



ACADEMY *of* ART UNIVERSITY®

**School of  
Graphic Design**



PAPER  
SCREEN

Chinese herbs have soared in popularity. Now an expert brings the most powerful holistic remedies from the ancient world to ours.

OSMATHUS' SECRET

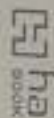
A WELLNESS WAY OF LIFE

In Chinese medicine, *Osmathus fragrans* is used for centuries in a number of different ways. The plant, a relative of the olive, is sometimes as the sweet olive because of the fragrance of its leaves. The medicinal effects of this plant have not been well studied, but it is commonly used as a flavor and is considered safe to consume.

The plant is believed to boost the immune system and soothe soreness in the throat. Though scientific studies of the medicinal effects of a tea made from the plant have not been conducted, it has been used as a tea for a long time and is safe for human consumption.



To learn more about Hachette Book Group, visit [HachetteBooks.com](http://HachetteBooks.com)



桂花

叶秋香

OSMATHUS' SECRET

草木

林江

THE WAY OF CHINESE DESIGN

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# Program Overview

Learn 21st-century skills in a studio setting. Our Graphic Design program integrates practice, theory, and inquiry—while encouraging and refining innovation, critical thinking, visual literacy, conceptual problem solving, and technical excellence.

## OUR MISSION

The Academy of Art University School of Graphic Design looks beyond the role of design in commerce to explore the discipline as a vital cultural force and vehicle for social change.

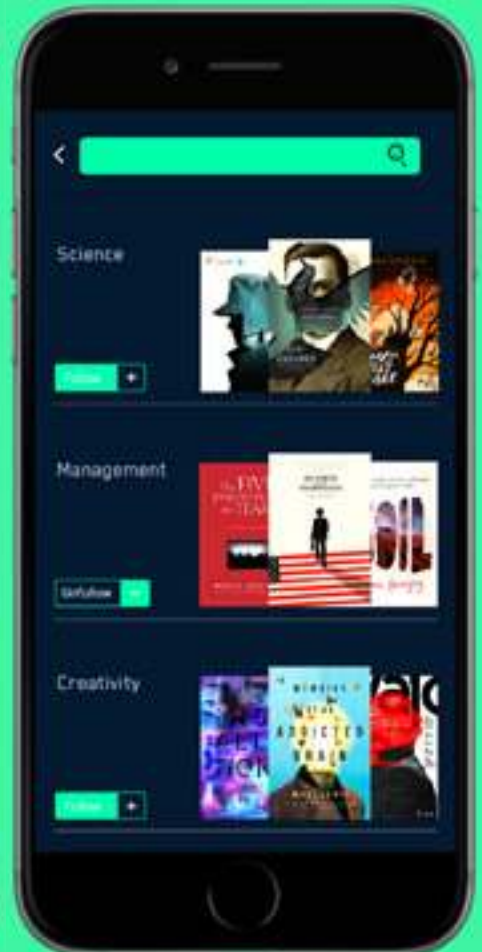
Students employ their command of technique to execute marketing strategies, build memorable brands, raise awareness of critical issues, conceive innovative products, facilitate cultural change, and create meaningful experiences.

As the many awards and opportunities secured by our graduates demonstrate, the result of this approach is design that transcends expectations.

## WHAT SETS US APART

As a student in the School of Graphic Design, you'll be mentored by faculty members with years of graphic design experience working with brand-name companies and strong ties to the overall industry.

Our program combines conceptual thinking and technical knowledge to produce award-winning professionals. Working instructors guide students through courses in typography, print design, branding and packaging. You'll graduate with a portfolio that has something important to go with it—a successful career.



# What We Teach

At its core, graphic design is words and pictures used together to convey ideas. Simple, right? Not so fast—its myriad combinations provide endless possibilities.

Simultaneously pervasive and elusive, design's boundaries are porous and defy categorization. But while design can take virtually any form, it can often be described as existing within one—or more—of these eight forms.

