Contents

Program Overview ................................................... 5
What We Teach ....................................................... 7
Faculty ................................................................. 11
Degree Options ...................................................... 13
Our Facilities .......................................................... 15
Student & Alumni Testimonials .............................. 17
Partnerships ......................................................... 19
Career Paths ......................................................... 21
Additional Learning Experiences ......................... 23
Awards and Accolades ........................................... 25
Online Education .................................................. 27
Academy Life ....................................................... 29
San Francisco ....................................................... 31
Athletics ............................................................... 33
Apply Today .......................................................... 35

Faculty work by Francis Hsu
Program Overview

Have you ever wondered how elaborate scenes and characters are created for film or how the fantastical worlds of video games are realized? Visual development artists are the key figures of a production pipeline—setting the artistic design and even the moods for the images that entertain us.

OUR MISSION
At the School of Visual Development, you’ll gain the skills needed to realize anything you can imagine in traditional and new media. Whether you’re interested in creating concepts for movies or video games—or both—our Visual Development courses will help you create a portfolio of work that you can carry into your career.

Our hands-on learning approach will prepare you to pursue a career as a character designer, matte painter, or concept artist. Study everything you’ll need to embark on a creatively rewarding visual development career, including composition, perspective, environment design, figure drawing, and character design. Our experienced faculty will help align the technical skills you’ll gain with your conceptual aesthetic.

WHAT SETS US APART
• Our Visual Development programs are all offered onsite and online
• We are located in San Francisco, one of the most dynamic and creative cities in the world
• Our alumni graduate with a high-quality portfolio that will give them an edge as they enter the industry
• Graduates have been hired as visual development artists for Disney Interactive, Facebook, Blizzard Entertainment, and Zynga, based on the strength of their portfolios and performance as interns at these companies
What We Teach

Our degree programs are designed to equip aspiring artists and designers with a comprehensive toolbox of marketable skills that lead to success in the visual development industry. Few schools offer better training and more hands-on learning experiences than Academy of Art University.

THE VISUAL DEVELOPMENT PROGRAM

Our curricula reflect the latest industry standards and needs. You will learn by utilizing the newest technology and collaborating on cross-discipline projects that will prepare you for the industry. Be ready to visualize and realize imaginative new horizons in a number of career areas.

Our faculty of industry professionals will provide the art, design, and science foundation necessary to succeed as a visual developer. Classes are designed to help you fine-tune ideas and develop new approaches to your craft. You will hone your communication and organization skills in order to help create the characters and environments that will shape 21st century media.
VISUAL ELEMENTS OF STORY
We will introduce you to the various aspects of visual elements of story, including character development, cinematic composition, color theory, and perspective principles. You will study the painting process by completing character designs, cinematic thumbnails, value and lighting studies, color roughs, and final production paintings.

FUNDAMENTALS OF ENVIRONMENTS & PROP DESIGN
We will explore environment and prop design through assignments covering cinematic composition, aspect ratios, atmospheric perspective, and architectural design fundamentals. You will then complete cinematic moments, orthographic drawings, and texture/material callouts.
VISUAL DEVELOPMENT FOR WEB & MOBILE GAMING
You will create functional game-ready assets formatted and optimized for mobile and web platforms. We will cover character design for games, graphic optimization, vector tools, and other industry standards so you may deliver a complete game environment featuring user interface and marketing elements.

VISUAL DEVELOPMENT FOR LIVE ACTION
In this advanced course, we will teach you the concepts for organic and hard surface assets. You will generate thumbnail drawings and complete clean line drawings and value/color studies before executing a final 2D or 3D concept image. Strong sketching, drawing, and painting skills, as well as an understanding of color, light, and perspective, will be required.
You will first draw from life with an emphasis on quick studies, line of action, volume, and caricature, delivering complete character designs (model sheets, turnarounds, expressions, and poses), as well as a completed maquette.
Faculty

We believe that the best teachers are actual working creatives. That’s why our faculty is comprised of nationally recognized artists and designers who maintain careers on the leading edge of industry trends. These are the people who will challenge you to reach your creative potential.

Nicolás Villarreal
Director

Nicolás Villarreal graduated with honors from the Master’s program at Academy of Art University in 2002. He has worked as a traditional animator, character designer, sculptor, and visual development artist for film and video game companies such as Walt Disney Studios, Sony Computer Entertainment, Jim Henson Studios, Sega, Digital Domain, Reel FX, and Amazon Studios.

