

**International Academy of Design & Technology – Tampa
5104 Eisenhower Boulevard
Tampa, FL 33634
www.iadt.edu**

**Institutional Catalog
2012**

Addendum Publication Dates

January 3, 2012

January 18, 2012 – Volume 1

April 2, 2012 - Volume 2

April 9, 2012 – Volume 3

- 1. Tuition and Fees**
- 2. Academic Calendar**
- 3. Faculty**
- 4. Administration**
- 5. Revisions**

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Tuition Cost by Program

Program	Full Program Tuition	Total Program Credits
Associate Degree Programs	\$32,800	92
Bachelor's Degree Programs	\$64,800	180

The tuition noted above is the cost for the full program of study, inclusive of required textbooks and supplies included in the supply kit, if attending at the professional pace each term. The professional pace is defined for each degree program as: Associate program, 16 credits each term except the final term which is 12 credits; Bachelor's program 12 credits per term in the first academic year, and 16 credits per term in the subsequent academic years up through completion of the program. The actual cost per credit will vary depending on the number of credits taken during each term as outlined below and in the tuition and fees addendum listed in the catalog. Thus, if you take fewer credits per term, your tuition cost will be higher than indicated in the chart above. This amount may vary depending on the number of terms in which the student is enrolled. The Application Fee is a one-time fee paid at the time of application. IADT waives all associated fees (software and textbooks) for all students who are Active Duty/Reservist U.S. Military Service Members. The estimated costs for textbooks included in the tuition costs listed above are for the entire program and may vary depending on the number of terms in which the student is enrolled. The tuition and fees does not include other program costs, including, but not limited to, supplemental books, additional project supplies, and laboratory fees, and other costs associated with the selected program of study. The cost per credit is as follows:

Tuition Rates including Books:

Credits	Tuition / Credit
1-4	\$500
5-8	\$500
9-12	\$400
13-16	\$350
17-20	\$300

Effective for all students who begin classes at the International Academy of Design & Technology – Tampa on or after May 7, 2012

All prices subject to change without notice

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Fee Schedule

Application Fee (non-refundable)	\$50
Audit Class (current student)	\$50 per Credit Hour
Proficiency Credit Evaluation PASS, credit awarded	\$250
Proficiency Credit Evaluation Fee	\$50
Late Tuition Payment	\$20
Late Registration	\$50
Repeat Class	Current Tuition per Credit Hour
Returned Check	\$25
Transcript	
Electronic or paper requested electronically through Docufide	\$5
Ordered through the campus	\$10
Overnight/US Mail Delivery	\$30
Withdrawal Fee	\$30
Student Identification Card replacement	\$5

Effective for all students who begin classes at the International Academy of Design & Technology – Tampa on or after May 7, 2012
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2012 Academic Calendar

TERM 1 2012

February 13 Classes Begin
February 19 Last Day of Add/Drop
March 26 Registration Starts
April 21 Last Day of Classes –Term 1 Ends
April 22 – May 6 End of Term Break

TERM 1 2012 - Session I

February 13 Classes Begin
February 16 Last Day of Add
February 19 Last Day of Drop
March 17 Session I Ends

TERM 1 2012 -Session II

March 19 Session II Begins
March 22 Last Day of Add
March 25 Last Day of Drop
April 21 Session II Ends

TERM 2 2012

May 7 Classes Begin
May 13 Last Day of Add/Drop
May 28 Holiday – Memorial Day
June 18 Registration Starts
July 4 Holiday – Independence Day
July 14 Last Day of Classes –Term 2 Ends
July 15-July 29 End of Term Break

TERM 2 2012 - Session I

May 7 Classes Begin
May 10 Last Day of Add
May 13 Last Day of Drop
June 9 Session I Ends

TERM 2 2012 -Session II

June 11 Session II Begins
June 14 Last Day of Add
June 17 Last Day of Drop
July 14 Session II Ends

TERM 3 2012

July 30 Classes Begin
August 5 Last Day of Add/Drop
September 3 Holiday – Labor Day
September 10 Registration Starts
October 6 Last Day of Classes –Term 3 Ends
October 7 - 14 End of Term Break

TERM 3 2012 - Session I

July 30 Classes Begin
August 2 Last Day of Add
August 5 Last Day of Drop
September 1 Session I Ends

TERM 3 2012 -Session II

September 3 Session II Begins
September 6 Last Day of Add
September 9 Last Day of Drop
October 6 Session II Ends

TERM 4 2012

October 15 Classes Begin
October 21 Last Day of Add/Drop
November 22 – November 24 Holiday – Thanksgiving
November 26 Registration Starts
December 22 Last Day of Classes –Term 4 Ends
December 23 – January 6 End of Term Break
December 25 Holiday - Christmas
January 1 Holiday – New Year’s

