In Chinese medicine, Osmanthus fragrans has been used for centuries in a number of different teas. The plant, a relative of the olive, is sometimes called "sweet olive" because of its fragrance. The medicinal effects of this plant have been well studied, but it is commonly used as a flavoring 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 it have not been conducted, it has been used to make tea for a long time and is safe for human consumption.
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< Student work by Zhenni Duan, BFA
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. Boom.

**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. The curriculum offers advanced studies that integrate practice, theory and inquiry, while refining and encouraging innovation, critical thinking, visual literacy, and conceptual problem solving.

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—it’s 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.

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

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.
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.

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.
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.

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.
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.

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.

07  EXPERIENCE DESIGN
Often viewed through the lens of interactivity—i.e. 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.
Faculty

Our instructors don’t just teach you about the graphic design industry, they are an integral part of it. The faculty is comprised of internationally recognized professionals who challenge their students to reach their personal creative potential.

MARY SCOTT
Director Emerita

As the director of the School of Graphic Design for eighteen years, Mary Scott has been instrumental in launching innumerable professional careers. In her current role, she provides ongoing guidance for the school and teaches her signature portfolio classes to graphic designers, architects, interior designers, and industrial designers.

Before coming to the Academy in 1999, Mary’s career included time at Capitol Records (where she got to meet the Beatles), WPA Architects, Sony, Mattel and Maddocks and Company—where she spent twenty years as creative director. Mary has been President of the AIGA Los Angeles chapter and has served on the AIGA San Francisco and national boards. In 2007, she was named an AIGA Fellow and in 2012, the Academy of Art University awarded her an Honorary Doctorate of Humane Letters.
ANITRA NOTTINGHAM
Online Director

As the online director, Anitra Nottingham teaches, develops curriculum, and writes the online classes. She recruits and manages instructors, and advises all online students located around the world. In addition to leading the strategic direction for the School, Anitra spearheads the curriculum development process. She joined the Academy in 2006 and is responsible for building the pioneering online program.

Anitra is a graduate of MADA (Monash University Australia) and holds a Masters degree from the School of Education at the University of Melbourne. She was a book designer for Oxford University Press, and Penguin Books Australia as well as a creative director for the software company Intuit. Anitra regularly writes and speaks about design education, and runs workshops about information design and typography.

PHIL HAMLETT
Director

As the onsite director, Phil Hamlett teaches classes, develops curriculum, recruits and manages instructors, advises students, guides the thesis development process, conducts outreach and establishes the strategic agenda for the School. Phil joined the Academy in 2004 and served for thirteen years as the Graduate Director, building the nascent MFA program from scratch.

Phil is a past president of the AIGA San Francisco chapter, for which he continues to serve ex officio. He is also a former AIGA national board member, founder of the Compostmodern design conference and co-author of the Living Principles for Design—which guides sustainable business practice within the design community. As a charter member of the Winterhouse Institute Founder’s Circle, he helps articulate the value of design education for social good.
Redefining The Value of Design.
SCHOOL OF GRAPHIC DESIGN

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.

< Student work by Vern Liu, BFA
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.

FULL 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.
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.
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

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.

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 create rewarding user experiences.

**WHO IS HIRING OUR ALUMNI**

- Apple
- Google
- Facebook
- LucasArts
- Hatch
- Character
- Hybrid Design
- Pixar
- Starbucks
- Square

- Chronicle Books
- Disney
- Nike
- Pinterest
- Gap
- Adidas
- Ideo
- Landor
- American Greetings
- Pandora

academyart.edu
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.dev.academyart.edu/academics/pre-college-art-experience-program 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 at awards scholarships to study in Paris with Studio Bercot 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

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.
Awards and Accolades

Academy of Art University is committed to the highest standards of achievement in art and design. Here’s a small sampling highlighting some recent accomplishments of our outstanding students, faculty, and alumni.
FIND YOUR PLACE. MASTER YOUR CRAFT.

**#3 BEST ONLINE ART PROGRAMS IN AMERICA**

**#1 ANIMATION & VISUAL EFFECTS SCHOOL IN NORTHERN CALIFORNIA**

**RANKED IN THE TOP TEN BEST PHOTOGRAPHY SCHOOLS**

**70+ STUDENT AND ALUMNI ART EXHIBITIONS IN SF EACH YEAR**

WHAT WE ARE LOOKING FOR

DEDICATION • PASSION • COMMITMENT • CREATIVITY

RED DOT RANKS SCHOOLS OF GRAPHIC DESIGN AND INDUSTRIAL DESIGN TOP 10 SCHOOLS FOR DESIGN 7 YEARS IN A ROW
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 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
A substantial part of an artist’s growth and inspiration occurs outside the classroom or studio. At Academy of Art University, we understand this. Here are some resources and opportunities that are available to all students.
What I like best about the School is that the instructors don’t just teach—they constantly provide resources and opportunities for active learning.

Fei F. Ou
2015 Game Development BFA student

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/students/ clubs-organizations/events 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.

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.
San Francisco

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 web design.

Simply put, Academy of Art University is an absolutely amazing place to be a college student.
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
Museo de la Raza

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 Theater
The American Conservatory Theater
The Castro Theatre
SFJAZZ
San Francisco Conservatory of Music
San Francisco Opera
San Francisco Symphony
San Francisco Ballet
AT&T Park

TRANSPORTATION
MUNI
AC Transit
BART (Bay Area Rapid Transit)
Cal Train
Golden Gate Transit
We are the Urban Knights—the only higher arts education institution in the U.S. to have an NCAA athletics program. Urban Knight Nation is proud to support our fierce student-athletes as they fight on to victory. Go Urban Knights!

Athletics

We are the Urban Knights—14 varsity athletic teams that represent Academy of Art University in NCAA Division II intercollegiate sports. We are dedicated to distinction, sportsmanship, pride, teamwork, credibility, and creativity.

As an artist-athlete in the Academy of Art University Intercollegiate Athletic program, you are empowered to realize your full potential academically, personally, and professionally while on the path to collegiate success. The Academy’s Urban Knights compete as members of the Pacific West Conference.

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.

academyart.edu

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

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
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
• International applicants require a $300* international student service 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
   Or mail transcripts in a sealed envelope to:
   Academy of Art University
   Attn: Undergraduate Admissions Office
   79 New Montgomery St.
   San Francisco, California 94105
I was no longer that lone kid who made and filmed everything surrounded by them! Get started toward a career you’ll love.

At Academy of Art University, Chase no longer felt like the odd man out. He turned his love for social media, shooting videos, and making flyers into a blossoming career as a top creative in the advertising industry. We can teach you to turn the things you love to do into a career you’ll love—and have a ton of fun along the way. Sometimes it’s not so much about finding who you are; it’s about finding the place where you can be who you are. Find out how your passion can become a creative legacy at academyart.edu.

Find Your Place.
Master Your Craft.
The 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
- Fashion
- Fine Art
- Game Development
- Graphic Design
- Illustration
- Industrial Design
- Interior Architecture & Design
- Jewelry & Metal Arts
- Landscape Architecture
- Motion Picture & Television
- Multimedia Communications
- Music Production & Sound Design for Visual Media
- Photography
- Visual Development
- Web Design & New Media
- Writing for Film, Television & Digital Media

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San Francisco, California 94105

info@academyart.edu
1.800.544.2787
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 offering online courses: Acting, Auto Restoration, Knitwear Design, and Footwear & Accessory Design.

Visit www.academyart.edu to learn more about total costs, median student loan debt, potential occupations, and other information.