Chris Carman
Associate Director

Chris Carman is a graphic artist with a strong background in web- and mobile-based games and apps. He accepted the role of Associate Director of the School of Visual Development in 2013. He’s previously worked as an art director, conceptual artist, and animator for clients including Adobe Systems, Zynga, MTV Games, and Electronic Arts.
Alessandro Squitti
Production Lead

Alessandro Squitti holds a Master’s degree in Italian Language and Literature from Sapienza University in his hometown of Rome. He joined the Academy as a lab technician in 2000. The company he co-founded, CurlyHairedPeople Films, has created more than 20 short action films, including award-winning music videos.

Jeremy Saliba
Online Curriculum Coordinator

Jeremy Saliba received his BFA in Illustration with an emphasis in 2D animation from Academy of Art University in 2003. He later joined the Academy as a part-time instructor, spearheading new curricula that integrated Wacom Cintiq technology, and became online curriculum coordinator for the School of Visual Development in 2014.

Francis Hsu
Curriculum Coordinator

He has worked for leading film and game studios, including Industrial Light & Magic, Digital, LucasArts, and Weta Digital. Hsu joined our faculty in 2012, but has been teaching Figure Drawing and Background Painting at the Academy since 2000.
Degree Options

ASSOCIATE OF ARTS (AA)
The School of Visual Development’s AA program provides a strong introduction to the art of scene setting. Core curriculum emphasizes photography, figure modeling, form analysis, figure drawing, and various other design disciplines. Graduates with an AA degree in Visual Development are prepared for a seamless transition into the school’s BFA program.

BACHELOR OF FINE ARTS (BFA)
The School of Visual Development’s BFA program provides a dynamic education in the art of scene setting. Core curriculum emphasizes photography, figure modeling, form analysis, figure drawing, narrative principles, visual development for animation, character design, concept paintings, advanced exploration of perspective for video game design, and various other critical design disciplines.

MASTER OF ARTS (MA)
The Visual Development MA program provides professional development with advanced coursework in still-life painting, figure drawing, character design, concept painting, layout design for animation, and other core skills of professional visual developers.

MASTER OF FINE ARTS (MFA)
The MFA program focuses on advanced coursework in still-life painting, figure drawing, character design, concept painting, layout design for animation, and other core skills of professional visual developers. Your goal will be the completion of a signature thesis book showcasing design work for a story-based project.
Our Facilities

Our creative environment and studios are equipped with the newest technologies, enabling you to realize anything you can imagine in traditional and new media.

COSTUME & PROPS LIBRARY
Reference and make use of a wealth of costumes and props for your clothed and costumed figure drawing classes. Let your creativity take flight in our studios.

2D ANIMATION STUDIO
Work on real animation light tables, and discover traditional techniques for injecting life into your very own stories.

CINTIQ LAB
Wacom Cintiq tablets will be available for classroom projects and lab time, allowing you to effortlessly create art in a digital format.
Student and Alumni Testimonials

Our 50,000-plus Academy alumni are some of the most successful and sought-after professionals in art, entertainment, and design today. But we’re just getting started. Our current pool of creative and innovative students are preparing to redefine the future.
“Every Academy instructor has a different teaching technique, but they always take time to help students individually, to help them improve their skills.”

Nutruda Satjawatcharaphong
Visual Development student

“One reason I was attracted to Academy of Art University is that its School of Visual Development program has a great balance of technical and creative classes. Also, the instructors here allow you the space to be creative, and since they are industry professionals themselves, they provide amazing feedback and guidance.”

Morten Skålvik
BFA Visual Development student

“Visual development is all about designing the world of the story... about the characters in this world, the environments, everything. It sets the vibe and mood of this world through color and light. Visual development is all about how things will look on screen.”

Abigail Muñoz
BFA ’15, Independent Contractor Pro Unlimited, Inc., Facebook

“More than any other school, the Academy fosters a competitive environment in which to learn and improve. That’s the best prep students can get for the industry.”

Ryan Winch
BFA ’15, Concept Artist, Disney Interactive
Partnerships

Living and studying in the San Francisco Bay Area provides our students an enviable canvas onto which they can project the best, most creative elements of their imagination.