The School of Graphic Design teaches the skills and techniques necessary to succeed in a wide variety of careers—each of these eight areas has its own career pathway.

We will teach you to use the visual currency that defines our contemporary world. You'll develop the thinking skills and craftsmanship necessary to create a competitive portfolio and secure the job that you want.

Along the way, you'll also gain creative confidence, the tenacity, and the resources that will provide you with ongoing professional success.



WORDS +  
PICTURES  
= IDEAS



## 01 COMMUNICATION DESIGN

How do companies and organizations get ideas across to their customers, audiences, readers, and users?

Much of design is about communications—whether printed or online—and making sure people hear what you have to say.



Student work (here and below) by Krishnapriya Dutta Gupta, MFA

## 02 EDITORIAL DESIGN

How do we find out about the world around us? Newspapers, magazines, textbooks and publications—both printed and online—provide us with the information critical to our knowledge and understanding.



## 03 ENVIRONMENTAL DESIGN

Design is often used in architectural settings and other physical environments. Museums, galleries, retail environments, exhibits, installations, conference rooms, themed environments all use design for wayfinding and brand reinforcement.



Student work by Vern Liu, BFA

## 04 BRANDING

The gut feeling you have about a company, product or service is due to its brand—which makes it an incredibly valuable asset.

Much design activity is devoted to building and articulating a brand personality through the creation of logotypes, brand standards, identity systems, and myriad applications in marketing, retail, online, and mobile settings.



Student work by  
Anya Widyawati, BFA

## 05 PACKAGING

One of the most tangible aspects of branding is how companies and products position themselves in the retail environment with packaging—the part of a brand that you actually touch.

The three-dimensional and structural requirements of packaging make this a highly-specialized design undertaking.



Student work by Shaily Shah, MFA



academyart.edu

Student work by Yvonne Anaya, BFA



## 06 TYPOGRAPHY

Typography is the means by which words take visual form. It comprises a core component within design—combining many of the aesthetic and technical attributes of the discipline.

A highly specialized skill, typography is a distinct practice—and business—in and of itself.

Student work by Alma Kemal, MFA

## 07 EXPERIENCE DESIGN

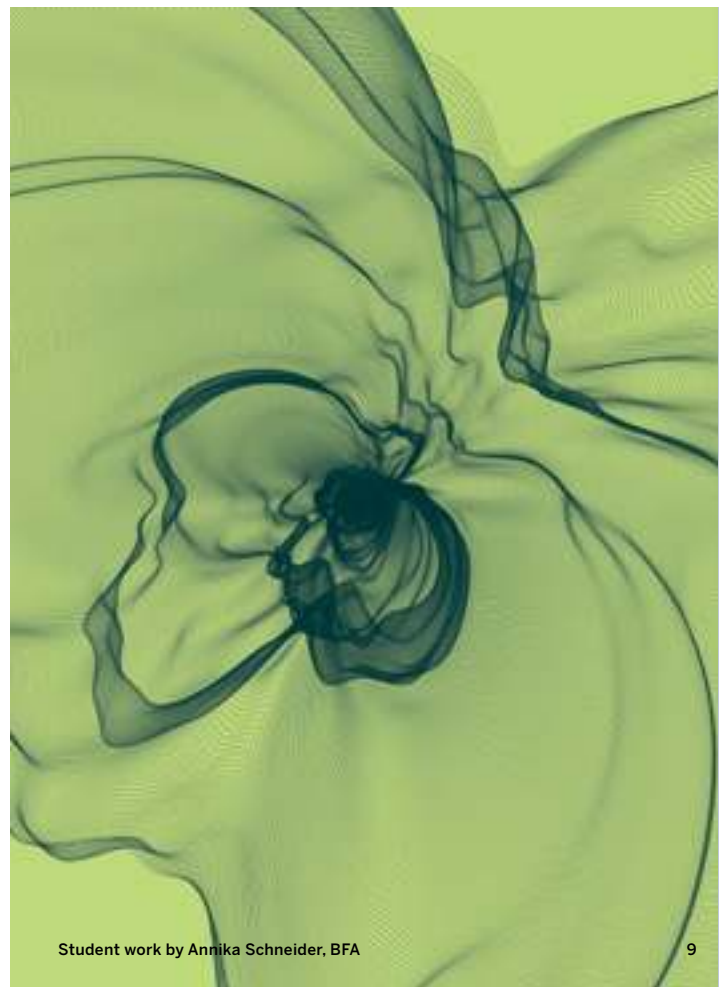
Often viewed through the lens of interactivity—ie user experience (UX) and user interfaces (UI), experience design is actually a much larger interdisciplinary endeavor that also includes digital product design (left) and motion design.

