



NEW
DESIGN
SCHOOL

Catalog of Studies



NEW DESIGN SCHOOL Catalog of Studies

217 E. Dickson St. Suite 102, Office 101
Fayetteville, Arkansas 72701
(479) 442-1443 phone
(479) 442-1466 fax

Send correspondence to:
P.O. Box 265
Fayetteville, Arkansas 72702

Publication Date February 15, 2012
Effective Date January 1, 2012 to July 31, 2013
Updated March 19, 2012

Any changes to this catalog/bulletin will be made only upon advance notice of the State Board of Private Career Education.

New Design School is committed to creating and maintaining an environment that promises diversity and tolerance in all areas of employment, education and access to its educational, artistic or cultural programs and activities. New Design School does not discriminate on the basis of age, race, color, creed, gender (including gender identity and expression), pregnancy, sexual orientation, religion, religious practices, mental or physical disability, national or ethnic origin, citizenship status, veteran status, marital or partnership status, or any other legally protected status.



NEW DESIGN SCHOOL | Calendar 2012 / 2013

There are 3 terms per academic year, creating trimesters. Each term is 12 weeks plus a make-up week.

SPRING 2012

December 19, 2011	Software Fee Due
January 4	Meet Your Instructor
January 9	Term Begins
March 29	Final Day of Classes
April 2 to 6	Make-up Week
April 7 to April 22	Spring Break

SUMMER 2012

April 2	Software Fee Due
April 23	Term Begins
July 12	Final Day of Classes
July 16 to 19	Make-up Week
July 21	Graduation

FALL 2012

August 1	Software Fee Due
August 16	Meet Your Instructor
August 20	Term Begins
November 8	Final Day of Classes
November 12 to 15	Make-up Week
November 18 to January 9	Winter Break
December 1	Annual Gala

SPRING 2013

December 17, 2012	Software Fee Due
January 10	Meet Your Instructor
January 14	Term Begins
April 4	Final Day of Classes
April 8 to 11	Make-up Week
April 12 to April 28	Spring Break

SUMMER 2013

April 12	Software Fee Due
April 29	Term Begins
July 18	Final Day of Classes
July 22 to 25	Make-up Week
July 27	Spring Break



Admissions and Enrollment Prerequisites

For admission to New Design School you must meet the following requirements:

Graduate from a U.S. high school with a diploma equivalent to the Arkansas General Diploma

OR

Satisfactorily complete the General Educational Development Test (GED) **AND** meet language and computation competencies.

OR

Be considered for special advanced admission as a high school student by submitting a high school transcript that shows you are currently enrolled and attending high school.

AND

1. Complete an enrollment form.
2. Complete an entrance interview.
3. Arrange for official copies of your most recent transcript to be sent to:

New Design School, P.O. Box 265, Fayetteville, Arkansas 72702.

NEW DESIGN SCHOOL | leave of absence

All students may withdraw from the New Design School if they do not wish to continue their educational process. A student may withdraw from the New Design School at any time by submitting a written notice of withdrawal to the New Design School director. The withdrawal is effective on the date the written notice is received by the program director. A student who withdraws from the New Design School should refer to the refund policy.

All students are eligible to request a leave of absence from the New Design School if they intend to continue their school process. To receive a leave of absence designation on work in progress, a student needs to submit a written petition to the New Design School Administration, c/o Director (479-587-9925). The petition should describe in detail the circumstances surrounding the request. Leave of absences will differ based upon individual circumstance. New Design School policies on attendance, tuition refunds, and incomplete grades and advice from instructors will guide students in making a decision about how best to continue their education.

A student has two (2) class absences to request a leave of absence from New Design School. After the third (3rd) absence without a submitted petition, the student will be placed on probation. After the fourth (4th) absence the student's enrollment will be terminated.

NEW DESIGN SCHOOL | excused and unexcused absences

Each student is expected to attend classes regularly and on time. There is not a distinction between excused absences and unexcused absences.

A student is allowed up to two (2) class absences. After the third (3rd) absence, without a submitted petition (see leave of absence policy), the student will be placed on probation for that specific seminar. After the fourth (4th) absence the student's enrollment in that specific seminar will be terminated.

Absences for medical or other legitimate reasons that cause more than 3 absences should be handled with the leave policy and are subject to make-up of the assigned work.

It is the student's responsibility to notify all relevant instructors when an absence is known in advance.

Lateness or early departure from class may also translate into one full absence. See tardy policy.

