York, Jessica Newman attended the Rhode Island School of Design, where she studied fine arts. She also attended the Fashion Institute of Technology in New York City, where she graduated with a Bachelor of Fine Arts in Interior Design. Newman has worked for a number of interior design and architecture firms in New York, Atlanta

and San Diego. Some of the various types of projects she has worked on include public schools, private colleges, assisted living facilities, office spaces, churches, four and five-star hotels, and private homes. For the past five years she has been creating architectural renderings on a freelance basis. These renderings are used as a tool by architects and interior designers to show their clients what the finished design will look like before it is built. Newman works with markers, colored pencil, Autocad, and Photoshop. Newman is also a painter who shows her work in the San Diego area. She is the founder of the EcoDesign club, an organization which focuses on sustainable building practices.

ellyn NORRIS

[Faculty, Graphic Design]

Areas of Expertise:

- Design
- Design history
- Digital photography
- Drawing
- Photography

Prior to joining The Art Institute of California—San Diego, Elyn Norris worked for Nova Scotia College of Art and Design and the Halifax Regional School Board. She has been awarded the HRM Millennium Grant, the PDF Travel Grant, the PDF Curriculum Grant and the National Gallery of Canada Fellowship Award. In Canada, Norris had her art exhibited at locations including the Anna Leonowens Gallery, the Visual Arts Gallery and the Complex de Canal. She exhibits her work locally often, boasting four shows within the last year. Norris is an instructor for The Art Institute Online as well as in the

classroom. She teaches photography, Photoshop and drawing. Norris is a member of the National Association of Photoshop Professionals and the Museum of Photographic Arts. She also makes a practice of volunteering her time to many artistic and educational causes. Norris has a master's degree in education from NASCAD University, a Graduate Diploma in Art Education and a bachelor of fine arts degree from Concordia University.

robert ROMAINE

[Faculty, Culinary Arts]

Areas of Expertise:

State of California Registered Environmental Health Specialist

Currently working as a Food Safety Consultant and an instructor in the Culinary Program at The Art Institute of California—San Diego, Mr. Romaine worked for the County of San Diego, Department of Environmental Health as a Health Inspector for 26 years. His position with the county included the following program responsibilities:

- Coordinator of the SD County's Food Handler Training Program
- Food and Housing Public Information Officer
- Food Borne Illness Recall Coordinator
- Fire and Safety Coordinator
- Division Budget Analyst
- Community Events Coordinator
- Member of the Small Business Liaison on the Hospitality Resource Panel
- Department Training Coordinator
- ROP Restaurant Program Advisor
- State Certified LEAD Inspector Assessor

He is also working as an independent Auditor for National Everclean Services, a restaurant auditing company. He is a certified instructor for two nationally recognized food safety training programs, the National Restaurant Associations, SERVSAFE and Food Safety Professionals Organization. Romaine graduated from San Diego State University with a degree in Environmental Health and is a State of California Registered Environmental Health Specialist.

donna SANDSMARK

[Faculty, Interactive Media Design/
Media Arts & Animation]

Areas of Expertise:

- Interactive marketing strategy and tactics
- Interactive media trends
- Non-traditional animation careers
- Technology in design
- Women's perspective on technology and design

Initially joining The Art Institutes as a multimedia arts instructor in 1998, Donna Sandsmark's aptitude for developing and managing quality educational programs and materials quickly propelled her to academic director in her field of expertise. She has now stepped back into full-time faculty member status, teaching classes in Web Animation, Web Design and Digital Illustration.

