



# Student Information Catalog





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# About the American Graphics Institute

## About Us

American Graphics Institute provides organizations and individuals with training and support for design, marketing, and publishing technologies. Our clients include many of the most prominent companies in technology, publishing, financial services, advertising, creative services, and retail sectors.

## Our Instructors

Our instructors have direct industry experience and have been teaching design and development classes for over a decade. They undergo extensive testing, continuing education, and are subject to quality control processes to ensure that your expectations are exceeded. The instructors at American Graphics Institute have authored more than 50 books on design, development, and publishing tools. We publish the Digital Classroom series of books.

## Staying Ahead

American Graphics Institute promotes continued education among all of our instructors. To insure that you will receive the best possible training, we are constantly updating our trainers' skills for software, hardware and teaching skills. Our trainers spend weeks each year learning new tools and technologies.

## Hands-on Learning

American Graphics Institute classes provide students with practical hands-on experience in small class settings. We limit enrollment to better serve our students with the average class size being six students or less. To allow for hands-on instruction and practice, a Mac or Windows computer is available for each student.

## Admissions

Anyone who has completed high school or a G.E.D., is proficient in English, has basic computer literacy, and has a desire to learn is invited to enroll in American Graphics Institute's programs.

## Location

American Graphics Institute is located just outside Boston in Woburn, Massachusetts.

AGI Training  
120 Presidential Way, Suite 310  
Woburn, MA 01801-1072  
(781) 376-6044

Our office is located within walking distance to the Woburn Anderson MBTA stop with regular service from Boston's North Station.

## Programs Offered

American Graphics Institute offers three programs:

- Web Design Program
- Photoshop Digital Imaging Program
- Digital Marketing Program
- User Experience Design Program



# Web Design Program

*The Web Design program at American Graphics Institute prepares participants for web design positions. The classes teach web design principles along with modern digital design tools and fundamental coding skills essential for a modern-day web designer. Program participants conclude their work with a project that showcases skills gained in the program, and gain assistance creating a compelling portfolio.*

*Clock Hours: 90*

*Tuition: \$4,500*

## **HTML**

### **12 hours**

Discover the nuts and bolts of how websites work and how to create one yourself in this HTML course. You'll learn how to plan, design, and create your website using HTML, XHTML, and CSS - the building blocks of web pages. This class combines practical hands-on exercises with an overview of design tools for building and maintaining websites. Best practices such as commenting code and cross-browser compatibility are emphasized.

## **HTML Email**

### **6 hours**

Topics covered in this HTML email class include planning, compliance, best practices, as well as actual coding techniques for making certain your HTML email displays as intended and reaches your audience.

## **HTML5**

### **12 hours**

In this HTML5 class, you learn the background of HTML5, its key features, and how to use it to maximize website functionality and appeal. Creating forms, working with video and audio, using the Canvas element, and styling with CSS3 are all covered in this HTML5/CSS3 course.

## **Responsive Web Design**

### **6 hours**

In this course you learn how to improve your web designs so that they respond to various screen sizes, devices and form factors, providing the best possible user experience.

## **Adobe Dreamweaver - Introduction**

### **12 hours**

This introductory Dreamweaver course provides you with a solid foundation for creating and managing websites. You'll learn to create professional looking sites, style text, add images and links, and use tools for publishing and managing your site.

## **UX Design: Introduction to UX Design Principles**

### **12 hours**

In this UX Design course you'll gain the knowledge necessary to create outstanding user experiences. From brainstorming a UX strategy, to structuring an application based upon scenarios, to testing your UI, and incorporating feedback. In this class you'll discover how to ensure that your users have a great experience, whether they use your application on the web, tablet, or smartphone. You'll not only learn about user experience, but also discover how to incorporate good structured design into your workflow.

## **Adobe Photoshop - Introduction**

### **12 hours**

This Photoshop class provides an introduction to editing, retouching, and enhancing images. Learn essential skills including how to make selective changes, color correct, and retouch your images.