Students must inform their instructor(s) at the beginning of the term of any anticipated absences due to religious observances and propose a plan to complete work and get information about subject matter missed. Instructors and students will be expected to come to an agreement on this before the dates arrive.

Students are responsible for knowing and complying with the attendance policy of each instructor.

It is the responsibility of the student for making up all work missed due to absences and keeping track of their progress in particular courses. See make-up work for further details.



If students have questions about course requirements, assignments, examinations, attendance records, progress or grades, they should ask instructors for clarification. Refer to leave of absence, grading scale and refunds for further information as it relates to attendance.

NEW DESIGN SCHOOL | make-up work

In the case that a student misses a class, the student is responsible to complete all work missed within 2 weeks of the missed day.

A student has 2 classes after the class missed to turn in or make-up work. If the student has not submitted make-up work by the beginning of the 3rd class this will cause the student to be on probation. Make-up work not completed by the 4th class can result in the student being terminated from enrollment.

It is the student’s responsibility to communicate with the instructor and seek advice from him/her as to the work that should be completed.

NEW DESIGN SCHOOL | tardiness

Students are expected to arrive to class on time.

Arriving later than 10 minutes after the beginning of a class will be considered a tardy. Three (3) 10 minute late arrivals will be considered the equivalent of an absence. Five (5) 10 minute late arrivals will result in probation. Six (6) 10-minute late arrivals will result in termination from enrollment.

NEW DESIGN SCHOOL | satisfactory progress and grading system

The following grades will be assigned for each course, based upon attendance, participation, and individual and collaborative projects by the instructor of the course.

Grade Descriptions:

A+	97%	4.0	Consistent work of exceptional quality
A	93%	3.9	Mostly exceptional work with some high quality work
A-	90%	3.7	Mostly high quality work with some exceptional work
B+	87%	3.3	Mostly very good work with some high quality work
B	83%	3.0	Even mix of very good work and high quality good work
B-	80%	2.7	Mostly good work with some average work
C+	77%	2.3	Mostly average work and some good work
C	73%	2.0	Average
C-	70%	1.7	Mostly below average work and some average work
D+	67%	1.3	Mostly below average work and some failing work
D	63%	1.0	Even mix of below average and failing work
F	Less than 63%	0.0	Failure; mostly failing and/or no work completed
W	Withdrawal		
WF	Withdrawal Failing		
I	Incomplete		
GM	Grade Missing		
P/U	Pass/Unsatisfactory		

One F, failed seminar will result in student probation. Two failed seminars result in termination of enrollment.

NEW DESIGN SCHOOL | special grade status

I = Temporary Incomplete. Indicates failure to complete assigned work. This mark is not given automatically but only on the request of the student and at the discretion of the instructor. A written request for a grade of temporary incomplete must be submitted and signed by both the student and the instructor. The time allowed for completion of the work and removal of the “I” mark will be set by the instructor, but may be no later than four weeks after the last day of the semester in which the mark was earned. If at the end of four weeks the work is not completed, an instructor may request an extension in writing if progress has been made. Permission may be granted for the extension only by the program director. The New Design School will record work, which is not completed in the prescribed time, as a final grade of “WF” which cannot be changed. One (1) WF will result in student probation. Two (2) WFs will result in termination of enrollment.



W = Official Withdrawal. By petition to the New Design School Office, students may withdraw, see the refund policy. (1) W will result in student probation. Two (2) Ws will result in termination of enrollment.

WF = Withdrawal and Failure (GPA value 0). Issued by instructor to a student who has either not attended or not completed all required work in a course and who has not officially withdrawn. It differs from “F” which indicates that the student has completed all requirements but that the level of work did not qualify for a passing grade. (1) WF will result in student probation. Two (2) WFs will result in termination of enrollment.

GM = Grade Not Reported for Student. (1) GM will result in student probation. Two (2) GMs will result in termination of enrollment.

NEW DESIGN SCHOOL | tuition and supplies

The tuition for each seminar shall be \$650 for 24 classroom hours. **Students will be responsible for purchasing a laptop, preferably Macintosh since it is the industry standard, and the latest Adobe Creative Suite software. See required materials.** Macintosh/PC laptop should be in optimal condition and should be running the most current operating system. Software should be of the latest versions. Software will be purchased in a bulk licenses once enrollment has been established, allowing maximum cost savings for students. Computers, supplies, and software can and will be purchased at an educational discounted price.

NEW DESIGN SCHOOL | financial assistance, scholarships, payment options

Students may pay for tuition with personal loans taken out with their local bank or other lending services. A New Design School official will be available to assist students with this process. New Design School is currently not accredited and cannot offer federal financial aid. The school is currently working toward accreditation.