Prior to The Art Institute, Sandsmark worked with several technology leaders including General Dynamics Cor-

poration and NASA, including the launch of many prominent communications satellites such as Direct TV. She had also headed up her own interactive design business in 1996, specializing in CD-ROM, kiosks and Web-based products for a variety of Fortune 1000 companies in the fields of entertainment, applied sciences, medicine and business. Sandsmark holds a master's degree in Information Systems/Computer Science from the University of Southern California and a bachelor's degree in Engineering and Business from Penn State University.

kristian SECOR

[Faculty, Interactive Media Design]

Areas of Expertise:

- Advanced Web-based programming
- Animation
- Computer applications
- Database concepts
- E-Commerce site design
- Intermediate scripting languages
- Introduction to multimedia
- Multimedia
- Programming
- Web-based programming
- Web design

Secor began teaching at The Art Institute of California—San Diego in the fall of 2002, specializing in server-sided scripting languages, including Perl, PHP and ASP as well as database technologies such as Mysql. He has experience with Action Script 2.0 as well as browser sided languages like Javascript. Additionally, he worked as a database administrator for First American Financial Services with their bankruptcy database

for two years before coming full-time to The Art Institute. Additionally, he served as production manager for the New Haven Ravens baseball club's Web site.

Kristian Secor has a bachelor's degree in Public Communications from Syracuse University and a master's degree in Electronic Media from Quinnipiac University. Kristian earned many academic honors during his education, including his membership in Alpha Lambda Delta and Phi Eta Sigma honor societies.

linda SELLHEIM

[Academic Director, Game Art & Design]

Areas of Expertise:

- 3D modeling and texturing
- Animation drawing
- Digital art
- Concept illustration
- Game animation
- Game modeling

Linda Sellheim graduated from Art Center College of Design with a Bachelor of Fine Arts in Illustration and she also holds an MFA from California State University, Fullerton. She is currently Academic Director of The Art Institute's Game Art and Design program. Her previous experience includes many years of designing and illustrating for editorial publications and advertising campaigns. She has designed toys for Galoob, Ideal and Mattel working from concept through production and has also worked in many areas of the entertainment industry including concept design,

special effects, and costuming. In the late 1980's Sellheim created a clothing company that specialized in surface design techniques creating limited edition apparel for major department stores, television and film. Sellheim presently resides in Orange County, California working as a digital artist applying her past experience to artwork for video games and working with 3D video game technology to create story driven virtual environments.

lindsay SHOLDAR

[Faculty, Interior Design]

Areas of Expertise:

- Bath design
- Furniture
- History of architecture
- Kitchen design
- Lighting design

Award winning interior designer Lindsay Sholdar earned her bachelors degree in Art with an emphasis in Interior Design from San Diego State University in the spring of 2001. After being hired to work in the firm of one of her former instructors at SDSU, Sholdar became active in her local American Society of Interior Designers (ASID) chapter as an Allied Member and served in many volunteer positions including editor of the chapter's newsletter for two years. Sholdar's involvement in ASID first introduced her to The Art Institute of California—San Diego when The Art Institute sponsored an ASID meeting that coincided with the launch of their new Interior Design program. It wasn't long before Sholdar was knocking on doors, anxious to contribute to what promised to be San Diego's

leading educator in Interior Design. Sholdar joined the faculty of The Art Institute in the summer of 2004 as an instructor while continuing to practice interior design full time. In addition to holding valuable information in the areas of history and lighting, Sholdar recently had her work published after being awarded "Bath of the Year, Most Creative Use of Space" by San Diego Home Garden Lifestyle Magazine in an annual competition honoring design excellence. While the award-winning bath design was still on newsstands, Sholdar was notified of a second honor in a kitchen competition sponsored by the same magazine.

jeff SILVA

[Faculty, Graphic Design]

Areas of Expertise:

- Environmental design
- Graphic design

With an emphasis in environmental graphic design, Jeff Silva has worked on projects in Los Angeles, Atlanta and Kansas City as well as internationally in Japan, China and the Philippines. Projects include concept design for the 2008 Olympics in Beijing, China, city development in Manila, Philippines and retail design throughout the United States and in Japan. Silva is curious about the impact of design in the environment.