TERM 4 2012 - Session I

October 15 Classes Begin
October 18 Last Day of Add
October 21 Last Day of Drop
November 17 Session I Ends

TERM 4 2012 -Session II

November 19 Session II Begins
November 22 Last Day of Add
November 25 Last Day of Drop
December 22 Session II Ends

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FACULTY LISTING – April 2012

Blackburn, Rosemary

Fashion Design Faculty

B.A., Textiles/Fashion, St. Martin's School of Art/Central St. Martin's College of Art and Design, UK

Diaz, Jorge

Graphic Design Faculty

M.F.A., Media Design Management, International Academy of Design & Technology

B.F.A., Art, The University of Tampa

Dutertre, Cathy

Professional Photography Faculty

A.S., Digital Photography, International Academy of Design & Technology

Epps, Robb

Graphic Design Department Chair

M.F.A., Sequential Art, The Savannah College of Art and Design

Bachelor of Music, Music Education, University of North Carolina at Greensboro

Haunstetter, Denise

Advertising Design (teach-out) Program Coordinator

Ph.D., Curriculum and Instruction, University of South Florida

M.Ed., Curriculum and Instruction, University of South Florida

B.A., Mass Communications, University of South Florida

A.S., Commercial Art, Education America, Tampa Tech Campus

Hollweg, Teresa

Interior Design Faculty

B.S., Interior Design, The Florida State University

A.A., General Studies, Valencia Community College

Johnston, Patricia

Interior Design Department Chair

Bachelor of Design, University of Florida

Lurch, Michelle

Fashion Design and Retail Merchandise Management Department Chair

B.A., Textiles/Fashion, St. Martin's School of Art/Central St. Martin's College of Art and Design, UK

Mundo, Martin

Fashion Design Faculty

B.F.A., Fashion Design and Marketing, International Academy of Design & Technology

A.A.S., Fashion Institute of Technology

Pelak, Paul

Professional Photography Department Chair

M.F.A., Media Design Management, International Academy of Design & Technology

B.F.A., Communication Design, Kutztown University

Ramasamy, Navintran

Audio Production Faculty

B.M., Music Production & Engineering, Berklee College of Music

Sansone, Jeffrey

Audio Production Faculty

B.S., Music Recording, University of Southern California

Schmitt, Theresa

Post Production (teach out) and Audio Production Department Chair

M.Ed., Instructional Technology, American InterContinental University

B.A., American Studies, Eckerd College

A.A., St. Petersburg College

Specialized Associate, Film and Video Production, Full Sail

Schulman, Stephanie

Audio Production Faculty

B.A., Music, University of South Florida

VanKampen, Rennie

General Education Department Chair

M.A., Humanities, The Florida State University

B.A., Humanities, The Florida State University

A.A., Tallahassee Community College

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ADMINISTRATION OF THE ACADEMY – April 2012

Karen O'Donnell, Ph.D.
President

Phil Bulone, M.S.
Director of Education

Dawn Wolff
Director of Admissions

Amanda Pratt
Manager of Student Finance

Carl Stork, M.B.A.
Director of Career Services

Kim Fortenberry, B.A.
Manager of Student Services

Kamil Francois
Associate Registrar

Kayte Korwitts, MS, Library and Information Science
Regional Director of Library Services

Ellen Ward, Ph.D.
Disability Services Administrator

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REVISIONS TO THE INSTITUTIONAL CATALOG
(new language is underlined, deleted language is struck)

Page 44
Effective April 9, 2012
Revision to Disbursement of Title IV Credit Balance (Books)

IADT & Collins College

Tuition and books are bundled and billed as a single charge each term. Books and supplies will be mailed or made available at the campus for pick up to registered students by the 7th day of the scheduled start of classes to registered students who have submitted all required FA paperwork.

~~IADT ONLINE~~

~~Tuition, books and fees are bundled and billed as a single charge each term. Books and supplies will be mailed prior to the start of classes to registered students who have submitted all required FA paperwork.~~

~~IADT Ground & Collins~~

~~Books are made available at the campus for pick up to registered students by the 7th day of the scheduled start of classes and billed to the student's account.~~

Page 47
Effective April 9, 2012
Revision to Institutional Grants and Scholarships

The Institution offers tuition scholarship awards to encourage the pursuit of higher education. The availability of the different grants and scholarships is based on the campus locations and available funding. Applicants must submit a separate application form for each scholarship and/or grant for which they wish to apply. Applicants must be enrolled full-time in the Institution and in active attendance. Scholarship and Grant application forms are available from the Office of Student ~~Services~~ Finance. Withdrawal from the Institution nullifies any unused scholarship funds. Applicants for need-based scholarships and/or grants must have a Free Application for Federal Student Aid (FAFSA) on file for scholarship or grant consideration when applicable. Selection of awards will be made by the Scholarship Committee based on the eligibility requirements. At no time will grant or scholarship awards be transferred to another individual, school, be received as cash, or will result in excess funding over direct educational costs. Students utilizing Chapter 33 Post 9/11 veteran's benefits at the 100% rate are ineligible for institutional grants & scholarship, but will be eligible for the Yellow Ribbon program where applicable. CEC employees are not eligible for these programs.