## **Adobe Photoshop for Web Graphics**

### **6 hours**

This Photoshop class covers the steps to creating web graphics using Adobe Photoshop. Learn about file formats, color tables, animations and the creation of interesting special effects.

## **Web Design Project**

### **6 hours**

A practical project in which students apply the skills they've learned into a project that is selected by the student, and reviewed by their instructor. The project starts with planning, meeting with the client, creating a creative brief, developing the product, client review and feedback, final delivery, and project review by the instructor.

## **Web Portfolio**

### **6 hours**

Students work with their instructor to select projects to showcase, create an online portfolio showcasing their talents, and discuss which works to show and how to present them. This workshop is designed to help you best create your online portfolio to showcase your skills and capabilities.

# Photoshop Digital Imaging Program

*The Photoshop Digital Imaging program at American Graphics Institute prepares participants for graphic design positions. The classes teach design principles along with modern digital design tools and fundamental skills essential for a modern-day designer. Program participants conclude their work with a project that showcases skills gained in the program, and gain assistance creating a compelling portfolio.*

*Clock Hours: 66*

*Tuition: \$3,300*

## **Adobe Photoshop - Introduction** **12 hours**

This Photoshop class provides an introduction to editing, retouching, and enhancing images. Learn essential skills including how to make selective changes, color correct, and retouch your images.

## **Adobe Photoshop - Intermediate** **12 hours**

This intermediate Photoshop class covers the use of tools, filters, and layers that allow you to take advantage of creative effects. You also discover how to use automation features, such as actions and buttons, as well as smart objects.

## **Adobe Photoshop - Advanced** **12 hours**

This advanced Photoshop class is for users who have already accomplished basic masking and retouching tasks in Photoshop. Attendees learn how to create complex composites, work at an advanced level with color correction, and build incredible masks.

## **Photoshop Retouching** **6 hours**

This specialized Photoshop class covers advanced masking techniques, how to accurately adjust skin tones, discretely retouch images without damaging them, build composites from multiple images, and apply special effects.

## **Illustrator – Introduction** **12 hours**

You will learn how to use Adobe Illustrator to create high quality illustrations, logos, and other custom artwork. This class introduces you to the powerful Pen tool, discover how to transform existing shapes, and learn how to add color to drawn objects. You'll also use layers to organize your artwork, and explore the options for exporting Illustrator files.

## **Digital Imaging Project** **6 hours**

A practical project in which students apply the skills they've learned into a project that is selected by the student, and reviewed by their instructor. The project starts with planning, meeting with the client, creating a creative brief, developing the product, client review and feedback, final delivery, and project review by the instructor.

## **Digital Imaging Portfolio** **6 hours**

Students work with their instructor to select projects to showcase, create an online portfolio showcasing their talents, and discuss which works to show and how to present them. This workshop is designed to help you best create your online portfolio to showcase your skills and capabilities.

# Digital Marketing Program

*The Digital Marketing program at American Graphics Institute prepares participants for marketing positions that carry digital design responsibilities. The classes teach students using modern design tools essential for a modern-day marketer. Program participants conclude their work with a project that showcases skills gained in the program, and gain assistance creating a compelling portfolio.*

*Clock Hours: 102*

*Tuition: \$4,800*

## **InDesign - Introduction**

### **12 hours**

In this in-depth, entry level InDesign course you'll learn how InDesign provides refined controls for type and unprecedented control over graphics.

## **InDesign - Intermediate**

### **12 hours**

This intermediate InDesign class covers more advanced functions to improve speed, productivity, and accuracy. You'll learn more advanced styles, text formatting, graphics controls, and output.

## **Adobe Dreamweaver - Introduction**

### **12 hours**

This introductory Dreamweaver course provides you with a solid foundation for creating and managing websites. You'll learn to create professional looking sites, style text, add images and links, and use tools for publishing and managing your site.

## **Adobe Photoshop - Introduction**

### **12 hours**

This Photoshop class provides an introduction to editing, retouching, and enhancing images. Learn essential skills including how to make selective changes, color correct, and retouch your images.