Scholarships are available for students that have completed at least one term with a satisfactory grade point average. These awards are competitive and juried by professional designers.

Students may also sign up for an interest-free payment plan to pay their tuition within the term they are enrolled. The student may design the plan to be flexible with budgetary needs, and submit a calendar of payment to the school. Below are various payment options:

1. Payment by the end of the first week of class: Cash, check, PayPal or credit card. See tuition discounts.
2. Finance over school term: A student may enroll in a three-installment payment plan. Under this plan 1/3 of the tuition is due by the second week of class. Two equal payments are due to complete the balance. The second payment is due at the beginning of the fifth week of classes. The third and final installment is due at the beginning of the eighth week of class.
3. Finance until paid off: For an additional \$25 fee a student may enroll in a no-interest, no-late-fee payment plan. Under this plan the entire tuition is financed over a time period the student agrees and feel comfortable to pay. A monthly statement that will be emailed to the student will clearly show the total balance, the payment amount due, and the amount that has been paid. The statements will continue to delivered until the entire debt has been fully paid.

A student may also enroll in auto-draft to pay tuition. Forms are available through the New Design School office. All returned checks or failed auto-drafts are subject to a \$25 fee.

NEW DESIGN SCHOOL | tuition discounts

Tuition discounts are available if tuition is paid in full by the end of the first week of school. The tuition discounts are: 15% off total tuition for returning students, 10% off total tuition for new students, and an additional 5% off total tuition for students who bring a friend.

NEW DESIGN SCHOOL | refund policy

A prospective student who cancels the enrollment contract within seventy-two (72) hours (until midnight of the third day excluding Saturdays, Sundays, or legal holidays) after the enrollment contract has been signed is entitled to a full refund.



Any applicant not accepted for enrollment in New Design School is entitled to a full refund less any application fee that would not exceed twenty-five dollars (\$25).

All refunds will be made by New Design School to the student or lender no later than thirty (30) calendar days after the student withdraws or is terminated from the program.

Proof of refund(s) will be placed in the student's file. For refunds made by check, proof will be a photocopy of the refund check and proof that it has cleared the bank with the bank statement. For refunds made by electronic funds transfer, the refund will be recorded on the student's account record and proof of refund will be provided to Board staff upon request. If refunds are made to a credit card the credit receipt will serve as proof of the refund.

The effective date of the termination, for refund purposes, shall be the last day of attendance.

The student will not be required to purchase instructional supplies, books, pay fees, etc. until needed.

In the event New Design School discontinued a program in which students were enrolled, a full refund of all tuition and fees would be issued. Refunds would be made within 15 days of the last class meeting date.

Any registration fee not to exceed one hundred dollars (\$100) paid to New Design School by the student may be retained as an enrollment or application fee.

Any tuition paid in excess of the registration fee of not more than one hundred dollars (\$100) is refundable.

A refund is based on the cost and length of the program. All tuition beyond the current enrollment period will be refunded when a student terminates.

During the first three (3) weeks of each term or 25% of the program, tuition would be refunded on a pro rate basis based on value of clock hours.

At completion of 25%, three (3) weeks, but less than 50% of the program, six (6) weeks, the student will be refunded not less than 50% of the tuition.

At completion of 50%, six (6) weeks, but less than 75%, nine (9) weeks, the student will be refunded not less than 25% of the tuition.

At completion of 75%, nine (9) weeks, or more of the program no refund is due the student.

Students shall be refunded immediately when a course is cancelled.

Student shall also be refunded for classes that are required but not offered that term.

NEW DESIGN SCHOOL | credit for seminars

New Design School recognizes a student's past experiences as potential credit toward seminars.

To petition for credit based on previous education, training and/or work experience toward a specific seminar a student should submit this request in writing to the New Design School for review. The school president will notify the student of the final decision in writing within 4 weeks of submission.

NEW DESIGN SCHOOL | seminars and prerequisites

This set of seminars is the only in the United States that blends and develops creative, technical, and business skills necessary for the profession of graphic design. Students gain a balance of design theory, technical development, and business savvy.

Seminars include collaboration with real clients, design history, time-based media, creative development, technical empowerment, professional practice, a trip to a U.S. metropolitan city, and an internship.

Students may take as few as one seminar or as many as four seminars per term.

Advising for seminar registration is available upon request and is required for new students.

Prerequisites are listed below each class and may be waived depending on previous education or life experience. See *credit for seminars* for further details.