In addition to The Art Institute, Silva is part of the Graphic Design faculty at San Diego State University, where he teaches foundation and advanced design classes. He is involved in rewriting several classes to complement the expectations of the design

industry. Silva holds a Bachelor of Fine Arts in Graphic Design and Packaging from Art Center College of Design in Pasadena, California.

Silva is involved with the San Diego chapter of Architecture for Humanity and various non-profit organizations, constantly thinking about how to bridge the gap between sociological issues and design solutions.



yelena SULEY

[Faculty, Graphic Design]

Areas of Expertise:

Digital grid systems

Grid systems

Yelena Suley is a graduate of the Academy of Fine Arts in Russia and is an award-winning graphic designer with over seventeen years of experience in the marketplace. Having abandoned fine arts after fleeing Soviet Russia in 1987, she arrived in San Diego and built herself a new career in graphic design after graduating from Platt College.

After working as a graphic designer with Calvin Woo & Associates and Stefanko & Hetz Advertising, Suley became the Art Director for HMA Advertising where she supervised graphic designers, artists, and photographers. Eventually creating her own client base, she launched Solo Graphica and ran the business for ten years. Her client list includes Harcourt Brace Publishing, Qualcomm, Kenneth Smith & Associates,

Dolby Surround, Singular/Thompson Publishing, Watersport Publishing, La Jolla Golf Club, Clarion Hotel, Ramada Inn, Sputnik Translation Services, Sport Images West and Hitachi. Her first teaching experience was in 1996 at The Advertising Arts College, and she has been working at The Art Institute of California—San Diego since 2003.



mark SULLIVAN

[Academic Director, Culinary Arts]

Areas of Expertise:

- British hospitality
- Corporate restaurant planning
- Culinary history
- Food & beverage purchasing/
inventory control
- Gourmet connoisseur
- Restaurant management issues
- Wine

Heading The Art Institute of California—San Diego's Culinary Arts and Culinary Management degree programs, Chef Sullivan brings an outstanding culinary career spanning twenty years in the kitchens of America and Bermuda. Prior to The Art Institute, Chef Sullivan had worked as both a corporate executive and independent consultant, developing numerous training programs for both the kitchen and dining room and in the related areas of purchasing, inventory control and general restaurant accounting. His notable career path

took him from a post as executive chef at Wayne Newton's Tamiment Resort in the Pennsylvania Poconos to food and beverage comptroller of The New York Hilton Hotel in midtown Manhattan. Chef Sullivan graduated with an AOS from The Culinary Institute of America at Hyde Park, New York and attended State University of New York for business administration. He is also trained in British Hospitality from the Bermuda Hotel and Catering College.

macoe SWETT

[Faculty, Graphic Design]

Areas of Expertise:

- Brochure design
- Digital illustration
- Flier design
- Grid systems
- Logo/identity design
- Outdoor advertising

Macoe Swett is a graphic designer/illustrator with over ten years of industry experience. She holds a Bachelor of Fine Arts degree in Communication Design from Kutztown University in Pennsylvania. After graduating from college, Swett relocated to San Francisco where she worked for Gensler, a large architecture/interior design firm. Upon moving back east to Philadelphia, she worked as a graphic designer for various firms including Philadelphia CityPaper. She was chosen by AIGA, Philadelphia chapter, to design a poster for their Poetry in Motion series, which appeared in Philadelphia subways.



eric VAN HAMERSVELD

[Faculty, Media Arts & Animation]

Areas of Expertise:

- 2D animation production for television
- 2D animation studio
- Digital arts
- Digital ink and paint

For over 30 years Eric Van Hamersveld has been involved in all creative, technical and business phases of the entertainment industry. He has been an animator for Warner Bros. Studios, J. Ward Productions, and Hanna-Barbera Studios. His credits include: "The Pink Panther," "Road Runner," "Speedy Gonzalez," "George of the Jungle," numerous TV series and several commercials including "Capt'n Crunch" and "Star Kist-Charlie the Tuna." For the Walt Disney Company, he produced visual special effects for EPCOT, Disneyland and Tokyo Disneyland theme park projects. Currently, Van Hamersveld is an Animation Director working on children's games and direct-to-videos for Mattel Toys, Fisher-Price Toys, and

McGraw/Hill Publishers, and he is also an illustrator of several children's books. He has a bachelor's degree in Television & Film Production from Texas Christian University.