## **Adobe Photoshop - Intermediate**

### **12 hours**

This intermediate Photoshop class covers the use of tools, filters, and layers that allow you to take advantage of creative effects. You also discover how to use automation features, such as actions and buttons, as well as smart objects.

## **HTML**

### **12 hours**

Discover the nuts and bolts of how websites work and how to create one yourself in this HTML course. You'll learn how to plan, design, and create your website using HTML, XHTML, and CSS - the building blocks of web pages. This class combines practical hands-on exercises with an overview of design tools for building and maintaining websites. Best practices such as commenting code and cross-browser compatibility are emphasized.

## **HTML Email**

### **6 hours**

Topics covered in this HTML email class include planning, compliance, best practices, as well as actual coding techniques for making certain your HTML email displays as intended and reaches your audience.

## **Responsive HTML Email**

### **6 hours**

Learn how to create responsive HTML emails that are both functional and well-designed across mobile, tablet, and desktop email clients.

## **Google Analytics**

### **6 hours**

Gain a working knowledge of web traffic as it relates to a business in this Google Analytics class. Discover how to create a Google Analytics account and profiles, generate standard and custom reports, and learn to understand, dissect, and apply the information you gather. This class allows you to learn best practices and how to integrate Google Analytics with other Google tools to maximize your website data management.

## **Digital Marketing Project**

### **6 hours**

A practical project in which students apply the skills they've learned into a project that is selected by the student, and reviewed by their instructor. The project starts with planning, meeting with the client, creating a creative brief, developing the product, client review and feedback, final delivery, and project review by the instructor.

## **Digital Marketing Portfolio**

### **6 hours**

Students work with their instructor to select projects to showcase, create an online portfolio showcasing their talents, and discuss which works to show and how to present them. This workshop is designed to help you best create your online portfolio to showcase your skills and capabilities.

# User Experience Design Program

*The User Experience Design program at American Graphics Institute prepares participants for user experience positions designing websites and apps. Program participants discover how to organize and present information and navigation in a way that helps others to more easily use an app or website. This program addresses design for a variety of devices and form factors, including desktop, tablet, and mobile, including designing for touch-sensitive devices.*

*Clock Hours: 84*

*Tuition: \$4,500*

## **Introduction to UX Design Principles**

### **12 hours**

In this Introduction to UX Design class, students gain the knowledge necessary to create outstanding user experiences. From brainstorming a UX strategy, to structuring an application based upon scenarios, to testing user interfaces (UI), and incorporating feedback. In this class students discover how to ensure that their users have a great experience, whether they use your application on the web, tablet, or smartphone.

## **Information Architecture in Application & Web Design**

### **6 hours**

The Information architecture (IA) refers to the structure or organization of an application or website. In this class, students discover the ways in which the different pages of their application or site relate to one another, and find out how to ensure information is organized in a consistent and predictable way. Students discover how to take steps to:

- Assess existing and needed content
- Organize pages
- Provide clues to help use the site efficiently
- Develop navigational structure

## **User Experience for Mobile Devices & Touch Screens**

### **3 hours**

Touch devices are now a part of everyday life. This means that designers need to be aware of factors that can affect their final visual design. These factors include, scrolling, finger size, touch targets, as well as methods of communication when hover is not an option. In this class students discover how to recognize these needs and resolve them by designing more “touch-friendly” designs.

## **Prototyping and Sketching for User Experience**

### **6 hours**

In this class, students discover how to build a prototype of their application or website. Starting with a paper prototype, and progressing through to an interactive application, students can share and test their ideas before spending an inordinate amount of time in the common design tools.

## **Adobe Photoshop - Introduction**

### **12 hours**

This Photoshop class provides an introduction to editing, retouching, and enhancing images. Learn essential skills including how to make selective changes, color correct, and retouch your images.

## **Adobe Illustrator - Introduction**

### **12 hours**

You will learn how to use Adobe Illustrator to create high quality illustrations, logos, and other custom artwork. This class introduces you to the powerful Pen tool, discover how to transform existing shapes, and learn how to add color to drawn objects. You'll also use layers to organize your artwork, and explore the options for exporting Illustrator files.

