

PARSONS
PARIS



SCHOOL OF
ART + DESIGN

COURSE DESCRIPTIONS
2009-2010



Please note that unless otherwise stated, *successful completion of semester 1* is a prerequisite for entry into semester 2 for all year-long courses.

COURSE DESCRIPTIONS **2009-2010**

FOUNDATION YEAR³

COMMUNICATION

DESIGN⁴⁻⁸

DESIGN MANAGEMENT⁸⁻¹⁴

FASHION DESIGN¹⁵⁻¹⁹

FINE ARTS²⁰⁻²²

ILLUSTRATION²³⁻²⁵

PHOTOGRAPHY²⁶⁻³⁰

CRITICAL STUDIES³¹⁻³⁶



FOUNDATION YEAR

All Foundation courses are open only to Foundation students

Drawing Fundamentals 1 & 2

This is a perceptual and analytical drawing course. Perceptually, the goal is to develop hand, mind, and eye coordination through direct observation of still life, the figure, and the environment. Analytically, the focus is on composition, anatomy, and perspective using a variety of methods and materials. Fall semester concentrates on the use of line and its application in a sequential way. Work proceeds from black and white study and develops into value and color research over the course of two semesters. Students work in class under the guidance of the instructor.

- **3 credits per semester**

Laboratory 1 & 2

The goal of this course is to develop students' awareness of process as a means of developing a working visual vocabulary. Methods of gathering and notating information as a means of synthesizing and transforming ideas are emphasized. Experimentation with concept, form, and environment challenges students to develop a more structured approach to creative practice as an artist or designer. This interdisciplinary course involves reading, writing, and studio components.

- **3 credits per semester**

3D Design 1 & 2

Students are introduced to the basic principles, processes, and materials of three-dimensional design through a series of projects that stress problem solving, experimentation, and tangible results. Form and space are studied through the design elements of line, shape, composition, mass, volume, surface, scale, and proportion.

- **3 credits per semester**

2D Integrated Studio 1 & 2

This course uses the Macintosh computer and OS X operating system incorporating electronic drawing, the principles of design, and visual communication using Adobe Illustrator, InDesign, and Photoshop. The elements, principles, and factors of two-dimensional design are fully investigated during an entire academic year. First semester students explore design in black, white, and gray values. Second semester examines the nature of color from value to hue, light and pigment mixtures, systems of color, order and electronic color calibration. Composition and creative problem-solving are explored through increasingly complex design issues using both handmade and computer-based methods.

- **3 credits per semester**

COMMUNICATION DESIGN

SOPHOMORE YEAR

Type: Core Studio

This core studio establishes the foundation of communication design by introducing students to the varieties of methods and materials used throughout the communication design field. Students learn basic design methodology from researching to conceptualizing to execution, as well as the importance of design thinking. In addition, the course offers an in-depth study of letterforms and their relationship to space and furnishes the foundations of mastering the relationship between concept, form, layout and communication. Students evaluate and prioritize information based on size, weight and positioning of letterforms. They learn the importance of eye travel and movement, and examine the past, present and future development in typography. Using the pencil, brush, camera and computer, emphasis is placed on the development of strong communication skills. While this is essentially a studio course, occasional theoretical readings are proposed in order to foster a critical assessment of the media and to stimulate an awareness of contemporary issues in both print and multimedia design. **PREREQUISITE(S):** Foundation Year 2D Integrated Studio 1 & 2 or equivalent.

- **4 Credits (Fall only)**

Type: Core Lab

In this core studio, a variety of projects will introduce the student to the manipulation of two-dimensional space using a combination of hand skills and digital skills to complete assignments. In this course, traditional and contemporary tools and techniques are employed to produce high caliber documents (maquettes) for presentation purposes. Working within established sets of parameters, students learn to design simple editorial material with an emphasis on specific technical constraints. With this understanding of basic pre-press production information, students are encouraged to use various techniques and tools (photography, collage, montage, drawing, transfer processes, digital design, etc.) to produce strong, persuasive designs. **PREREQUISITE(S):** Foundation Year 2D Integrated Studio 1 & 2 or equivalent.

- **2 Credits (Fall only)**

Form: Core Studio

This second semester sophomore class is a sequel to Type: Core Studio. It serves as an introduction to various tracks offered in the junior and senior years. Through a series of short projects, students are exposed to the concepts of Information Graphics, Typography, Marketing Graphics, Motion Graphics, Environmental Graphics, and Interactive Graphics. In addition, students will further their understanding of typography as a powerful communication tool by demonstrating how considered typography advances the meaning and strength of an idea, a message, or form. Assignments seek to build students' conceptualizing skills. The lessons of Design for Communication are built upon through a series of practical applications, culminating in a final project. Critiques offer an opportunity for fine-tuning typographic skills.

PREREQUISITE(S): Type: Core Studio or equivalent.

- **4 Credits (Spring only)**

Form: Core Lab

In this course, students explore the finer points of production: how ideas and concepts are actualized. Building on the skills learned in the fall semester, students will learn how to execute a concept by working with production professionals. **PREREQUISITE(S)**: Type: Core Lab or Equivalent.

- **2 Credits (Spring only)**

Digital Imaging and Multimedia

This core studio course explores digital image making and editing for the world of print, web, photography, animation, fine arts and multimedia, each field having specific requirements that must be addressed in the creative process. Photoshop will be the emphasis in this course moving eventually into time-based media software. **PREREQUISITE(S)**: Foundation Year 2D Integrated Studio 1 & 2 or equivalent.

- **3 credits (Fall only)**

Interactive Multimedia

This studio course requires a basic knowledge of computer graphics and is centered on multimedia authoring software. The focus is authorship, in that more so than a formgiver, the designer acts as a content creator familiar with advanced concepts in interactive multimedia. Students are encouraged to conceptualize, design, prepare and program a multimedia project for eventual publication on CD-ROM or the internet. **PREREQUISITE(S)**: Digital Imaging and Multimedia.

- **3 credits (Spring only)**

Culture of Design (See Critical Studies)

This mandatory design history class explores the context of design starting with the invention of writing, all the way to postmodernism.

- **3 credits (Spring only)**

JUNIOR YEAR

Collab 1 & 2

This junior level studio course builds on sophomore year's curriculum by contextualizing general design theory and practice of their areas of interest. Social responsibility, sustainability, intellectual property, ethics and business practices are introduced into the design process. Research and ideation are integral components of this class, as it prepares students for their senior thesis project. Students apply this to projects for an industry sponsor, ngo/non-profit organization, or competition. **PREREQUISITE(S)**: Sophomore Core studios.

- **4 credits per semester**

Web Design 1 & 2

This junior laboratory/technology studio course focuses on the design process and technical background required for designing effective interactive experiences, with an emphasis on design methodology for evolving systems. HTML, JavaScript, CSS, Flash, and Web 2.0 CMS will be introduced along with specialized web design, imaging and animation tools. Students will design and mock up websites. The second semester delves further into notions of interface design, information architecture and web infrastructure. **PREREQUISITE(S):** Foundation Year 2D Integrated Studio 1 & 2 or equivalent. First semester is not a prerequisite for second semester.

- **3 credits per semester**

Global Design in the 21st Century *(See Critical Studies)*

- **3 credits (Fall only)**

SENIOR YEAR

Senior Studio 1 & 2

This year long senior studio continues the exploration of topics broached in Collab Studios. Students expand their design methodology through system-level assignments (such as environmental graphics, corporate identity, packaging, distribution tracking or information systems) that push their design thinking skills to new levels. The spring semester is devoted to an industry-sponsored project in the student's chosen field, hopefully leading to strong portfolio pieces and job opportunities. **PREREQUISITE(S):** Collab 1 & 2.

- **3 credits per semester**

Design Entrepreneurship, Business Practice *(See Design Management)*

- **3 credits (Spring only)**

Internship

Students must perform a design internship at an appropriate firm over the course of their studies. The internship's duration is equal to at least three weeks of fulltime presence.

- **1 credit**

Senior Thesis 1 & 2

Seniors work on a year long self-defined research and design project, culminating in a Senior Thesis Exhibition in the Spring. The senior thesis project demonstrates the student's intellectual, technical and critical maturity through both a visual component and a written component. Senior thesis advisors – outside experts in the students' chosen subjects – provide guidance and critical feedback. **PREREQUISITE(S):** Advanced Studio.

- **3 credits per semester**

3D Modeling & Animation

Using Autodesk's 3ds max, students will learn to create 3D models, characters and animations for pre-calculated 3D rendering and animations, as well as for real-time 3D interactivity. The course seeks to establish a solid understanding of the basic 3D concepts common to all DCC software. Students will learn how to harness these concepts to create quality images and assets using different modeling approaches, as well as shaders, lighting, and cameras. Students will also explore basic animation techniques and the integration of 3D assets and images with other production software. **PREREQUISITE(S):** Foundation Year or equivalent.