SUSAN VARNUM

[Academic Director, Media Arts & Animation
and Interactive Media Design]

Susan Varnum recently joined The Art Institute from The Art Institute of Miami International University of Art & Design, where she had been the Academic Director for Computer Animation and Visual Effects & Motion Graphics since 2002. Varnum first joined The Art Institute family in 1999 when she taught broadcast graphics, compositing, and electronic imaging for Ai-Fort Lauderdale. On the industry side, Varnum has held positions over the last ten years as a senior graphic artist, a flame artist, and a director of digital design. She holds a Master of Fine Arts in Computer Animation from Savannah College of Art and Design and a Bachelor of Arts in Studio Art from Lawrence University in Appleton, Wisconsin.



Kim VAREY

[Associate Dean, Academic Affairs]

A Torrance, California native, Kim Varey earned her Bachelor of Arts in Speech Communication from San Diego State University, a Master of Science in Communication from Illinois State University and a Ph.D. in Interpersonal Communication with an emphasis in Gender and Culture from Ohio University. Varey taught college communication courses for six years and then transitioned into organizational training and education administration. Most recently, she was the Director for Webster University's San Diego campus where she oversaw general campus operations, including faculty hiring and evaluation, academic advising, marketing and financial services. Most of Varey's spare time is spent with her husband Dan, 8-month-old daughter Sarah, and pet Chihuahua Chula.



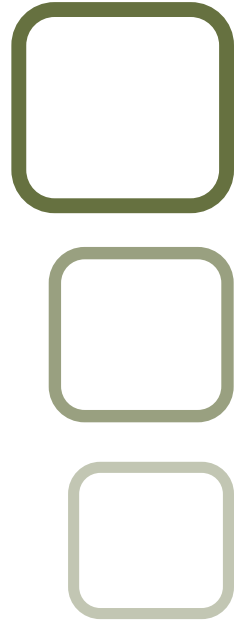
rochelle WATERS

[Faculty, Liberal Studies]

Areas of Expertise:

- Psychology
- Sociology
- Computer applications

Rochelle Waters is an experienced instructor and trainer with over 12 years in her field. She began her career as a Navy Trainer and Division Officer for the Fleet Aviation Specialized Operations Training Group where she provided training on computer skills, supply management and equal opportunity. Subsequent positions include five years as a Special Subjects (Navy Junior ROTC) Instructor for Milpitas High School in Milpitas, California, and numerous positions teaching computer applications for Milpitas Adult Education programs and the Computer-Ed Institute. She earned both her BA in Psychology and MA in Human Behavior from the University of LaVerne in LaVerne, California.



grady WILLIAMS

[Faculty, Media Arts & Animation]

Areas of Expertise:

- Life drawing
- Maya
- Observational drawing

Grady Williams is a talented artist and experienced instructor who brings a wealth of experience to The Art Institute. Williams began his career in his native Los Angeles exhibiting his extensive collection of artwork, including paintings, drawings and murals. Williams relocated to San Diego where he worked as a designer for Midway Home Entertainment and Redzone Interactive. Williams frequently displays his work at exhibitions throughout San Diego. Additionally, his art can be found on his Website, amusinmyself.com.

Williams holds a Bachelor of Fine Arts in Illustration from the Art Center of Design in Pasadena, California.



michael

WOODS, PH.D.