The ongoing proliferation of mobile devices and computers makes this one of the fastest-growing areas of graphic design.

## 08 INNOVATION

In today's world, innovative thinking drives economic growth and defines new possibilities. Design—and design thinking—is asked to address challenges like social progress, service design models, sustainable futures, transition design, generative art (right), and design education to name but a few.

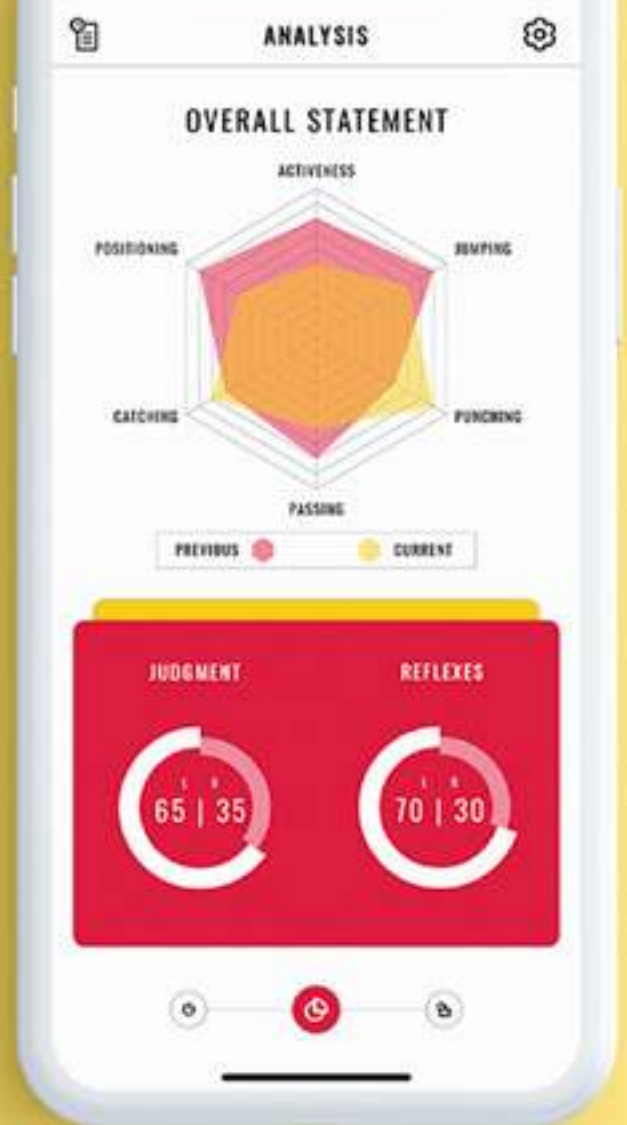
Design is limited only by our imaginations.



Student work by Annika Schneider, BFA



# Our Instructors Walk the Talk



# BY ARTISTS, FOR ARTISTS

The Academy's first instructor was school founder, Richard S. Stephens. A Paris-trained fine artist and working commercial designer, he taught what he knew—fine art and the commercial arts. Mr. Stephens believed that professional artists and designers are the best equipped to bring real-world practical experience to the students.

Academy of Art University is a place where those tasked to teach, mentor, and lead our students do so by example. Their willingness to share work-related experiences, insider insights, and their connections to industry gives you an invaluable competitive edge in your future career.