- **3 credits (Spring only)**

Branding & Identity

Corporate design is the process of creating and disseminating the image or identity for a collective entity. A company's logo is one of many of critical symbols that define public perception. A designer must create a voice for a company, whether that company provides a service or manufactures a product. As information and ideas travel in increasingly compact formats, the corporate designer is challenged to express information quickly and with certainty. This course provides a basis for deciding the procedures and practice for professional communication goals. Corporate design should be considered a fundamental skill in the communication designer's arsenal. **PREREQUISITE(S):** Foundation Year or equivalent.

- **3 credits**

Information Design

Information design concerns itself with the direct and accurate communication of data and is a core communication design skill. This course is involved with both the theory and application of information design principles. **PREREQUISITE(S):** Foundation Year or equivalent.

- **3 credits (Fall only)**

Introduction to Communication Design

This introductory design studio for non-majors establishes the foundation of good typography, layout and composition. Students will learn to use Photoshop, Illustrator and InDesign for effective workflow. **PREREQUISITE(S):** 2D Integrated Studio or equivalent.

- **3 credits**

Motion Graphics 1 & 2 (with Illustration)

This course develops the design methodology and technical skills to produce time-based linear narratives, animations, television graphics, opening credits, music videos, etc. The integration of sound and image is central to the development of motion graphics projects. After Effects and Final Cut are the principle programs taught in this class, along with the language and tools of motion graphics. Students learn to develop concepts and storyboards before commencing their final drafts. **PREREQUISITE(S):** Foundation Year or equivalent.

- **3 credits per semester**

Packaging

This studio course focuses on package design development in its contemporary context — addressing environmental, sustainable, aesthetic, and economic concerns. Student assignments demonstrate packaging's functionality, product identity, customer safety and appeal. **PREREQUISITE(S):** Foundation Year or equivalent.

- **3 credits (fall semester)**

DESIGN MANAGEMENT

FRESHMAN YEAR

Design 1

This course will introduce students to the vocabulary of two-dimensional design through the use of both traditional and digital techniques. Students will explore the elements and principles of design and the elements of color while gaining familiarity with design processes and technologies. Students will undertake projects that encourage both lateral and linear thinking, the generation of multiple outcomes, and the refinement of a single outcome. Through critique and discussion, students will learn the vocabulary of elements and principles that constitute a designer's basic language while identifying and articulating this vocabulary in their own work.

- **4 credits (Fall only)**

Design 2

In this course, students will build on the skills and visual sensibilities introduced in Design 1 while focusing on the acquisition and manipulation of visual information and its role in the design process. This course emphasizes drawing and photography as tools for the observation and recording of visual phenomena, examining the role of these phenomena in the development of complex designed objects, environments and experiences. Students will examine the ways in which drawing and photography have been used by designers across disciplines, and the ways in which observation has fed or strengthened their work. Students will undertake design projects that introduce of combination of media, observational techniques, and processes.

- **4 credits (Spring only)**

The Culture of Design

(See description under Critical Studies)

- **3 credits (Spring only)**

Introduction to Social Theory

This course will introduce students to major social theorists, their understanding of collective and individual behavior. Students will explore the works of Marx, Weber, Freud, Jung, Durkheim and others. As they acquire theoretical knowledge, students will carry out empirical case studies in which they apply different methodological approaches as well as analytical grids from the social sciences. Teaching method includes readings, films and outdoor observations accompanied by visual materials.

- **3 credits (Fall only)**

Seminar: Introduction to Design Management

This course gives an overview of topics and issues central to design management, with an emphasis on understanding the basic tools one needs to manage design and the kinds of careers and futures design managers and entrepreneurs may enjoy. Some of the questions addressed in this course include: what is design, why should we pay attention to design issues, and how can we address these issues through coherent business strategies?

- **3 credits (Fall only)**

Seminar: Design in Everyday Life

Reading, discussion, and exercises focus on analyzing how design shapes—and is shaped by—everyday experience. This course draws on the social sciences to link design to the social, cultural, and economic media from which it develops. Students acquire analytical tools through which to analyze design's role in contemporary consumer society.

- **3 credits (Spring only)**

SOPHMORE YEAR

Design 3

In this course, students will explore the basic principles, processes, and vocabulary of 3-dimensional design. The aim is to introduce them to complex design issues and problem solving processes faced by professional designers. Students will address 3-dimensional design as it applies to products, packaging, and environmental design through concrete projects in a studio setting and through the use of appropriate 3D computer programs.

- **3 credits (Fall only)**

Design 4

This course applies students' knowledge and vocabulary of visual organization to a sophisticated understanding of information design, culminating in a user research project. The class involves a studio component and will draw upon design and technological skills acquired in previous studio design courses.

- **2 credits (Spring only)**

Design Project Management

This course addresses practical issues of project management. Emphasis is placed on understanding how to create a project plan and manage a team to meet the plan's scope, milestones, and deliverables.

- **3 credits (Fall only)**

Economics 1

Economics I is an introduction to general theories and principles of microeconomics, the study of how small and individual economic units such as firms, households, and consumers make decisions with respect to allocation of scarce resources and factors of production.

- **3 credits (Fall only)**

Economics 2

This course introduces general theories and principles of macroeconomics and the economy in aggregate terms. It investigates the interaction of government, business, and consumers as agents in the pursuit of growth, employment, and stability of prices, interest rates, and exchange rates.

- **3 credits (Spring only)**

Finance and Accounting

Primary emphasis is placed on mathematical problems and concepts relevant to financial and operational business applications, including regression, forecasting, sampling and statistical analysis. This course also lays the groundwork for more advanced study in finance and international business transactions in the fourth year.

- **3 credits (Spring only)**

Managing Creative Organizations

Today, management implies a rich understanding of how organizations work, individual psychology, and the nature of group interaction involving individual personalities. This course addresses the management issues involved in organizational structure and culture, leadership behavior, motivation, and the processes and practices of negotiation, conflict management, and organizational change. Special consideration of these issues and practices as they are manifest in creative environments constitute a large portion of the course.

- **3 credits (Spring only)**

Marketing

This is an introductory course to Marketing. It provides students with concentrated exploration and discussion, focusing on the theories and principles of standard marketing strategies and practices useful for design-driven and other creative businesses. The course's goals are to introduce students to marketing strategy and to the elements of marketing analysis (customer analysis, competitor analysis, and company analysis), as well as to familiarize them with the elements of the marketing mix (product strategy, pricing, advertising and promotion, and distribution).

- **3 credits (Fall only)**

Seminar: Design and Innovation

What makes something truly new or original? How do you spot opportunities to create new products, services or experiences? How do you determine whether another innovation is actually a good thing? This course explores issues pertaining to entrepreneurship and innovation, the role of the artist and designer as agent of change, and the nature and promise of technology in the creation of our possible future(s).

- **3 credits (Fall only)**

JUNIOR YEAR

Design Development

Building on Design Research Methods in the fall semester, this course delves further into the design development process through hands-on, team-based hypothetical case studies. The projects in this class will stress the iterative stages that allow for products to be refined and for innovative ideas to concretize, particularly in the prototyping phase. Presentations, readings, lectures, field trips, and visiting designers will round out the coursework.

PREREQUISITE(S): Design Research Methods

- **3 credits (Spring only)**

Design Research Methods

An introduction to qualitative research methods that are commonly used in design projects, this course covers the gathering, analysis, and application of research as it informs different stages of the design process. Techniques covered will include participant observation, in-context interviews, self-documentation, participatory design, and interactive testing. Texts and materials will be drawn from several fields in the social and behavioral sciences, including anthropology, psychology, and sociology. This course will include individual and group research assignments and applications of findings to real-world design problems.

- **3 credits (Fall only)**

Marketing Strategies for Developing Brands

This course focuses on the key role of marketing in the creation of new products and services. Four key themes in consumer product/service marketing will be addressed: understanding customers in an international setting, creating value for customers, building relationships with customers, and the process of innovation and change. **PREREQUISITE(S):** Marketing or equivalent

- **3 credits (Fall only)**

Seminar: Global & Sustainable Design

There is no issue more central to design today than how to create products, services, environments and businesses that are sustainable. Students read texts on globalization, familiarize themselves with policies fostering sustainable development, and learn about the cultural and technological issues involved in sustaining growth and innovation. They also explore the economic and ecological implications of environmentally responsible, globally-minded design.