RED CLOVER STUDIOS

The School of Visual Development recently partnered with the award-winning animation studio, Red Clover Studios, to join the production of two short films, Nieta and Pasteurized. Nicolás Villarreal, our leader and the creative director of Red Clover, played a key mentorship role in this cross-discipline partnership, which brought five Academy students the opportunity to create and produce several assets—including visual effects, 3D models, motion graphics and designs, and composited shots—for both films.

Whether onsite in San Francisco or connecting in real-time from around the world, these five students participated in real-world production meetings, gaining experience, invaluable feedback, and guidance from the professional designers and animators working on the projects. In some instances, these interactions developed into budding professional connections and even to full-time employment.

“Working on Pasteurized and Nieta with Nicolás and his team at Red Clover was a great journey that has helped me get ready for the industry,” said School of Animation & Visual Effects student Onur Cayli. “Nicolás is a fantastic teacher and director, so I got a chance to learn many technical and artistic skills from one of the best. The whole process was a great experience, especially seeing pure emotion convert into a piece of animated art on film. I felt like I was part of something amazing when I watched the final films on the screen.”

Red Clover’s mandate is the creation of the best animated imagery for film, television, video games, and commercials while pushing the industry’s boundaries. “This was a chance for some of our students to work on a couple of real-life projects that not only may be showcased as part of their portfolios but allowed them to learn in a one-of-a-kind setting, as well,” said Villarreal.
Nieta
a film by Nicolas P Villareal

CANNES
Best Animated Short Film
Parallel Lives
2014

Animation
Official Selection
Glasgow Short Film Festival
2014

OFFICIAL SELECTION
Los Angeles International Short Film Festival
2015

Best Animated Short Film Winner
tiff. shorts competition
tiff kids
2015

Pasteurized
a film by
Nicolas P Villareal

CANNES
Best Animated Short Film
Parallel Lives
2014

Animation
Official Selection
Glasgow Short Film Festival
2014

OFFICIAL SELECTION
Los Angeles International Short Film Festival
2015

Best Animated Short Film Winner
tiff. shorts competition
tiff kids
2015
Career Paths

As one of the top art and design schools in the country, Academy of Art University visual development graduates have a range of opportunities to choose from. Our facilities, faculty, and hands-on learning approach are designed to provide you with the tools you need to succeed in your future career.

MATTE PAINTER
Tap into your knowledge of 3D lighting, composition, and UV-mapping—as well as your skills as an expert in color and form—and create paintings to be used in photography and special effects to combine disparate elements into a single final image. Work with live-action footage, and create realistic and believable environments that will be integrated into a film in the proper format and on a tight schedule.

PRODUCTION ARTIST
Collaborate with art directors and designers to create the print and digital collateral assets necessary for the various marketing initiatives surrounding a product, in keeping with the visual style and techniques developed for it.

CHARACTER DESIGNER
Help set the standard for the appearance of characters, including their signature gestures and poses. Assist in technical and creative problem solving through collaboration, and help ensure a consistent style is maintained under an art director’s guidance.

CONCEPT ARTIST
Collaborate with creative and art directors to generate images that clarify their vision, and create visual representations of the ideas that will be realized in films, animated movies, comics, and video games.

VECTOR ARTIST
Develop and create high-resolution graphic artwork that is easily shareable, utilizing standard tools to create and develop graphic artwork for output, such as billboards, printing, and 3D modeling.

WHO IS HIRING OUR ALUMNI
Blizzard Entertainment
Cartoon Network
Disney Interactive
ElectronicArts Games
Facebook
Naughty Dog
Pixar
Playstation
Roboto Games
Studio 9
Zynga

academyart.edu
ART DIRECTOR
Take a leadership role and oversee and unify the visual look of a project by coordinating background, budgets, and creative goals with other production leads. Control the overall look of the project, and make creative decisions based on its mood and style, as well as its target audience, to present final layouts for approval.
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 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

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
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.
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
Athletics

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!

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.

MEN’S
Baseball
Basketball
Cross Country
Golf
Soccer
Softball
Tennis
Track & Field
Volleyball

WOMEN’S
Basketball
Cross Country
Golf
Soccer
Softball
Tennis
Track & Field
Volleyball

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

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 FLYERS EVERYTHING SURROUND-ED.

NOW I WAS MADE & FILMED 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

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.