All seminars are taught by practicing professionals. Instructors will facilitate the seminar with the perspective of their professional métier. All seminars are held between 6 and 8 p.m., Monday through Thursday. The following is a typical offering of seminars based on 12-week fall, spring, and summer terms, illustrating that all seminars can be completed in two years. Seminar offerings may vary according to enrollment.



FIRST YEAR | FALL TERM 1

Number	Seminar Title	Clock Hours	Cost
COLB 101	Collaboration Studio 1	24	\$650
	Prerequisite: None		
CRID 101	Creative Identity	24	\$650
	Prerequisite: None		
ADIL 101	Adobe Illustrator	24	\$650
	Prerequisite: None		
PPFR 101	Professional Practice for Freelance	24	\$650
	Prerequisite: None		

FIRST YEAR | SPRING TERM 2

Number	Seminar Title	Clock Hours	Cost
DEST 101	Design Studio 1	24	\$650
	Prerequisite: None		
ADPH 101	Adobe Photoshop	24	\$650
	Prerequisite: None		
WEBD 101	Web Design	24	\$650
	Prerequisite: None		
DEHI 101	Design History	24	\$650
	Prerequisite: None		

FIRST YEAR | SUMMER TERM 3

Number	Seminar Title	Clock Hours	Cost
COLB 102	Collaboration Studio 2	24	\$650
	Prerequisite: None		
ADIN 101	Adobe InDesign	24	\$650
	Prerequisite: None		
PPEM 101	Professional Practice for Employees	24	\$650
	Prerequisite: None		
DRAW 101	Drawing	24	\$650
	Prerequisite: None		



SECOND YEAR | FALL TERM 4

Number	Seminar Title	Clock Hours	Cost
DEST 102	Design Studio 2 Prerequisite: DEST 101	24	\$650
TDAF 101	Two-Dimensional Animation with Flash Prerequisite: ADIL 101 & WEBD 101	24	\$650
PADE 101	Package Design Prerequisite: ADIL 101 & ADPH 101	24	\$650
TYPE 101	Typography Prerequisite: ADIL 101	24	\$650

SECOND YEAR | SPRING TERM 5

Number	Seminar Title	Clock Hours	Cost
THES 101	Thesis Studio 1 Prerequisite: DEST 102 or COLB 102	24	\$650
PDEV 101	Portfolio Development 1 Prerequisite: DEST 102 or COLB 102	24	\$650
NYNY 101	Metropolitan Design Prerequisite: DEST 102	24	\$650
COLR 101	Color Studies Prerequisite: TYPE 101	24	\$650

SECOND YEAR | SUMMER TERM 6

Number	Seminar Title	Clock Hours	Cost
THES 102	Thesis Studio 2 Prerequisite: THES 101	24	\$650
PDEV 102	Portfolio Development 2 Prerequisite: PDEV 101	24	\$650
INTERN	Internship Prerequisite: None	0	\$0



NEW DESIGN SCHOOL | complaints

New Design School is available at all times for listening to student concerns. Described below is the official procedure to file a complaint in the case that a student feels is not resolved by discussing it with the individual.

The next step would be to submit the complaint directly to the New Design School president and be signed and dated by the student and the president. Each step of the complaint process should be signed and dated as it is completed. If the student feels the complaint has not been resolved then they can proceed to the next step of filing with the Arkansas State Board of Private Career Education.

Contacting the Arkansas State Board of Private Career Education begins this process. This information is made available to all students via the Internet and is posted where students can see it on a regular basis.

The State Board of Private Career Education can be reached by mail at 501 Woodlane, Suite 312 South, Little Rock, Arkansas 72201, phone (501) 683-8000, fax (501) 683-8050 and online at www.sbpce.org.

Prior to the Board accepting a written complaint the student must show that they have completed the schools complaint process or have been denied access to the process.

The complaint should be submitted in writing, on the forms provided by the Arkansas State Board of Private Career Education. The complaint shall be filed within three (3) years of the alleged violation. If a student desiring to file a complaint has filed legal action against New Design School, the Board Staff shall wait until legal options have been exhausted before beginning the Board approved complaint process.

The Board staff shall mail all correspondence to New Design School and the student by certified mail. All responses from the school and student shall be due within ten (10) days of receipt of correspondence from the Board staff. At any time during the complaint process the Board Staff may attempt to seek an informal resolution of the complaint. At any point during the complaint process failure by the school to respond to the complaint will result in the issuance of a Notice of Hearing to appear before the Board. At any point during the complaint process if the Board Staff has not received additional correspondence from the student by the tenth (10th) calendar day after receipt of the response from the school, the school's response shall be considered accepted by the student and the complaint will be closed.