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Effective April 9, 2012
Revision to Art & Design Grant (A & D Grant)

The Institution offers an A&D Grant to ~~new~~ students who have applied for all federal, state, and private financial aid, grants and/or scholarships and have an outstanding tuition balance. A&D Grants are offered in the following programs:

- Bachelor's degree with grant limits up to \$16,500; and
- Associate degree with grant limits up to \$11,000.

Individual grant awards can range from \$200 - \$6000. Students will be considered for the grant upon completion of the admissions application process (enrolled with the school) and the financial aid application process (federal, state, and private). Students will be required to submit an essay. Deadlines to award the A&D Grant are at the end of the add/drop period. The Institution makes available a limited amount of money each year for the A&D Grant. Once available funding has been exhausted, A&D Grants will not be awarded to otherwise eligible students. The following are the criteria for consideration:

- ~~must be a first time student or a student who has re-enrolled;~~
- must have valid (complete) ISIR/FAFSA on file;
- must have an alternative (private) loan co-borrower denial from a student loan lender/provider;
- must have a PLUS loan denial if applicable;
- dependent students need a Plus denial and an Alternative Loan co-borrower denial;
- must have an In School Payment Plan that cannot exceed \$200 per month;
- must submit an essay to the Student Finance Manager who will present to the School Selection Committee on "Why I am committed to completing my program" (required only in the first academic year);
- must have completed the entire financial aid process;
- student will repeat all steps, with the exception of the essay, in subsequent academic years;
- student must remain enrolled, maintain satisfactory academic progress, and ~~adhere to their assigned schedule which will vary between 12 and 16 credits per term to remain eligible for the grant and must attend at least 12 credits per academic term;~~
- grants cannot be transferred to another individual or college or be received as cash;
- grant cannot be combined with any other institutional grant or scholarship

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Page 111 and 120
 Effective April 2012
 Professional Photography
 Associate of Science
 Tampa

The current program listed in the 2012 catalog has been revised and replaced with the following:

The Associate of Science degree program in Professional Photography is designed to prepare students for careers in the areas of commercial and retail digital photography. The objective for the program is to provide students with a foundation in the basics of digital capture principles, both in still images and with movement and sound. Theoretical elements of photography are combined with practical application. These include proper digital asset management, pre and post production planning as well as the sensitivity to light and composition.

The academic requirements for the Associate of Science in Professional Photography are as follows:

Concentration Courses

<u>Course #</u>	<u>Course Title</u>	<u>Credits</u>
DESIGN125	<u>Aesthetics and Creativity</u>	<u>4</u>
PHOTO105	<u>Imaging Software I</u>	<u>4</u>
PHOTO120	<u>Foundations of Photography</u>	<u>4</u>
PHOTO115	<u>Imaging Software II</u>	<u>4</u>
PHOTO125	<u>Integrated Media</u>	<u>4</u>
PHOTO135	<u>Color Management</u>	<u>4</u>
PHOTO140	<u>Lighting Basics</u>	<u>4</u>
PHOTO201	<u>History of Photography</u>	<u>4</u>
PHOTO230	<u>Business for Photographers</u>	<u>4</u>
PHOTO240	<u>Portraiture</u>	<u>4</u>
PHOTO260	<u>People Photography</u>	<u>4</u>
PHOTO265	<u>Commercial Photography</u>	<u>4</u>
PHOTO270	<u>Studio Lighting</u>	<u>4</u>
PHOTO275	<u>Video Production for Photographers</u>	<u>4</u>
PHOTO280	<u>Wedding and Event Photography</u>	<u>4</u>
PHOTO285	<u>Video Editing for Photographers</u>	<u>4</u>
PHOTO295	<u>Portfolio</u>	<u>4</u>
<u>Total Concentration Credits</u>		<u>68</u>

General Education Courses

<u>Course #</u>	<u>Course Title</u>	<u>Credits</u>
COMM101	<u>Interpersonal Communications</u>	<u>4</u>
ENGL101	<u>English Composition I</u>	<u>4</u>
ENGL102	<u>English Composition II</u>	<u>4</u>
HUMN101	<u>Information Literacy</u>	<u>4</u>
MATH130	<u>College Algebra</u>	<u>4</u>
SOCS201	<u>Cultural Diversity</u>	<u>4</u>
<u>Total General Education Credits</u>		<u>24</u>
<u>Total Credits Required for Graduation</u>		<u>92</u>

Course Descriptions

PHOTO201 History of Photography

4 Quarter Credit Hours

Pre-requisite: _____ **None**

This course presents an overview of photography from the beginning of the 19th century to the contemporary, examination and analysis of work by photographers that have influenced our culture is a large part of course activity.