DISCOVERY

INSPIRATION

# Redefining The Value of Design



NINESPACE.COM



# Degree Options

The School of Graphic Design offers several degree programs to ensure student success within the profession.

## **ASSOCIATE OF ARTS (AA)**

The Graphic Design AA program provides students a core understanding of the fundamentals of design including typography, layout, packaging, interactive, and branding. Graduates with an Associate of Arts degree are well equipped for a seamless transition into the Academy of Art University's BFA Graphic Design program.

## **BACHELOR OF FINE ARTS (BFA)**

The School of Graphic Design's BFA program guides students through the nuanced skill-development process required to achieve excellence in typography, print, packaging, branding, user experience, and motion graphics. Culmination of the degree results in a comprehensive, professional-grade portfolio.

## **MASTER OF ARTS (MA)**

The MA program emphasizes professional and career development along with digital production techniques—providing graduate students a quicker pathway into the profession.

## **MASTER OF FINE ARTS (MFA)**

With its focused thesis development process, the MFA program emphasizes advanced study of the field and encourages students to extend their design skills into content creation, authorship, entrepreneurialism, and social innovation.



# Our Facilities

The School of Graphic Design is located at 79 New Montgomery Street in downtown San Francisco, center of the technological universe and one of the world's great creative capitals.

The online cybercampus is located pretty much anywhere you want it to be. Securing a degree online provides invaluable experience working on distributed teams.

## COLLABORATIVE SPACES

Our spacious classrooms are equipped with computers and high-resolution monitors for crisp presentation of lectures and presentations.

## WORK PREP ROOM

Our custom work prep room provides spray mount booths, a light table, and paper cutters—everything you need to professionally assemble your work.

## FULLY STOCKED LIBRARY

Discover a wealth of art and design information in our fully stocked library. Enjoy our DVD theater, stock photography and illustrations, research databases, and virtual reference material on a variety of subjects.

## DIGITAL WORK STATIONS

With the largest facility on the west coast, our MacLab offers the latest digital workstations, software, and new media technology.





# Student and Alumni Testimonials

School of Graphic Design alumni can be found in the world-class studios that define the vibrant San Francisco design community as well as the household name tech companies building the digital products that manage our lives. Many have also made their way to other creative communities all over the world.

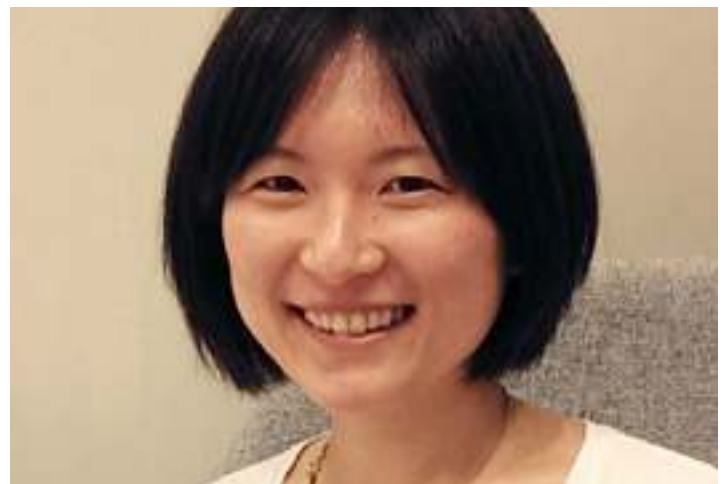






“The industry insight and thesis development at the MFA program set me up for a successful career in graphic design. The faculty helped me develop my formal and conceptual skills, and also the practical skills like presenting to groups, critiquing work, and writing a design proposal.”

Johnny Selman  
Selman Design, New York



“I greatly appreciate the education I received from the Graphic Design program as they set a strong foundation for me to build a career upon.”