## **HTML**

### **12 hours**

Learn how to plan, design, and create your website using HTML, XHTML, and CSS - the building blocks of web pages. This class combines practical hands-on exercises with an overview of design tools for building and maintaining websites. Best practices such as commenting code and cross-browser compatibility are emphasized.

## **Responsive Web Design**

### **6 hours**

In this course you learn how to improve your web designs so that they respond to various screen sizes, devices and form factors, providing the best possible user experience.

## **Creating User Experience Design Assets & Documentation**

### **3 hours**

In this course, attendees discover how to use tools such as Illustrator and Photoshop in order to create the assets documentation they need for the final layout of their user experiences.

## **UX Design Project**

### **6 hours**

A practical project in which students apply the skills they've learned into a project that is selected by the student, and reviewed by their instructor. The project starts with planning, meeting with the client, creating a creative brief, developing the product, client review and feedback, final delivery, and project review by the instructor.

## **UX Design Portfolio**

### **6 hours**

Students work with their instructor to select projects to showcase, create an online portfolio showcasing their talents, and discuss which works to show and how to present them. This workshop is designed to help you best create your online portfolio to showcase your skills and capabilities.

# Policies & Procedures

## Student Conduct

Students are expected to conduct themselves as responsible adults and to have respect and consideration for instructors, staff, fellow students and property. Consequences for improper behavior will vary depending on the severity of the infraction. Dismissal from the program is possible.

## Attendance

Attendance is important in gaining the skills taught through the programs at American Graphics Institute. Students who fail to attend at least 75% of classes in a program will not be issued a certificate of completion. If students are unable to participate in courses due to medical or bereavement reasons, they must contact American Graphics Institute in writing before the end of their scheduled certificate program to arrange alternate dates for their course work. Attendance records for all students will be kept on file for seven years.

## Withdrawals

Students who wish to terminate their enrollment must notify the School in writing, schedule an appointment with the President or an appointed designee for an exit interview, and resolve any outstanding financial obligations.

## Leave of Absence

Students may request a leave of absence while attending American Graphics Institute. Requests to leave or return from a leave must be made in writing. All requests must be kept on file and are subject to approval of the President of American Graphics Institute. A student must return from a leave of absence during the next enrollment period and will start at the same point in the program as they left. Students who do not return from a leave of absence within 1 year of the leave will be dismissed from the program. Refunds due will be determined in accordance with our refund policy (as per M.G.L. Chapter 255, Section 13K).

## Refund Policy (as per M.G.L. Chapter 255, Section 13K)

1. You may terminate this agreement at any time.
2. If you terminate this agreement within five days you will receive a refund of all monies paid, provided that you have not commenced the program.
3. If you subsequently terminate this agreement prior to the commencement of the program, you will receive a refund of all monies paid, less the actual reasonable administrative costs described in paragraph 7.
4. If you terminate this agreement during the first quarter of the program, you will receive a refund of at least seventy-five percent of the tuition, less the actual reasonable administrative costs described in paragraph 7.
5. If you terminate this agreement during the second quarter of the program, you will receive a refund of at least fifty percent of the tuition, less the actual reasonable administrative costs described in paragraph 7.
6. If you terminate this agreement during the third quarter of the program, you will receive a refund of at least twenty-five percent of the tuition, less the actual reasonable administrative costs described in paragraph 7.
7. If you terminate this agreement after the initial five day period, you will be responsible for actual reasonable administrative costs incurred by the school to enroll you and to process your application, which administrative costs shall not exceed fifty dollars or five percent of the contract price, whichever is less. A list of such administrative costs is attached hereto and made a part of this agreement.
8. If you wish to terminate this agreement, you must inform the school in writing of your termination, which will become effective on the day, such writing is mailed.
9. The school is not obligated to provide any refund if you terminate this agreement during the fourth quarter of the program.