- **3 credits (Fall only)**

Strategic Design Management & Direction

This course provides an introduction to the methods of planning and implementation as they are deployed across a variety of design-related industries. Looking at current and classic case studies, students examine how issues in strategic design planning impact decision-making. Students will be introduced to the practice of strategic management as applied to the design context by translating the practical know-how of design managers into theory. Strategic design management will be seen impacting the organizational structure, product development and positioning, marketing, and data catering within enterprises overall.

PREREQUISITE(S): Marketing, Economics 1&2, Finance & Accounting or equivalent(s)

- **3 credits (Spring only)**

SENIOR YEAR

Business Ethics

This course will explore the responsibilities and accountability of businesses and managers with regards to ethical behavior. Why should companies behave ethically? How can managers create organizational cultures that support ethical behavior in all employees? The course will explore the nature of the ethical dilemmas managers can face and review the legal and regulatory climate in which companies must operate. This includes an overview of organizational structures, internal auditing, corporate governance, codes of ethics and internal stakeholder issues such as product quality, customer satisfaction, supply chain issues, employee wages and benefits, and local community and environmental responsibilities. Students will explore how managers can embrace transparency in operations and be accountable to internal and external critics while balancing the needs of stakeholders from shareholders to NGO's.

- **3 credits (Spring only)**

Financial Management

Drawing on ideas and concepts learned in finance, accounting and economics, this course challenges students to examine the details of various types of business transactions and methods of financial management, including capitalization, funding, debt/equity, and securities. A strong emphasis is placed on the examination, discussion, and clear understanding of the key concepts and principles governing financial markets and environments.

PREREQUISITE(S): Finance and Accounting and Economics 1 & 2 or equivalent

- **3 credits (Fall only)**

International Business

This course is designed to study the impact of global economic models upon domestic economies. Issues explored include the impact of business on migrating populations, environmental movements, social climates, new technologies, and international trade agreements.

PREREQUISITE(S): Marketing, Economics 1&2 and Strategic Design Management or equivalent

- **3 credits (Fall only)**

International Business Law

Students study international jurisprudence as it applies to business and design. This course draws on concurrent studies in economics, finance and marketing, while also introducing new business concepts. Topics include: intellectual property, contracts, liability, licensing and e-commerce.

- **3 credits (Spring only)**

Senior Seminar and Thesis 1 & 2

The Senior Seminar will allow students to work independently on their thesis and present their findings in a workshop setting. Students will explore a topic of relevance to design and management which they will discuss regularly with fellow students. Topics may be drawn from a variety of areas but broadly fall under the headings of everyday life, globalization, innovation, and sustainability. This two semester course culminates in a substantial, formal written work and a thesis defense.

- **3 credits (Fall and Spring)**

ELECTIVES

Advertising and Communication Strategy

Today, communication strategy is an indispensable management tool that requires a combination of design, advertising, and management skills. This course will introduce students to the advertising and communication practices of major design companies through a hands-on approach. Students will be required to provide detailed reports on companies and to set up a communication campaign.

- **3 credits (Spring only)**

Concept Merchandising

This course will address visual and concept merchandising approaches concerning the staging of products through appropriate scenarios that address products and their environment as a coherent universe. Students will learn how marketers and retailers work with merchandisers, and often designers, to create an overall brand image for the products at all points of the value chain.

- **3 credits (Fall only)**

Consumer Behavior

This course introduces students to the multi-disciplinary field of consumer behavior. Students will be taught theories of consumer behavior and will be asked to carry out both qualitative and quantitative research as part of their class projects. Spanning psychology, marketing, sociology, economics and anthropology, consumer behavior will emerge as a key element of design and management.

- **3 credits (Fall only)**

European Design Businesses

This course will introduce students to contemporary trends and practices in design in Europe. Students will immerse themselves in the European design world in order to understand how design is managed in various European countries, how new trends in design take shape, and how best practices arise across the continent.

- **3 credits (Fall only)**

Fashion Collection Management

Fashion collection management explores the various steps, functions, and processes necessary to realize a designer's creativity. This course teaches the fundamentals of how a collection comes together from the designer's original idea until its final presentation in a store. Students learn how to shop the fabric market, make patterns and samples, sell to retailers, manufacture, and ship finished products.

- **3 credits (Spring only)**

Fashion Industry

This course will explore the different industry sectors within fashion: Haute Couture, Prêt à Porter and mass production. Students will learn how the fashion industry is organized, focusing on the different world-wide events in the fashion industry. The course will analyze the various fashion cycles and production processes according to the different industry segments, and country by country specificities. In addition, it will cover issues related to licensing and branding.

- **3 credits (Fall only)**

Fashion Publishing

This course will explore the fashion magazine industry globally, both from the perspective of the magazines' production processes and the economic system underlying them. The aim of the course is to familiarize students with different aspects of the fashion publishing business. The course is particularly geared towards students who are thinking about pursuing a career in fashion management and/or publishing. Through both a hands-on, practical approach and lectures, students will learn how to launch and produce a fashion magazine; what fashion journalism is; the power of advertising within fashion publishing; and how to adapt fashion magazines to global markets.

- **3 credits (Fall only)**

Fashion Retailing

This course will explore all aspects related to retailing within today's highly competitive fashion industry. It will introduce students to the basics of fashion retailing by addressing issues related to buying practices and merchandising, the fashion retail marketplace, store operations and promotional activities.

- **3 credits (Spring only)**

Market Place for Art and Design

This course investigates the structure, style, and content of the marketplace for art and design. Possible topics include: art-as-business, design in the international context, merchandising difficulties, and the impact of the various business environments on art and design disciplines.

- **3 credits (Fall only)**

Market Research Methods

The objective of the course will be to understand the principles of market research and to explore how these principles can be applied at each stage of the marketing process. Emphasis will be placed on understanding methods and key techniques, and how they may be used to guide business decisions and design direction. A number of business cases will be studied and debated amongst students during course workshops, and an interactive approach will put concepts into practice. Emphasis will be placed on field work.

PREREQUISITE(S): Marketing or equivalent

- **3 credits (Spring only)**

Selling Luxury: Advertising, Communications and Branding Strategies

This course will explore the international strategies related to the advertising, communication and branding of luxury goods. Students will explore the luxury goods' market internationally and develop approaches for launching luxury goods globally. Topics will include the history and development of the luxury goods' industry, strategic positioning of luxury goods, differences between luxury brands and mass marketing practices, etc. **PREREQUISITE(S):** Marketing or equivalent

- **3 credits (Spring only)**

Visual Corporate Communication

The aim of the course is to understand the process of using design to communicate with intent and specificity through a hands-on approach linking concept with graphic form and content with technique. Students will learn how to create visual definitions for businesses, services, and other professional entities.

- **3 credits (Spring only)**

FASHION DESIGN

SOPHMORE YEAR

Fashion Drawing 1 & 2

This course teaches basic drawing skills from a live fashion model to help students define movement, proportion, and perspective. Studies of the fashion figure, faces, legs, and hands are taught as they pertain to the more stylized fashion figure. Students then learn through observation how various garments hang in relation to the body. Model drawing is required as a means of solving 3D design problems first on paper. By exploring a variety of fundamental illustration methods and techniques students develop creative and technical communication skills and gain basic knowledge about color application, renderings, and visualizing materials and patterns on the designs and clothed figure. Complementary, practical application of appropriate computer software enhances digital image presentation and manipulation. **PREREQUISITE(S):** Foundation core studios

- **4 credits per semester**

Fashion Research & Design Concepts 1 & 2

Students are trained to fully explore and exploit various multi- and interdisciplinary sources in order to creatively apply investigative research to a conceptual design process. The course requires the development of documentary tools like sketchbooks. Market led research will provide a substantial fashion and design awareness and will familiarize students with product and market categories, as well as with current issues in international fashion. The second semester includes different methods and conceptual techniques for implementing effective design directions. **PREREQUISITE(S):** Foundation core studios

- **4 credits per semester**

3D Fashion Design 1 & 2

This course begins with an introduction to basic garment construction and production. Through the practice of draping muslin on the mannequin, students achieve understanding of how materials fall and the foundation of pattern shapes: bodices, skirts, sleeves, and collars. Essential garment assembly techniques are introduced. Short project briefs encourage intensive 3-dimensional research and an exploration of a variety of 3D methods and techniques. The course initiates a flexible, experimental and critical approach towards materials, volumes, and shapes from which design concepts emanate into an individual, personal problem-solving process. **PREREQUISITE(S):** Foundation core studios

- **3 credits per semester**

Pattern Drafting 1 & 2

Students develop an understanding of professional pattern making, metric pattern cutting, and drafting skills. They learn about the architecture of garments and the technical implications of flat construction for the fit. Basic patterns for bodices, skirts, sleeves, and collars are undertaken. In the second semester, more advanced methods and techniques are explored. Concurrently, students learn to draft many of the same patterns on the computer. **PREREQUISITE(S):** Foundation core studios

- **3 credits per semester**

Collection Concept Development 1 & 2

This course teaches students how to generate and develop various highly individual design concepts related to specific, identified market levels and product segments. Different principles of collection work and collection concepts are applied to set project briefs. Methods of presentation in relation to the fashion design portfolio enhance appropriate visuals for the fashion design process. Observational fashion, design, and trend research sketchbooks form part of this course, as well as external project briefs, which are reviewed and assessed by professionals from the French fashion and clothing industry (e.g. Designer Critic Project).