Shihwen Wang  
Senior Product Designer, Upgrade



# Partnerships

School of Graphic Design partners with leading companies, non-profit organizations, government agencies, and other academic departments to bring unique and exciting opportunities into our classrooms. These relationships provide opportunities from scholarships and internships to support in the classroom and real world.







VELITE

## GENERAL MOTORS

Working in close collaboration with the School of Industrial Design on a sponsored project with General Motors, graphic design students rebranded Buick in order to make it relevant to 21st century millennials. In addition to the logo and brand standards, students created audience personas, interactive avatars, and client presentations.



## FIVE KEYS CHARTER SCHOOL

The Five Keys Charter School was founded in 2003 as the first charter high school to function within a jail. Working closely with the Five Keys' programming staff and founder, students under Associate Director Tom McNulty's guidance created a comprehensive brand identity system to guide the ongoing development of the extensive communications, marketing, interactive, and curricular materials required to fuel this innovative organization's ambitious growth strategy.

Class participant Celina Oh later worked with Five Key's design firm as an intern to implement the class efforts—websites, training materials, apparel, environmental and transportation graphics (left) were produced.

[www.fivekeyscharter.org](http://www.fivekeyscharter.org)

## TRINCHERO WINERY

The marketing team of this well-known Sonoma winery has developed an ongoing partnership that continues to make it possible for students to obtain real-world experience. Some of the class efforts make it into production and select students are asked to intern at Trinchero to further extend the relationship.



# Career Paths

Academy of Art University is recognized for graduating professionally ready talent across multiple creative disciplines. School of Graphic Design alumni can be found at leading design firms, marketing agencies, and innovative companies.

## GRAPHIC DESIGNER

Tasked with maintaining brand consistency and voice across a wide variety of mediums, the designer creates effective and elegant solutions to myriad communication problems. They create visual elements and interesting ideas, apply strategy, concepts, and visual communication techniques to brands, products and services.

## CREATIVE DIRECTOR

As they progress in their careers, many designers become art directors or creative directors —developing strategy and advanced concepts as they become responsible for guiding creative teams of designers and their collaborators.

## VISUAL/INTERACTIVE DESIGNER

Interactive designers use research, user testing to build interactive design comps and prototypes. They are responsible for the structure, frameworks and visual attributes of interactive and screen-based design systems.

## PRODUCT DESIGNER

Product designers are responsible for the digital, and physical products which we use to manage our daily lives. They craft every touch point between a person and their mobile device to ensure brand consistency and recreate rewarding user experiences.

## WHO IS HIRING OUR ALUMNI

Apple	Chronicle Books
Google	Disney
Facebook	Nike
LucasArts	Pinterest
Hatch	Gap
Character	Adidas
Hybrid Design	Ideo
Pixar	Landor
Starbucks	American Greetings
Square	Pandora



Student work by  
Celina Oh, BFA



Student work by  
Emilie Garnier, MFA

# Additional Learning Experiences

Academy of Art University has a hands-on program for every interest at every level. If you are looking to upgrade your career, explore something you have never tried before, or hone existing skills, we have a program for you.





## PRE-COLLEGE ART EXPERIENCE (PCAE)

This dual-scholarship program allows current high school students to take art and design courses at no tuition charge. In addition, they earn scholarship dollars towards future undergraduate studies at Academy of Art University.

Visit <https://www.academyart.edu/academics/pre-college-art-experience> or call 415.274.2200 for more information.



## CONTINUING EDUCATION

Time for a career upgrade? Want to follow your passion? Learn, be inspired, and expand your creative potential by taking hands-on courses from industry-experienced faculty. Flexible art and design courses are available online and in San Francisco.

Visit <https://www.academyart.edu/academics/continuing-education> or call 415.274.2200 for more information.

## STUDY ABROAD

One of the best ways to learn about the world is to see the world. Take advantage of one or all of these exciting Study Abroad opportunities.

**The Liberal Arts Seminar** in Europe is a three-week intensive traveling course visiting some of Europe's greatest cities and collections.