The complaint shall be forwarded to the administrator of New Design School to submit a written response to the Board Staff. The school shall include a copy of the student's contract, transcript, and any other relevant materials with their response to the complaint. The Board Staff shall forward the school's response to the student for review. The student shall if appropriate provide a response to the information received from the school.

NEW DESIGN SCHOOL | building, facilities, and equipment

New Design School is located at 217 E. Dickson Street, Suite 102, Office 101, in Fayetteville, Arkansas. The building was designed by Edward Durrell Stone in 1967 for the Fayetteville Public Library. In 2003, the steel beam and glass structure was modernized by Marlon Blackwell. All seminars are held at this location.

3c21 Design

3c21 Design Studio, a for-profit partner of New Design School, brings together emerging designers, professional designers, and clients in a unique way that benefit all through a focus on community-centric projects. The design work of 3c21 is concentrated in five areas: environment, education, health, social topics, and community. By involving emerging designers in real world projects we aim enhance both their professional skills and their relationship to others. 20% of all design fees benefit New Design School.

NEW DESIGN SCHOOL | equipment

HARDWARE

PowerBook G4s

EPSON Perfection 4490 Scanner

Canon CanoScan N 650 U

10 Wacom Graphire Design Tablets

HP LaserJet P1006



Sharp MX- C401

AirPort Extreme Base Station for wireless networking

SOFTWARE

Mac OS X Leopard

Adobe Creative Suite 5 Design Premium: Photoshop, Illustrator, InDesign, Dreamweaver, Flash, Acrobat

Microsoft Office 2008: Word, Excel, Entourage, PowerPoint

AUDIO/RECORDING

Sony 5.1 DVD/CD Theatre System

Sony DAT TCD-D100

Sony ECMMS907 Digital Recording Microphone

NEW DESIGN SCHOOL | required materials

Equipment

Apple Macintosh laptop with most up-to-date operating system

Software (see specific seminars)

Adobe Creative Suite 5.5 Design Premium

Books (see specific seminars)

HTML, XHTML & CSS Sixth Edition

Graphic Design The New Basics

Thinking With Type

Megg's History of Graphic Design

Interaction of Color

Understanding Comics

Flash CS5.5 Professional Quickstart

Materials

Sketchbook with pen/pencil that travels with you everywhere you go to document class notes, ideas, and all your work development

Calendar (digital or paper)

Tools

USB drive

Typographical steel ruler

Xacto knife

Extra xacto blades

Cutting mat

Portfolio for showcasing work



NEW DESIGN SCHOOL | recommended materials

Books

Color Index
Design It Yourself
Don't Make Me Think
Packaging Prototypes
Camera Lucida
Understanding Comics
Artists Way
Things I've Learned in Life So Far
The Elements of Style

DVDs

Helvetica
Art & Copy
Art 21 (all)

Subscriptions

Any current design magazine, some we recommend include:
Computer Arts, CMYK, Layers, Communication Arts

Tools

Wireless mouse
Type ruler
Xacto knife
Self-healing cutting surface
Laptop cover/case
Headphones
Pantone Color Formula Guide Solid Coated
Pantone Color Formula Guide Solid Matte
Pantone Color Formula Guide Solid Uncoated
Pantone Color Formula Guide Solid to Process Coated
Color wheel

Hardware

External hard drive for back-up

Equipment

Ergonomic desk
Ergonomic chair

HISTORY

- In 2001, Sonia Davis Gutiérrez, attended Parsons School of Design in New York, New York. She was enrolled in a Master of Fine Art in the Design and Technology program. Her personal interests in new media, education, and teaching lead her to found a school of design to Arkansas.
- In the fall of 2005, a rock and metal siding building located in the Mill District in south Fayetteville at 572 West 6th Street became the first home of New Design School.
- In the spring of 2006, a dedicated group of supporters led by Davis Gutiérrez, successfully gained the license from the Arkansas State Board of Private Career Education and announced the school's official opening.
- In the fall of 2007, four students enrolled at New Design School.
- By the winter of 2007, the school moved to a larger space, just a couple of blocks away, to the Feed Mill Building located at 525 S. School Ave.
- In the summer of 2008, the first students completed year one of two in the certificate program in graphic design.
- In the spring of 2009, an ice storm, flood, and preparations for increased enrollment prompted a move to the Fulbright Building at 217 E. Dickson St.
- On July 25, 2009, New Design School graduated its first class.