PREREQUISITE(S): Sophomore core studios

- **2 credits per semester**

Junior Design Studio 1 & 2

Design Studio on the junior level integrates draping and pattern making as a means of achieving the student's own designs and realizing them as finished garments. Focus is on the process of executing a design concept from its 2D form, including layout, cutting, construction, fitting, and finishes. In the second semester students follow professional sample procedures to develop a garment from an original design under the direction of the instructor and a participating designer critic. **PREREQUISITE(S):** Sophomore core studios

- **3 credits per semester**

Fashion Drawing 3 & 4

Advanced techniques in diverse, interdisciplinary drawing styles from a live fashion model are geared toward a significant, personal style-statement reflecting contemporary fashion awareness. Students explore a variety of individual illustration techniques and presentation methods. An intensive exploration of media (pastels, markers and paint) helps students visualize the expression of design, style, and attitude of the clothes figured within a modern presentation frame. As a means of solving 3D design problems in 2D media, via observation of garments and their interrelations with the body, fashion drawing becomes an essential part of the design process. **PREREQUISITE(S):** Sophomore core studios

- **2 credits per semester**

Digital Fashion Studio 1 & 2

This class focuses on digital tools for fashion design and fashion illustration. Students use Photoshop, Illustrator and InDesign to prepare concept boards and collection concepts completed with scanned sources and original artwork. Exploring a variety of digital design and presentation methods, students will focus on developing new design concepts for defined niche markets; project briefs will involve research and style analysis of a French couture house or a European luxury brand. Applying digital communication and presentation skills, students will develop a new contemporary vision for an innovative product range presented in a professional PowerPoint presentation. **PREREQUISITE(S):** Sophomore core studios

- **2 credits per semester**

Textile Identification

This course increases the knowledge of natural and synthetic fibers, fabrics, and materials as well as the range and application of textiles to the special requirements of clothing production. Students are given an overview of the textile and fiber markets, including fiber identification, knowledge of yarns, and fabric constructions. Dyeing, printing, and finishing methods are introduced to learn characteristics of finished cloth for end use. The historical background of different textiles is examined as well as contemporary developments and the changing values assigned to different textiles. **PREREQUISITE(S):** Sophomore core studios

- **2 credits per semester (Fall only)**

SENIOR YEAR

Senior Design Concepts 1 & 2

In this final year course, students focus on conceptualising and contextualising markets, trends, color, materials, technical considerations, and production research within individual design proposals. Reflecting their awareness of contemporary fashion, students will visibly define areas of investigative research, work methods, and fashion strategies, as well as design intentions and outcomes. While considering different product categories and retail levels, the students develop a fashion statement through appropriate accessories, looks, and styling. In the second semester students will employ a self-directed design process to achieve their thesis collection of garments and accessories based on a personally selected, clearly defined theme. They work on preparing their portfolio, brand image, and visual presentation for entry into the professional world of fashion design. **PREREQUISITE(S):** Junior core studios

- **3 credits per semester**

Senior Design Studio 1 & 2

The focus of this course is placed on creative problem solving of designer garments via advanced construction techniques, tailoring methods, draping, and pattern making. External fashion professionals provide critiques and guidance. The second semester focuses on the realization of the student's thesis collection and culminates in a fashion presentation (photo shooting, showroom and runway show) of student work shown to industry professionals. **PREREQUISITE(S):** Junior core studios

- **3 credits per semester**

Fashion Industry *(See description under Design Management)*

- **3 credits per semester (fall only)**

Fashion Collection Management *(See description under Design Management)*

- **3 credits per semester (spring only)**

ELECTIVES

These courses are open to all students.

Fashion Vs. Art *(See description under Critical Studies)*

- **3 credits**

Machine Knitting 1 & 2

This course focuses on fundamental technical and manufacturing skills for the specialized field of knitwear. Students will be introduced to the use of different hand-knitting machines and learn to explore the techniques in creative, experimental ways. Whilst developing a sample file, students will build up a strong understanding of knitwear, its technology and its potential. Set project briefs will challenge the students to fuse design research, creativity and technical know-how to develop outstanding knitwear design.

- **3 credits per semester**

Surface Treatments on Fabric 1 & 2

The first semester of this course teaches traditional techniques such as batik, stenciling, lino-printing, inks on silk, latex treatments, and machine felting. Advanced techniques such as foiling on fabric, latex treatments, pleating, and machine felting are taught in the second semester to enlarge the variety of textile treatments in the student's skill set.

- **2 credits per semester**

Mixed Media Textiles

More advanced techniques such as creating lace, shibori dyeing and devoré are explored in this course, with a focus on 3D textile design. **PREREQUISITE(S):** Surface Treatments 1 & 2.

- **2 credits**

Weaving and Felting

Students will learn basic weaving techniques and create samples of their own design. The second part of the class is dedicated to wool and Nuno felting. Students will use the techniques they have learned for designing accessories.

- **2 credits**

Creative Embroidery Techniques

Creative Embroidery Techniques is an introduction to the basic techniques of embroidery, including traditional stitches with yarns, needle placement of pearls and sequins, and enhancement of print fabrics with 3- dimensional stitches. Students customize a garment and create two or three accessories.

- **2 credits**

Wearable Objects

Students are introduced to the conceptual design and manufacturing skills of soft textile and leather accessories. They will gain a strong understanding of the use of accessories and their market, design and style values. Researching and exploring different fashion trends, students will develop a small range of design pieces investigating the fields of jewellery, millinery, fashion bags, gloves, scarves, belts, etc.

- **2 credits**

Sewing Techniques

Students will deepen fundamental sewing and draping skills in this course. Through various cutting techniques and exercises they explore different finishings – traditional and contemporary – and achieve an essential understanding of garment technology. Working to a set brief, students demonstrate their expertise through technical experimentation on details and final garments.

- **2 credits (Spring only)**

Introduction to Textile Design

This course covers the process of design for printed textiles and provides an understanding of the requirements of the textile industry. Students learn how to translate their ideas into designs: sourcing images, experimenting with different techniques used in contemporary fabric design, forming a pattern, and presenting a final project for a particular product and market.

- **2 credits (Spring only)**

Printmaking for Fashion

This course introduces the creative art of silkscreen printing, its methods and technology. Working to an individual brief, students are encouraged to explore, create and develop new prints and surfaces exploring and questioning the technical possibilities of silkscreen printing.

- **2 credits**

Style Bureau Workshop

The course is designed for certificate students and will introduce the methodologies of a design process for collection work. Through demonstrations, lectures and projects students will increase core knowledge about elements and principles of design and research methods. Through creative response to design briefs students achieve a basic understanding of the fashion design process and explore their skills of visual expression and communication of fashion ideas.

- **2 credits (Spring only) – Certificate Program**

Basics of Fashion Drawing 1 & 2

Fashion drawing helps the student to understand and draw the figure fluently enough that two-dimensional drawing can be used as a means for solving three-dimensional design problems. This course teaches basic drawing skills, beginning with sketches from a live fashion model, to help the student define movement, proportion, and perspective. Students learn to see the silhouette of the figure and of clothing through colour blocking with pastels, helping them communicate their ideas on paper. Students create a collage from the fashion figure that not only serves to strengthen perception of clothing silhouettes, but also becomes a tool for stimulating imagination and inspiration in textile designs for other projects.

- **2 credits (Spring only) – Certificate Program**

3D Fashion Studio 1 & 2

This course begins with an introduction to the basic 3D-design process and core terminology for fashion, providing an overview of the designer's role and responsibility in the industry. Students will learn to understand the human form in relation to its measurements and its three dimensional qualities, applying a variety of methods to create and drape volume/shapes. As well as discovering the architectural aspect of 3D concept construction, the design brief will train students to conduct fashion research, generate ideas, and apply those ideas to a variety of forms. This course is designed for visiting and certificate students.

- **3 credits (Spring only) – Certificate Program**

Garment Construction 1 & 2

This course will introduce students to the principles of garment construction, including an exploration of materials, hand-production methods, and industrial manufacturing processes. Students will develop competency in fundamental techniques for garment assembly, pattern drafting, and flat pattern cutting, as well as understanding the construction of basic pattern blocks in order to develop further variations. This course is designed for visiting and certificate students.