## **Grading and Satisfactory Progress**

All courses are offered as pass/fail. All courses include an examination or project-based evaluation to be reviewed by the instructor. The results of all examinations and evaluations for enrolled students will be recorded and shared with the student. A written progress report at the mid-point of the program will be shared with the student, indicating whether the student is passing or failing. Upon completion, students will be provided with final reports which will be recorded on the student's permanent record.

## **Job Placement and Employment Counseling**

American Graphics Institute does not guarantee employment of graduates. American Graphics Institute will list ending dates of the programs and the availability of graduates on our company website. The school will make an effort to maintain a list of prospective employers for the use of students, and provide outreach to area businesses in efforts to place interested students into internships while in the program, or full-time roles following their completion of a program. The school will endeavor to help students who have completed its programs for the duration of the school's operation.

## **School Calendar**

Classes are held 5 days a week, Monday – Friday, 9:30am-4:30pm.

American Graphics Institute is closed on the following holidays: New Year's Day, Memorial Day, Independence Day, Labor Day, Thanksgiving Day, day after Thanksgiving and Christmas Day

In the event of a cancellation or delay due to inclement weather or an emergency, American Graphics Institute will contact students as soon as possible via email and phone. If a cancellation occurs, the class will be rescheduled as soon as possible.

## **Course Content**

Course content may be updated and modified to meet current industry needs, and to adapt to changes in digital tools and technology.

## **Smoking**

Smoking is prohibited in all school buildings and within 50 feet of the building entrance.

## **Mobile Phones, Personal Email, and Messaging**

Mobile phones, personal email, messaging apps, and social media should not be used during class hours. Students should refrain from use of these during learning time, and should use these during breaks, as well as before or after class.

## **Class Preparations**

Students are expected to arrive prepared and ready to learn. This includes completing any homework, assignments, or projects assigned as part of the program.

## **Complaints**

If there are concerns about the instruction, content of a class, performance within a class, speak first with the instructor. If the instructor does not respond, or the situation remains unresolved after seven (7) days, you may address your concern through a formal written complaint to the President of American Graphics Institute, Christopher Smith. To facilitate timely resolution of problems, students should submit complaints within 30 days of the issue being discovered.

American Graphics Institute will respond to student complaints within 30 days from the written submission. A written record of student complaints will be maintained for a period of one year following the graduation or withdrawal of the student. Any student not satisfied by the outcome of their complaint may contact the Division of Professional Licensure's Office of Private Occupational School Education; 1000 Washington Street, Suite 710, Boston, MA 02118-6100; Phone: 617-727-5811; Email: Occupational.Schools@state.ma.us; Website: [www.mass.gov/dpl/schools](http://www.mass.gov/dpl/schools).

## **Dismissals/Terminations**

American Graphics Institute may terminate a student for any of the following reasons:

1. Failure to attend over 75% of classes in the Program without justifiable reasons.
2. Social behavior that disrupts other students and/or the instructor or prevents the student from performing satisfactorily within the program.
3. Discrimination. American Graphics Institute does not discriminate or tolerate discrimination regarding race, gender, religion, age, sexual orientation, national origin or disability.
4. Sexual harassment of any degree will not be tolerated.
5. Civil or criminal actions against the Student that reflect negatively on the school.
6. Any acts of violence, vandalism or abuse of school equipment, facilities or American Graphics Institute personnel.
7. Failure of a student to meet financial obligations for tuition, books and other supplies with the prescribed periods set forth by American Graphics Institute. In no event will a certificate, student transcript and/or other information be released until all financial or legal obligations have been met.
8. Being under the influence or in the possession of intoxicating substances while on school property or during field practicum.
9. Gambling on school property.
10. Committing fraud or forgery. This includes, but is not limited to, providing false information, misrepresentation of identification, qualifications for admissions, and forgery, alteration, or misuse of school documents.
11. Insubordination and/or intolerable conduct, which disrupts the learning program of the students or the instructor.
12. Willful abuse of equipment.
13. Excessive absenteeism.

## **Statement of Non-Discrimination**

American Graphics Institute does not discriminate against any individual on the basis of race, color, religion, sex, age, national origin, disability, or sexual orientation, nor does it tolerate any such discrimination by its students.