[Faculty, Culinary Arts]

Areas of Expertise:

- Performance management
- Strategic planning
- Quantitative methods
- Organizational development

Michael Woods is an experienced executive with an impressive track record in operations management within the hospitality industry and corporate environment. Most recently he was the director and vice president of operations for Central Locating Service (CLS) in Willow Grove, Pennsylvania. Previously, he held the same position at Underground Technologies in Ventura, California. Additionally, Woods has served as regional director and operations director prior for numerous high-profile hospitality businesses such as Red Onion, Baja Fresh Mexican Grill and Tony Roma's Restaurants. Woods holds a Bachelor of Science in Business Administration and an MBA from Xavier University in Cincinnati, Ohio, and a Ph.D. in Organization



Management/Change (OD) from Capella University in Minneapolis, Minnesota.

Wei XU, PH.D.

[Faculty, Game Art & Design]

Areas of Expertise:

- 3D Computer graphics
- Game design
- Maya
- Image processing

Wei Xu's impressive professional background has brought him from China to San Diego via Philadelphia and Austin. Xu began his career as a Computer Aided Geometric Design Specialist at Amiable Technologies, Inc. in Philadelphia before becoming a Senior Software Engineer at Schlumberger Austin Technology Center in Austin. Most recently Xu served as Lead Technology Engineer for the Tools & Technology Group of SONY Computer Entertainment America where he is credited for work on numerous game development projects.

Xu holds a Ph.D. in Computer Graphics and Applied Mathematics from the University of Texas at Austin. He received a Bachelor of Science in Computational Mathematics from Fudan University in China and a Master of Science degree from Zhejiang University in China.



richard YABARRA

[Faculty, Graphic Design]

Areas of Expertise:

- Annual report design
- Art direction
- Branding
- Package design
- Portfolio design
- Typography

An honors graduate from San Diego State University with a bachelor's degree in Graphic Design Communication, Richard Ybarra is a leading designer/creative director in the San Diego advertising/design industry. Ybarra has taught graphic design and advertising design at The Art Institute of California—San Diego for seven years. He has over 28 years of experience within the graphic design and advertising industries. He has 15 years of teaching experience. Prior to his employment at The Art Institute, he was an instructor at the University of California, San Diego Extension for seven years where he taught art direction, client campaign development and corporate

identity. Along with his many duties at The Art Institute, he serves as the faculty advisor for the student group of the American Institute of Graphic Arts (AIGA.)



michael ZONFRILLI

[Faculty, Culinary Arts]

Areas of Expertise:

Menu management

Chef Michael Zonfrilli began cooking as a teenager and continued through his college years. Realizing that food was his true passion, he went on to attend the Culinary Arts program at Johnson and Wales University, graduating with honors. He then mentored under several well-known chefs, lived on an organic farm, and traveled in France and Italy before moving to San Diego. Michael was part of the opening team at the Bellefleur Winery and Restaurant in Carlsbad, where he earned the title of Executive Chef. From there he was recruited to become the Chef de Cuisine of J. Taylor's at L'Auberge Resort and Spa in Del Mar. Zonfrilli is presently Chef-Partner of the Market Street Café and Bakery in San Marcos, California.

Additionally, Zonfrilli holds a Bachelor of Arts in English and Philosophy from the University of Tampa.



MAP

directions



Location

The Art Institute of California — San Diego
7650 Mission Valley Road
San Diego, CA 92108-4423
Phone: 858-598-1200
Toll Free: 800-591-2422

From Hwy 163 North or South

Take Friars Road exit and go East
Take Mission Center Road off-ramp
Turn Left onto Mission Center Road
Turn Left onto Mission Valley Road
Turn Right into The Art Institute parking lot

From Interstate 8 East or West

Take Mission Center Road exit and go North
Turn Left onto Mission Valley Road
Turn Right into The Art Institute parking lot

From Interstate 5 North or South

Take Interstate 8 East
Take Mission Center Road exit and go North
Turn Left onto Mission Valley Road
Turn Right into The Art Institute parking lot

From Interstate 805 North or South

Take Interstate 8 West
Take Mission Center Road exit and go North
Turn Left onto Mission Valley Road
Turn Right into The Art Institute parking lot