- **3 credits (Spring only) – Certificate Program**

FINE ARTS

SOPHMORE YEAR

Sophomore Drawing

This intensive drawing course will enable students to sharpen their skills of observation and rendering in various media. The semester begins with lectures that help establish a historical and contemporary context for drawing and highlights its vital role within our fine arts curriculum. Instruction is delivered through studio sessions, site work, teaching events and demonstrations, and coordinates thematically with other coursework in the sophomore year curriculum. Studio work is complemented by visits to key drawing collections and exhibitions in Paris. **PREREQUISITE(S):** Foundation Core Studios

- **3 credits per semester**

Sophomore Painting

During fall semester, teaching focuses on the development of new skills within the discipline of painting, while considering its relationship to drawing and sculpture. Still-life, figuration, interior/exterior space and landscape are chosen as structures within which to introduce and further develop these skills. Lessons include preparation of surfaces and grounds, and uses of a range of painting media. The spring semester explores the different genres and encourages students to discover a sense of individuality and purpose within their practice.

PREREQUISITE(S): Foundation Core Studios

- **3 credits per semester**

Sophomore Sculpture

Sophomore sculpture relates strongly to the student's drawing practice—a fundamental tool for understanding three-dimensional form—by helping students translate ideas on a page into physical objects. As within Sophomore Painting, still-life, figuration, interior/exterior space and landscape are the structures through which students develop material sensibilities and learn the practical skills for creating sculpture. Sophomore Sculpture will introduce a process of reflection through peer assessment, written statements and student presentations.

PREREQUISITE(S): Foundation Core Studios

- **3 credits per semester**

JUNIOR YEAR

Junior Drawing

Designed to further develop an informed understanding of the role of drawing within fine art practice, junior drawing is a forum for developing methodologies in research and for cultivating an expanded visual language. Visits to key collections and exhibitions in Paris contribute to the research for case studies in the spring semester. **PREREQUISITE(S):** Sophomore Core Studios.

- **3 credits per semester**

Junior Painting

Junior Painting encourages cross-disciplinary dialogues whilst continuing to support critical development and personal expression within the discipline of painting. Students' repertoire of practical skills is strengthened in a range of techniques and media, while lectures describing historical and current artistic practice help them to contextualize their work. Visits to key Parisian museum collections and gallery exhibitions complement course lectures and studio projects. **PREREQUISITE(S):** Sophomore Core Studios.

- **3 credits per semester**

Junior Sculpture

Building upon the knowledge gained in the sophomore year, Junior Sculpture continues the exploration of technical and conceptual skills necessary for conceiving and executing sculptural work. Students forge a more personal identity as a sculptor in their developing practice while instruction at this intermediate level provides support for this artistic self-discovery. Interdisciplinary dialogues are fueled by visits to key museum collections, galleries, and exhibitions, as well as lectures and critiques. **PREREQUISITE(S):** Sophomore Core Studios.

- **3 credits per semester**

SENIOR YEAR

Senior Concentration

Senior Concentration is the synthesis of studio practice and theory. Senior year students will work independently to produce a conceptually coherent body of work expressing their individual artistic identity. Tutorials and group critiques offer guidance and support as students focus on their chosen media, modes of expression, and research interests. The coursework culminates in a final exhibition and assessment, during which students must consider issues of self-editing, display, and public presentation. **PREREQUISITE(S):** Junior Core Studios.

- **5 credits per semester**

Senior Studio

Senior Studio provides a teaching framework within which students consolidate their ideas and working processes. The principal project of this course is an artist's book(s) which serves as a personal cataloguing of individual creative process. The artist's book is designed to help students negotiate the development of an independent studio practice, with emphasis on advanced research methodologies. This book complements the work done in Senior Concentration and Senior Thesis. Class visits to relevant museum collections and galleries help students situate their own work in the contemporary art context. **PREREQUISITE(S):** Junior Core Studios.

- **3 credits per semester**

Senior Thesis

Co-taught by both Critical Studies and Fine Arts faculty, the Senior Thesis course teaches students to communicate (through written and verbal means) the relationship between their research and their studio practice. Fall semester focuses on reinforcing research techniques and developing a statement of intent, in which students begin to identify their direction for a formal thesis, written in the spring. Presentations of work in progress provide a forum for testing the coherency of ideas and provides practice in public speaking. In conjunction with their final show, seniors will produce an artist's statement and written, research-based thesis to support their exhibited work. **PREREQUISITE(S):** Junior Core Studios.

- **3 credits per semester**

ELECTIVES

Printmaking

This course familiarizes students with the basic techniques in printing (monoprints, dry point, etching, burning, soft ground, textures, aquatint, China ink with sugar or gouache), as well as introducing the use of photographic and digital processes in conjunction with classic printmaking methods. Students are encouraged to undertake research incorporating both practical and conceptual investigations; these investigations, as well as lectures and study visits, lead to class discussions about the role of printmaking in contemporary fine art.

- **2 credits**

Silkscreen

This course takes an interdisciplinary approach to silkscreen techniques. Students experiment with computer imaging, photography, and drawing. All basic techniques are covered in this introductory course.

- **2 credits (Spring only)**

Ceramic Sculpture

This course will introduce the student to hand building, decoration, and glazing techniques used in ceramics. Traditional and raku firings will be used. The course will focus on historical and contemporary trends in ceramic sculpture, incorporating lectures and museum/gallery visits.

- **2 credits**

ILLUSTRATION

SOPHMORE YEAR

Sophomore Illustration Concepts 1& 2

This course helps students make a connection between the world of concepts and image making. Students strive towards finding their personal style while tailoring work to specific assignments. Projects emphasize the process of illustration from concept to completion. Students develop verbal skills to explain and discuss their choice of ideas and solutions. Coursework reflects real-world projects professional illustrators are likely to receive. Emphasis is on meeting deadlines, evoking appropriate moods, and realizing a concept that solves visual and narrative problems. **PREREQUISITE(S):** Foundation Core Studios

- **3 credits per semester**

Typography

This introductory design studio for non-majors establishes the foundation of good typography, layout and composition. Students will learn to use Photoshop, Illustrator and InDesign for effective workflow.

- **3 credits (Spring only)**

Digital Imaging and Multimedia *(See Communication Design)*

- **3 credits (Fall only)**

Drawing 1 & 2

This year-long course is an intensive drawing studio that teaches students the language of seeing and the poetics of line. The class will focus on drawing from observation as well as from memory and the imagination. In addition, students work directly at sites all over Paris. Various techniques and media will be explored throughout the year. Drawing is presented as a method of description, expression, and documentation. **PREREQUISITE(S):** Foundation Core Studios

- **3 credits per semester**

Painting 1 & 2

The objective of this introductory painting course is to foster a student's ability to perceive and represent form, space, color and light from observation of nature. Students apply principles of pictorial composition while developing their analytical and critical faculties.

PREREQUISITE(S): Foundation Core Studios

- **3 credits per semester**

Junior Concepts 1 & 2

This year-long course involves further conceptual development and problem solving skills via the illustrative image. Projects will consider the process of illustration/design from concept to completion. Emphasis will be placed on learning to work with professional designers and understanding art direction through real life assignments. Working with an illustrator/designer, students will further strengthen their communication skills in order to present ideas and find visual solutions, learn to realize a concept, evoke an appropriate mood, and work to deadline.

PREREQUISITE(S): Sophomore Core Studios

- **2 credits per semester**

Animation Studies 1 & 2

This course introduces students to the study of movement and time through animation. The animated film is presented in its historical context and analyzed with regard to its experimental components and cultural origins. The course presents the production process, the various animation techniques, and the literary and graphic aspects of scenario research. The end result includes the conception, shooting, processing, sound recording and editing/exporting of a short animated film. Both traditional and digital media are employed.

PREREQUISITE(S): Sophomore Core Studios

- **3 credits per semester**

European Graphic Narrative 1

A strong narrative is essential to graphic novels and comic books. In this studio course, the universal principles of visual story-telling are explored through drawing and painting. In addition to refining technical skills and mastering materials learned in Drawing and Painting 1 & 2, students will tackle the conceptual challenges of using images to evoke scenarios, characters, emotions, and events as they unfold across a specific time-frame.

PREREQUISITE(S): Sophomore Core Studios

- **3 credits per semester**

European Graphic Narrative 2

This course offers a further exploration of narrative pictorial language through drawing, painting, and mixed media. Students can select from areas of application that are of particular interest to them: picture books, children's books, animation, video game environments or storyboards. This course continues to address conceptual and material experimentation within the disciplinary restraints of the publishing industry.