**The Fine Art Intensive** in Italy takes you to Florence, Italy, for seven and a half weeks during Summer semester.

**The School of Fashion** offers awards scholarships to study in Paris with Studio Berçot and L'École de la Chambre Syndicale de la Couture Parisienne.

**The Illustration Department** also has a summer semester in Florence emphasizing cultural awareness in painting and drawing.

For more information about these Study Abroad opportunities, including cost and visa matters, visit [www.academyart.edu/academics/study-abroad](http://www.academyart.edu/academics/study-abroad).



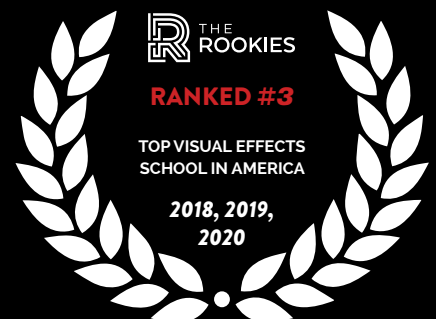
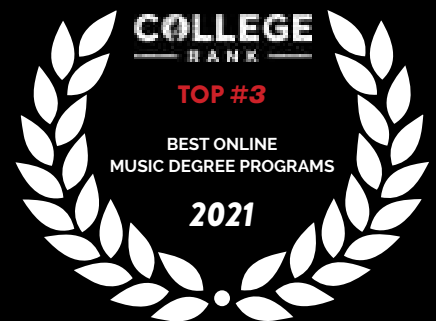


# Awards and Accolades

Academy of Art University is committed to the highest standards of achievement in art and design. Here are some recent accolades for the work of our outstanding students, faculty, and alumni.



# GAIN AWARD-WINNING, JOB-READY SKILLS



# Online Education

Take any online course at the Academy and experience the visual, interactive, and dynamic courses we're known for. You will have the same quality instructors, the same hands-on learning opportunities, and the same attentive support as our onsite students. The difference? The flexibility to earn your art and design degree on your terms.

## ONLINE BENEFITS

- A support staff of over 100 Academy of Art employees offers 900+ online courses and 1,500 instructional videos per semester, spanning 35 online majors, and teaching students from 50+ countries
- Course content is proprietary, created in-house by industry experts, and exclusive to the Academy
- The classes are a mix of lecture content, video, written content, recorded audio, interactive slide-shows, and hands-on work
- The innovative curriculum is created by instructional designers and industry professionals
- A student-run Facebook group, AAUHOO, has more than 4,000 members and invites you to join this thriving online community
- We're constantly building new courses, reworking old ones and adding features to our LMS based on student feedback

Visit [academyart.edu](http://academyart.edu) or call 415.274.2200 for more information.

“Taking classes online really benefited me as a student in allowing me to hone in on each of my skills and develop them before I got a job in the industry.”

— Mark Cofer  
Graduate School of Music Production &  
Sound Design for Visual Media Alumn 2014  
Hollywood Film Composer and Academy of  
Art University Instructor





# Academy Life

A substantial part of an artist's growth and inspiration occurs outside the classroom or studio. Here are some resources and opportunities that are available to all students.







## ACADEMIC CLUBS

Join students with similar interests to discuss ideas, promote your work, form collaborations, and share information.

## FITNESS & RECREATION

Campus Recreation classes and workshops—and access to our free gym, pool, basketball courts, and skateboard ramp—will help you stay active healthy.

## VIRTUAL BOOKSTORE

All required textbooks are available at our virtual bookstore.

## CULTURAL CLUBS

Everyone needs a break from the studio. With dozens of clubs and organizations, find a new creative outlet and build lifelong relationships.

## ESPORTS

Our active gaming community hosts and attends regular gaming events for both casual or competitive players.

## EVENTS

Campus Life is designed to inspire, educate, and promote fun. Our events are created in coordination with student-run groups and organizations. Make the most of your university experience: grow, learn, laugh, and run with us.

Visit <https://www.academyart.edu/campus-athletics/clubs-organizations/> for more info.