PHOTO105 Imaging Software I

4 Quarter Credit Hours

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Pre-requisite: _____ **None**

This course is a hands-on introduction to digital image media. Basic digital software tools and vocabulary will be discussed with an emphasis on a photographer's use of digital media. Beginning with scanning and input options, students will have the opportunity to learn to use relevant software to enhance, correct, manipulate, and manage image assets.

PHOTO120 Foundations of Photography

4 Quarter Credit Hours

Pre-requisite: _____ **None**

This introductory course will cover the basic principles of all camera functions and operations, composing an image in the viewfinder, appropriate selections of optics and camera settings, downloading and viewing images using the appropriate software.

PHOTO115 Imaging Software II

4 Quarter Credit Hours

Pre-requisite: _____ **PHOTO105**

This course focuses on intermediate fundamentals of photo imaging applications. The broad-range of functions these programs offer will be explored as tools for the photographer to enhance their images.

PHOTO140 Lighting Basics

4 Quarter Credit Hours

Pre-requisite: _____ **PHOTO120**

This course is designed to develop understanding and control of artificial lighting, the combination of artificial light and ambient light and the practical application of various qualities of light in any environment. The emphasis of this class is location lighting. Situations are studied to understand limitations, advantages, and disadvantages of various lighting environments and methods. Portable electronic flash is used extensively in this class.

PHOTO135 Color Management

4 Quarter Credit Hours

Pre-requisite: _____ **PHOTO115**

This course presents techniques to control and prepare a digital file for output. Work will be produced in both color and grayscales using a variety of icc profiles. Additional topics include calibration of monitors and working in a variety of color spaces.

PHOTO240 Portraiture

4 Quarter Credit Hours

Pre-requisite: _____ **PHOTO140**

This course examines mainstream commercial portraiture. The applications of traditional and contemporary principles are used to establish confidence and control in lighting and posing, as well as final image production.

PHOTO260 People Photography

4 Quarter Credit Hours

Pre-requisite: _____ **PHOTO240**

This course is designed to produce a professional level product. Emphasis is placed on interaction with industry professionals in accordance with industry-standard protocols.

PHOTO125 Integrated Media

4 Quarter Credit Hours

Pre-requisite: _____ **PHOTO115**

This course explores a variety of media applications useful to the professional photographer. Emphasis will be placed on the integration of presentation and delivery systems with industry standard software and techniques.

PHOTO270 Studio Lighting

4 Quarter Credit Hours

Pre-requisite: _____ **PHOTO140**

This course applies advanced theories of light control in a studio table top environment. Precise control of reflective and non-reflective surfaces is emphasized.

DESIGN125 Aesthetics and Creativity

4 Quarter Credit Hours

Pre-requisite: _____ **PHOTO120**

This course reviews current aesthetics and creativity in contemporary photographic art. Discussions include the basics of aesthetics, contemporary styles, approaches to creativity, and a comparison of photography to other visual media.

PHOTO265 Commercial Photography

4 Quarter Credit Hours

Pre-requisite: _____ **PHOTO260**

This course focuses on the commercial and advertising fields of professional photography. Emphasis is placed on the ability to produce effective presentations, targeted marketing efforts and successful bidding skills. The importance of design in creating effective imagery is given special attention.

PHOTO280 Wedding and Event Photography

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4 Quarter Credit Hours

Pre-requisite: PHOTO240

This course emphasizes the process of image design for individuals, couples and groups. The course presents both traditional and contemporary approaches to wedding and event photography.

PHOTO 275 Video Production for Photographers

4 Quarter Credit Hours

Pre-requisite: PHOTO270

This course introduces the basic concepts of video production and post-production. Emphasis is placed on the use of industry standard hardware and software to capture, convert, and edit video.

PHOTO285 Video Editing for Photographers

4 Quarter Credit Hours

Pre-requisite: PHOTO270

This course explores a variety of media applications using video capabilities available to today's photographers / directors in the editing process.

PHOTO230 Business for Photographers

4 Quarter Credit Hours

Pre-requisite: PHOTO265

This course introduces the various forms of business organization, business planning, and the analysis of potential markets, as each apply to the business of Photography. Other topics include the assessment of start-up costs, the projection of income and other components that are critical elements of a business plan.

PHOTO295 Portfolio

4 Quarter Credit Hours

Pre-requisite: PHOTO265

This class delivers the tools and insight to facilitate the production of an initial photography portfolio. Images will target a set of potential customers using a variety of suitable industry standard presentations. Emphasis is placed on producing quality images and a personal style of photography.