PREREQUISITE(S): Sophomore Core Studios

- **3 credits (Spring only)**

Techno-Editorial

This course focuses on digital skills for editorial illustration work, introducing students to the potential of the electronic palette. It emphasizes the blurring of media boundaries using various techniques in the creative process from concept to final output. The work will proceed from sketches to illustrations and finally to the creation of a digital portfolio. Visiting professionals will offer their perspectives and share personal experience, providing students with a realistic overview of the profession of illustration/design. **PREREQUISITE(S):** Sophomore Core Studios

- **3 credits (Fall only)**

SENIOR YEAR

Senior Concepts & Thesis

The senior year concept class is designed to further the development of conceptual problem solving skills. Through a review and analysis of the discipline of illustration, students will decide on a central theme for their thesis. The thesis project will begin at mid-term in the first semester and continue until the end of the school year. In the second semester, students will produce a thesis paper to accompany a cohesive body of artwork focusing on the chosen theme, under the supervision of a critical studies instructor. A year-long process of reviews and one-on-one consultations helps students to focus their ideas as they work towards this final project.

- **3 credits per semester**

Senior Studio 1 & 2

Senior Studio 1 is a cross departmental studio in which Illustration students will work directly with seniors from the Communication Design and Photography departments. The students will collectively explore topics impacting their fields such as social responsibility, sustainability, ethics, intellectual property, and other subjects relating to the design process. Working alongside Designers, students will learn to integrate and expand their design methodology through a series of assignments which include environmental graphics, corporate identity and packaging. The second semester will stress portfolio review.

- **3 credits per semester**

Professional Practices *(See Design Management – Design Entrepreneurship)*

- **3 credits (Spring only)**

Digital Workshop

This laboratory/technology studio course focuses on the design process and technical background required for designing effective interactive experiences, with an emphasis on design methodology for evolving systems. HTML, JavaScript, CSS, Flash, and Web 2.0 CMS will be introduced along with specialized web design, imaging and animation tools. Coursework will include designing and mocking up a website. **PREREQUISITE(S):** Foundation Core Studios

- **3 credits (Fall only)**

ELECTIVES

Interactive Multimedia *(See Communication Design)*

- **3 credits (Spring only)**

Children's Book Illustration

This course takes a holistic approach to an illustration project, guiding students through all the phases of children's book production. From the initial concept through to the writing, editing, paging, illustration, and creation of the dummy, students will experience the process from start to finish, culminating in a presentation-ready mock-up. **PREREQUISITE(S):** Foundation Year Integrated Studio 1 & 2 or equivalent.

- **2 credits (Spring only)**

PHOTOGRAPHY

FRESHMAN YEAR

Freshman Seminar 1 & 2

This year-long freshman seminar is a general introduction to the fundamentals of photographic practice and theory and will familiarize students with the broad range of the field of photography: Documentary, Fine Arts, Fashion, Photojournalism, Documentary, etc. It will include critiques, lectures, seminal texts and the development of a body of work. Students will begin to seek a photographic vocabulary of their own.

- **3 credits per semester**

Black & White Photography 1

This is the first part of a year-long course introducing students to both camera handling and basic black-and-white darkroom techniques. Course will cover camera operation, principles of exposure, film development, printing, and picture content. The majority of class time is devoted to working in the darkroom and building printing techniques.

- **3 credits (Fall only)**

Black & White Photography 2

Part two of a year-long course that will further deepen students understanding of Black & White darkroom and printing techniques. The majority of class time is devoted to working in the darkroom, improving printing techniques and building a body of work. In addition to the lab sessions, weekly shooting assignments, lectures, and readings will further augment the course.

PREREQUISITE(S): Black & White Photography 1

- **3 credits (Spring only)**

Early Forms of Photography

Students will learn about the beginnings of photography and experiment with the earliest forms of image-making (photograms, cyanotypes, pinhole cameras, etc.). Through various assignments and weekly lab sessions, students will explore alternative ways of image making and develop an understanding of how these 'primitive methods' can open up an array of new creative possibilities.

- **2 credits (Spring only)**

Drawing for Photography & Cinema 1 & 2

This course presents the fundamentals of drawing with emphasis on narrative and conceptual experimentation. Drawing becomes a point of departure for spatial and compositional research and for exploration of ideas. The emphasis is placed on integrating classic drawing principles with sequential narration.

- **2 credits per semester**

Digital Skills and Composition 1 & 2

This course introduces students to the fundamentals of digital technologies and the tools necessary for design practice as well as effective digital photo manipulation for aspiring photographers. (Adobe InDesign™, Photoshop™, and Illustrator™)

- **3 credits per semester**

SOPHMORE YEAR

Sophomore Seminar 1 & 2

This seminar builds on the Freshman Seminar and further deepens an understanding of photographic practice and theory. Students will continue to develop a strong body of work informed by critical readings and discussions.

- **3 credits per semester**

Color Photography 1 & 2

Students are introduced to basic photography using color materials. Through a year-long study, they learn to master camera controls and film exposure in the format of their choice. Ambient and artificial lighting as well as their impact on various emulsions are examined with an eye towards producing silver transparencies and digital color prints. An emphasis will be placed upon each student developing a personal approach and vision in color. Exposure to historical antecedents as well as contemporary readings and criticism are integrated into the course.

- **3 credits per semester**

Digital Photography Lab 1 & 2

This year-long course introduces students to the creative and technical possibilities of digital photography. Through demonstrations and hands-on sessions, students learn the fundamentals of Adobe Photoshop to produce effective digital photographs. Students are taken through all the basic processes encountered in digital workflow, from basic scanning and retouching, image enhancement, and printing fundamentals, to RAW file processing and photographic post-production methods. **PREREQUISITE(S):** Black & White Photography 1 & 2 or equivalent and basic Photoshop skills

- **3 credits per semester**

Lighting Seminar 1

This is the first part of a year-long course introducing students to the fundamentals of studio lighting and providing an overview with an emphasis on practical applications for portraiture and still-life photography. In-class demonstrations cover the use of tungsten lights and electronic flash equipment, as well as diffusing light with reflectors, softboxes, beauty dishes, umbrellas, etc. Students learn to consider the direction of light, proper exposure, metering, the effect on contrast and color balance as well as using this knowledge to enhance expressive and emotional characteristics in their work. Topics include the properties of various light and film combinations. **PREREQUISITE(S):** Black & White Photography 1 & 2

- **3 credits (Fall only)**

Lighting Seminar 2

Part two of a year-long course will expose students to a broad range of lighting situations, whether in the studio or on-location. Students learn how to create a natural look with strobes, work under low light or mixed light conditions, and will become familiar with on-camera strobe, multistrobe setups, mixing strobe with artificial light, as well as color corrections using gels, filters, etc. Through hands-on practice and assignments, students familiarize themselves with the use of lighting equipment and accessories; through presentations and discussions of current exhibitions, students further explore the direction and quality of light and its function in a photograph. **PREREQUISITE(S):** Lighting Seminar 1

- **3 credits (Spring only)**

JUNIOR YEAR

Junior Photo Seminar 1 & 2

This is a year-long course building on Freshman and Sophomore Seminars, serving as a critical and technical exploration of the language and theory of photography. Students will further develop their individual photographic statements while placing their work within conceptual and historical contexts.

- **3 credits per semester**

Photography in Paris 1 & 2

This is a year-long critical studio course. In its first part, the course explores the extremely rich historical link between Paris and photography, focusing on photojournalistic and documentary strategies. The second part will be dedicated to the exploration of the contemporary photographic scene in this vibrant city. Gallery & museum visits, guest lectures, etc. will be an integral part of this course as well as the development of a cohesive body of work inspired by the city and/or its photographers. **PREREQUISITE(S):** Black & White Photography 1 & 2

- **3 credits (Fall only)**

Digital Imaging and Multimedia *(See Communication Design)*

- **3 credits (Fall only)**

Advanced Printing Techniques 1

This is the first part of a year-long course dedicated to refining printing skills. Students are introduced to advanced B/W printing techniques in the digital and analog darkroom. The focus will be on developing an eye to recognize the subtleties in b/w prints, and on creating a body of large size museum quality photographs. **PREREQUISITE(S):** Black & White Photography 1 & 2

- **3 credits (Fall only)**

Advanced Printing Techniques 2

Part two of a year-long course that will further deepen students' understanding of color printing techniques. The majority of class time is devoted to working in the color darkroom, improving printing techniques and building a cohesive body of work. Light and its impact on various emulsions as well as shooting under ambient, artificial and mixed light, will be explored. The course will encourage students to develop a personal approach and vision. Emphasis is placed on creating a body of museum quality color prints.

PREREQUISITE(S): Advanced Printing Techniques 1 and Color Photography 1 & 2

- **3 credits (Spring only)**

Internship

Under the Internship program, students can work in the studio of a professional photographer or artist, in the photography department of a magazine or museum under the supervision of established photography professionals. The student is responsible for finding his/her own internship with the support of the department.