## URBAN KNIGHTS RADIO

Listen live online to our athletics teams, hear unique talk shows, and dance to your favorite tunes on UrbanKnightsRadio.com, an iHeartRadio partner.

## HOUSING

Housing is guaranteed for all new, full-time onsite students. We have 17 different housing options to choose from located in the heart of San Francisco.

## DINING

Stay healthy with delicious and filling meals in one of our dining halls with flexible meal plans and Knight Kash. Use the Knight Kash on your student ID for dining on campus and at select off-campus vendors.



# San Francisco

Academy of Art University is an extraordinary place to be a college student. One of the world's great creative capitals, San Francisco has been our home since 1929. Our neighbors include giants in everything from advertising, animation, and architecture to communications, game development, and UI/UX Design.







## MUSEUMS

Academy of Art University Auto Museum  
 Legion of Honor  
 de Young Museum  
 Asian Art Museum  
 San Francisco Museum of Modern Art (SFMOMA)  
 California Academy of Sciences  
 Yerba Buena Center for the Arts  
 Cable Car Museum  
 Palace of Fine Arts Theatre  
 Exploratorium  
 Walt Disney Family Museum  
 Museum of Performance & Design  
 Museum of Craft & Design  
 Museo Italo Americano  
 Cartoon Art Museum  
 Museum of the African Diaspora  
 Galería de la Raza

## TRANSPORTATION

MUNI  
 AC Transit  
 BART (Bay Area Rapid Transit)  
 Cal Train  
 Golden Gate Transit

## THEATRES & VENUES

The Fillmore  
 Bill Graham Civic Auditorium  
 The Warfield  
 Bottom of the Hill  
 Rickshaw Stop  
 Alamo Drafthouse  
 Great American Music Hall  
 The Independent  
 The Fox Theatre  
 SHN Orpheum Theatre  
 The American Conservatory Theater  
 The Castro Theatre  
 SFJAZZ  
 San Francisco Conservatory of Music  
 San Francisco Opera  
 San Francisco Symphony  
 San Francisco Ballet



# Athletics

We are the Urban Knights—the only higher arts education institution in the U.S. to have an NCAA athletics program. Competing specifically within NCAA Division II and the Pacific West Conference, the Urban Knights are made up of 14 collegiate sports teams dedicated to distinction, sportsmanship, pride, teamwork, credibility, and creativity.

The Academy is one of the unique places in the world where students can find a beautiful balance for their artistic and athletic passions.

Our student-athletes have told us that as they gain art and design skills, they become better athletes; and as they improve their athletic abilities, their art is augmented. You can pursue your love of art, and your love of sports, and you can be successful in both.



## WOMEN'S

Basketball  
Cross Country  
Golf  
Soccer  
Softball  
Tennis  
Track & Field  
Volleyball

## MEN'S

Baseball  
Basketball  
Cross Country  
Golf  
Soccer  
Track & Field

## NCAA PROGRAM

Join one of our teams or come out and support your fellow artist-athlete. We play in great venues throughout San Francisco, including Kezar Pavilion, Paul Goode Field, SF Bay Tennis Club, and Presidio Golf Course, among others. Let the Fan Bus take you to the games.

The NCAA is a trademark owned by the National Collegiate Athletic Association.



## ARTIST ATHLETES

The Urban Knights have quickly made a name for themselves with numerous conference and national accomplishments, including 10+ NCAA championships. We are the first athletic program to win two NCAA National Championships (indoor and outdoor women's track & field) in our first year of postseason eligibility. We have made over 40 postseason appearances in men's and women's cross country, women's basketball, men's indoor and outdoor track and field, men's and women's golf, and women's tennis. Go Urban Knights!



# Apply Today at [academyart.edu](http://academyart.edu)

Apply year-round, and begin taking classes in Fall, Spring, and Summer semesters. Our Admissions Representatives will help you every step of the way. They want to help you succeed, and are trained to make sure your application best reflects your abilities. Apply today!