- **1 credits (Spring only)**

SENIOR YEAR

Senior Thesis Seminar 1 & 2

This year-long seminar continues to build on the previous Junior Seminar.

Part one of this course is dedicated to help the student identify a subject that will be developed into a senior thesis project, while continuing to challenge the students' critical and technical exploration of the medium.

Part two of the seminar is dedicated to producing a body of photographic work, a written thesis component contextualizing the images, and culminates in a gallery exhibit. The final thesis project/exhibition will be reviewed and evaluated by a jury consisting of faculty members and guest critics from the Parisian photographic community.

- **3 credits per semester**

Professional Business Practices 1 & 2

Business practices for photography professionals are the subject matter of this class.

This year-long course will cover a broad range of essential business practices such as: building relationships with galleries, museums, agencies, magazines, contract negotiations, grant applications including resume and artist statement, copyright issues and reproduction rights, release forms, etc. Guest lecturers are an integral part of this course.

- **2 credits per semester**

Professional Identity 1 & 2

This course focuses on the individual promotional needs of each student as they prepare to enter professional life. Part one of this course will be a lab production class dedicated to editing existing work, building a basic website and stationary package.

In part two students meet individually with a variety of instructors and image professionals from fine arts to commercial photographers, art directors, photojournalists, photo editors, and fashion photographers to receive critical feedback in order to finalize and fine-tune the presentation of their professional identity.

- **3 credits**

Introduction to Photography

Open to all students, this course provides a fundamental knowledge of the 35mm single reflex camera and the DSL digital camera. The essentials of creating a good photograph are investigated in the darkroom, from printing contact sheets to finished photographs and their presentation. The relationship between cameras and software, the quality of data files versus film, lighting options, and memory considerations are covered. Students are taught how to improve the quality of their digital images by learning basic corrective techniques.

- **2 credits**

Photojournalism

In this class students are introduced to the practice of photojournalism, its tools and techniques as well as its applications in print and news media, publishing, etc. The focus will be on issues of content, editorial processes, sequencing, production and presentation. Assignments will help students to explore how photographic narratives are created, while familiarizing them with digital camera skills used by working professionals. In addition, critical readings and discussions will address political, social and ethical implications related to the practice and usage of photojournalism. **PREREQUISITE(S):** Black & White Photography 1 & 2

- **2 credits**

Video 1 & 2

This year-long introductory class focuses on the basics of video methodology. Basic conceptual elements such as scenario, storyboarding, camera, shooting, lighting, sound, and video editing will be taught and applied in short technical exercises that will guide students in the creation of a final video project. The first semester will terminate with the creation of a short fictional video. The second semester focuses on documentary video through an application of documentary principles, methods and styles. **PREREQUISITE(S):** Foundation/Photography first-year core studios

- **2 credits**

Contemporary Portraiture

The Contemporary Portraiture class focuses on two areas: the history of portrait photography from the 19th century to the present, and an in-depth study of contemporary photographers through their philosophies and lighting techniques. Students put these lighting techniques into practice in a series of exercises that culminate in a final project consisting of 10-15 portraits.

PREREQUISITE(S): Sophomore core studios

- **2 credits (Spring Only)**

Fashion Photography

This course looks at contemporary fashion and its expression via the medium of still photography. Through an in-depth study of the work of well-known Fashion photographers, students will examine the broad range of radical and avant-garde ways Fashion has been represented and still continues to function today. Particular attention will be paid to the critical role models, timing, lighting, decor, hair, makeup, etc. play in the construction of images using creative experimentation and artifice. In class guest lecturers, make-up artist, stylist, etc. will be an integral part of this course. **PREREQUISITE(S):** Black & White Photography 1 & 2 and Color Photography 1 & 2

- **2 credits**

CRITICAL STUDIES

Please note: certain Art History and Critical Studies courses have pre-requisites.

Art Since 1900: The Quest for Form and Meaning, 1900-1960

This course examines the major movements of European and American art between 1900-1960: 1) Expressionism and Primitivism; 2) Cubism, Futurism and Mass Culture; 3) Dada, Surrealism and the Body; 4) Protest and Utopia; 5) Abstraction and the Individual—each of these units will be organized around a central artist (s) and theme. Our topics include the influence of non-Western arts and new forms of technology and the relationship between art and politics (gender and nationalism). Emphasis will be placed on the direct study of works of art in Paris museums (Centre Pompidou, Muse Picasso) and on artist's writings (by Matisse, Marinetti, and Rothko, etc.). Students focus on specific works and ideas, even as they are introduced to the breadth and variety of modernism. (**Sophomore Fine Arts required.**) **PREREQUISITE(S):** Survey of World Art & Design.

• **3 credits (Fall only)**

Art Since 1900: The Quest for Alternatives 1960-Present

This course examines the trajectory of contemporary art from 1960 to the present, with attention to developments in European and American art as well as in 'global' culture. Our topics include: reactions to modernism, the dematerialization of art and the rise of conceptualism, activist art and institutional critique, site-specificity, and time-based art. Students focus on specific works and ideas, even as they are introduced to the breadth and variety of contemporary art. **PREREQUISITE(S):** Survey of World Art & Design.

• **3 credits (Spring only)**

Contemporary Architecture: Analysis and Critique

Jointly taught by an architect and an architectural historian, this course develops a critical discussion about contemporary architecture, urban projects and practices. It analyzes how design practice synthesizes the cultural, social, political, and historical questions of our day. Through discrete thematic units, such as media and material, language and text, informality and vernacular architecture, sustainability and ecology, and globalism and localities, the course will consider the theoretical frameworks of the design process, looking particularly at production from the 1960s to the present. Specific case studies will anchor each theme, with the intention of developing skills in spatial analysis as well as in visual literacy. There will be site-specific trips, as well as a practical component, in which students will learn to read architectural drawings and to use diagrammatic analysis as support for presentations.

• **3 credits (Fall only)**

Contemporary Art, Media & Technology

This course explores art's increasingly important relationship to the mass media and developing technologies since the late 20th century. It considers the role of different technological and media systems in a work's creation, diffusion and reception, as well the subsequent shifts in relationships between fine art, popular culture and mass communication. Taking a thematic approach, the course follows the overlaps and gaps occasioned by different applications of related media and technology while examining leading figures and concepts in contemporary art. Among the major topics to be considered are reproducibility, digitization, networks, automation and hybridity. **PREREQUISITE(S):** Survey of World Art & Design, Art Since 1900 or 20th century art history elective.

- **3 credits (Fall only)**

Critical Reading and Writing 1 & 2

This year-long course is designed to improve reading and writing skills. Students learn to understand the inherent argument and logic of a text, to think more systematically and critically and to write more effectively by developing skills in the structure, grammar and mechanics of writing. Students also work toward the more focused goal of situating design and art practices within larger intellectual frameworks by exploring the indissoluble connection between ideas and the products of human culture. This is achieved by introducing students to texts representing and describing various and critical methodologies applicable to art and design, which can then be used to critique and analyze visual and material artifacts.

- **3 credits**

The Culture of Design

As an introduction to design in general, this seminar provides students with a contextual understanding of specific movements in design history. The weekly sessions will incorporate topics ranging from avant-garde movements, technology and media, information theory, business and marketing practices, sociology, and psychology, set within a broad historical narrative.

- **3 credits (Spring only)**

English for International Students 1 & 2

After evaluation through a placement test, non-native English speaking students may be required to take English for International Students prior to enrolling in Liberal Studies courses. EIS focuses on developing the English reading, writing, and comprehension skills necessary to their successful completion of their academic program. Emphasis is placed on the analysis of texts and visual materials in order to improve research skills, critical vocabulary, and oral expression. EIS may be repeated for credit once, based on exam results and the instructor's discretion. Students may earn a maximum of three credits toward Liberal Studies requirement with EIS.

- **1.5 credits (courses meet twice a week)**

Fashion vs. Art

This course encourages students to compare and contrast examples of fashion and art objects, practices and ideologies. Students will address aspects of aesthetics that typically delineate fashion and art such as values, visions, forms, brand and display. The second part of the course emphasizes the way in which fashion acts as art work through performance, photography and museums. Specific case studies highlight creative works that cross the two genres and reveal current and emerging practices in fashion and art.

- **3 credits**

French 1, French 2, French 3

These language courses use dialogues, oral and written exercises, short compositions and literary texts to establish a firm foundation in the language. Students approach everyday life situations in French, while learning the fundamentals of grammar and the complexity of conversation and the written word. The intermediate and advanced courses serve as a more sophisticated introduction to French culture and lifestyle and as a means of consolidating grammar and vocabulary. Conscientious completion of homework and class participation is emphasized. Field trips compliment the course work.