## HOW TO APPLY

Apply online at [academyart.edu](http://academyart.edu)

Or call 1.800.544.2787

Or apply in person in San Francisco  
(Monday-Saturday)

79 New Montgomery St. San Francisco, CA 94105

## YOUR COMPLETED APPLICATION MUST INCLUDE:

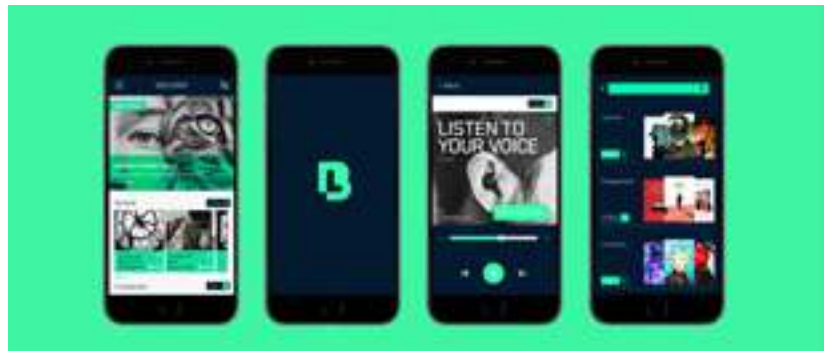
- \$50\* application fee (\$150 international)
  - \$95\* enrollment fee (domestic only)
  - Onsite international applicants require a \$300\* international student services fee
  - Fees can be paid by MasterCard, Visa, Discover.  
By mail: check or money order
- \*all fees are non-refundable, non-transferable



## TRANSFER STUDENTS

1. Complete the application
2. Submit electronic transcripts to:  
[transcripts@academyart.edu](mailto:transcripts@academyart.edu)  
Or mail transcripts in a sealed envelope to:  
Academy of Art University  
Attn: Undergraduate Admissions Office  
79 New Montgomery St.  
San Francisco, California 94105





# Master Your Craft

**Academy of Art University is looking for dedicated students who want to become the great innovators, storytellers, collaborators, and problem solvers of tomorrow.**

Our curriculum is rigorous—taught by some of the finest minds working in today’s creative and innovative industries. We help you master your craft as you prepare for roles as professional artists and designers. You will be challenged.

**But it’s worth it.**

Our students and alumni have made an impact on the world. They are Oscar and GRAMMY winners, animators, illustrators, and photographers. They make award-winning Super Bowl commercials, help create top-grossing movies and video games, and design some of the hottest fashion in the world. They are professional stylists, sculptors, actors, musicians, web designers, broadcasters, advertisers, screenwriters, architects, educators, transportation designers, bloggers and tattoo artists.

They are game changers—creative entrepreneurs who bring their magic, hunger, and work ethic to the world every day.

Isn’t it time you joined them?





# ACADEMY *of* ART UNIVERSITY®

Academy of Art University is located in downtown San Francisco and provides instruction around the world through its online campus.

We offer training in many specialized creative disciplines:

Acting\*  
Advertising  
Animation & Visual Effects  
Architecture  
Art Education  
Art History  
Communications & Media Technologies  
Fashion  
Fine Art  
Game Development  
Graphic Design  
Illustration  
Industrial Design\*  
Interaction & UI/UX Design  
Interior Architecture & Design

Jewelry & Metal Arts  
Landscape Architecture  
Motion Picture & Television  
Music Production & Sound Design for  
Visual Media  
Photography  
Visual Development  
Writing for Film, Television & Digital Media

Academy of Art University  
79 New Montgomery Street  
San Francisco, California 94105

[info@academyart.edu](mailto:info@academyart.edu)  
1.800.544.2787  
[www.academyart.edu](http://www.academyart.edu)

Accredited Member WSCUC, NASAD,  
CIDA (BFA-IAD, MFA-IAD), NAAB (B.ARCH,  
M.ARCH), CTC (California Teacher  
Credential).

\*The following degree programs are  
currently not offered 100% online:  
Acting and Auto Restoration.