- **3 credits**

Global Design in the 21st Century

Our society is transient, consumerist, multinational, and plugged in. Understanding design's social, philosophical and economic context is key to understanding the importance and relevance of design today. How do issues such as tribalism (target markets), environmental awareness, anti-globalization, post-colonialism and modern economic theory affect the design profession? This contemporary design history class looks at issues and topics concerning the design profession through lectures, case studies and field trips around Paris. (Junior Communication Design required.)

- **3 credits (Fall only)**

History of Fashion and Textiles

The aim of this course is to examine the developments in textiles and dress from the 18th to the 21st centuries. This study will consider themes such as 'dress and identity', 'politics and dress' and 'the role of the designer'. It will introduce and encourage a critical approach to concerns such as the development of design, commercial attitudes and their response to changing social and economic factors (gender roles, fashion, status, green issues, etc). The course will be delivered thematically in the form of lectures, discussions and visits. **(Junior Fashion required.)**

- **3 credits (Fall only)**

The Art of Installation: Space Inside and Around as the Work of Art

Throughout the 1970s and 1980s, site-specific art intersected with land art, process art, performance art, conceptual art, installation art and public art. During this period the creators of site-specific art continued to insist on the inseparability of a work and its context and the crucial role of space. This course will address historic and contemporary installation by considering the role of space via several themes: the enclosure of space; construction/deconstruction; space overloads; public/private space; participatory space; and light-generated space. **PREREQUISITE(S):** Survey of World Art & Design

- **3 credits (Fall only)**

Introduction to Design Studies

This course focuses on how design processes, design products, and design discourse are interrelated. It encourages students to reflect and write critically about design and provides them with a foundation in research methods that impact design practice. Readings from leading designers, theorists and historians lead students to situate their own approaches to design within a swiftly changing contemporary context, while visual materials and visits to design-related exhibitions allow them to broaden their base of design references. **(Sophomore Fashion, Communication Design required.)**

- **3 credits (Fall only)**

Introduction to Visual Culture

This interdisciplinary course explores the rise of visual media, communication and information, within the context of a broad cultural shift away from the verbal and textual toward the visual, which has taken place since the advent of photography and cinema in the late 19th century, through the birth of television, to the present proliferation of digital media worldwide. We will consider the critical practices of looking, historicizing and interpreting that have accompanied this 'visual turn'. Our readings will primarily address the theoretical foundations of the study of visual culture, which is understood to incorporate a variety of visual media and visual technologies: painting and sculpture, scientific imagery, material culture, the internet. If everything can be visual culture, what remains of traditional notions of medium specificity? What critical tools must be invented to analyze visual events from a visual cultural perspective? The relationship between the visual arts and visual media, especially with respect to the 'global' contemporary visual landscape, will be a focus of this course.

(Sophomore Fine Arts, Photography and Illustration majors required.)

- **3 credits (Fall only)**

Introduction to Social Theory

This course will introduce students to major social theorists, their understanding of collective and individual behavior. Students will explore the works of Marx, Weber, Freud, Jung, Durkheim and others. As they acquire theoretical knowledge, students will carry out empirical case studies in which they apply different methodological approaches as well as analytical grids from the social sciences. Learning is achieved through readings, films and outdoor observations accompanied by visual materials. (Freshman Design Management required.)

- **3 credits**

Islamic Art and Design

This course introduces the art produced in the lands of the Islamic empires from the birth of the Umayyad dynasty in the 7th century CE until the apex of the Ottoman empire in the mid-16th century CE. A key point of interest will also be the archaeological remains of these civilizations, the rich wealth of applied arts, and the socio-historical contexts in which artisanal production developed. At the end of the course students will have a good understanding of the major themes of the formation of Islamic art and of its numerous regional differences. In addition, careful attention to the rich sources of geometric design within the arts of the Islamic world will lead to individual artistic projects as well as a group design project. **PREREQUISITE(S):** Survey of World Art & Design

- **3 credits (Fall only)**

Italian I

This course will introduce students to the foundations of the Italian language: grammar, vocabulary, pronunciation. Students will develop reading skills, listening comprehension and sentence construction through oral, listening and writing exercises.

- **3 credits**

Literature, Eros and Psyche

This course explores the interaction of psychoanalysis and literature. The fantasmatic scenarios uncovered in the unconscious by psychoanalysis have always been the stuff of fiction. When Sigmund Freud reads Oedipus he sees in this ancient Greek tragedy a scenario common to unconscious desire: ‘ Many a man has dreamed as much’. Apuleius’ tale ‘Eros and Psyche’ introduces us to a legendary figuration of the erotic and spiritual components of sexual desire, as well as to familial configurations of sexual jealousy and the fear of bestiality as they later appear in rewritings of this legend by Perrault and Anderson. The Dora case, which on some levels reads like a turn of the century Viennese drama, not only illustrates how dreams and symptoms condense the scenarios of unconscious desire, but the critical purchase of this case for feminist commentators and critics make it an emblematic missed encounter between a desiring young woman and her thinking physician. Gradiva, a tale Freud makes famous when he analyses it in 1907, provides a neat reversal, for in this fiction a female object of desire ingeniously cures a dusty archaeologist of his academic obsessions and repressions. **PREREQUISITE(S):** Critical Reading and Writing

• **3 credits (Fall only)**

Music and the Arts

Artists and musicians have influenced each other throughout history; examples of instrumental iconography and musical techniques in art are constant in Western culture. The role of music and the arts in society will be traced in the history of Western Europe from Ancient Greece to the 19th century. In this chronological study of styles in compositional practices and in artistic creation, students will enhance their working knowledge of musical elements, develop perceptive listening skills and understand the interplay of creative processes in different artistic mediums.

• **3 credits (Fall only)**

Performing Cultures

In this course, we will consider how performance functions within the realm of material and expressive culture. Paying special attention to a sampling of beliefs, rituals, performances and practices, this course will attempt to enhance our intercultural awareness and competence. We will focus on ethnically diverse Paris to examine how individuals transmit social knowledge and convey communal identities. **(Fulfills Social Science requirement for Design and Management majors.)**

• **3 credits (Fall only)**

Post-War French Philosophy

This course focuses on some of the major issues in 20th Century French Philosophy, and in particular on the debates between the Existentialist and Phenomenological traditions on the one hand (Sartre, Merleau-Ponty, Levinas, Derrida), and the Structuralist and Post-Structuralist traditions on the other (Saussure, Levi-Strauss, Foucault, Derrida again, Irigaray).

• **3 credits (Fall only)**

Self & Society

This course proposes an introduction to the social sciences through an analysis of the interaction between the self and society. The major theme explored in the course is the role of representation in the constitution of social identity: we will investigate the strategies people employ in building their sense of self, in constructing their image and in acting in social space. For instance, what does an upper class lady do if she stumbles while entering an important dinner? How do the other guests react? This is Erving Goffman, a famous American sociologist's question - what would a correct reaction be in such a situation and what does this tell us about society? Goffman argues that society is intrinsically theatrical: we are all continually playing roles and thus his argument moves from society to art. Joseph Beuys, on the other hand – one of the most influential artists of the late twentieth century – moves from art to society in his work via the idea of 'social sculpture', according to which everyone is an artist. This leads us to another major theme of the course: the political stakes of social identity – it is precisely via modes of self-representation that an individual can emancipate herself or himself from a dependent position by claiming and expressing their rights. **(Fulfills Social Science requirement for Design and Management majors.)**

- **3 credits (Fall only)**

Survey of World Art & Design 1

Students will be introduced to world art and design (with an emphasis on Western civilization), from pre-history to the 14th century in order to develop and improve their visual literacy. The course exposes students to the breadth and diversity of the visual arts and design worldwide, while providing a chronological, cultural and historical framework for understanding the production and reception of art and design within specific contexts. The textbook and selected readings broaden critical perspectives and allow the students to conduct preliminary art historical research, thus introducing them to art history as an academic discipline. Students articulate their understanding of visual and contextual materials through class presentations, research projects and papers, and discussion. Museum and gallery visits will complement classes held at Parsons Paris.

- **3 credits**

Survey of World Art & Design 2

Students will be introduced to world art and design (with an emphasis on Western civilization), from the 15th century to the present in order to develop and improve their visual literacy. The course exposes students to the breadth and diversity of the visual arts and design worldwide, while providing a chronological, cultural and historical framework for understanding the production and reception of art and design within specific contexts. The textbook and selected readings broaden critical perspectives and allow the students to conduct preliminary art historical research, thus introducing them to art history as an academic discipline. Students articulate their understanding of visual and contextual materials through class presentations, research projects and papers, and discussion. Museum and gallery visits will complement classes held at Parsons Paris.

- **3 credits**