

# VISUAL COMMUNICATIONS

## PATHWAYS CERTIFICATE: VISUAL COMMUNICATIONS ASSISTANT – 15 CREDITS

### CAREER DESCRIPTION

The Visual Communications Program has been developed to meet student interest and industry demand for a concentrated, rigorous curriculum that will prepare students for entry-level skills in both print and digital media.

UCC offers an AAS in Visual Communications, and two skills certificates: a 15-credit Visual Communications Assistant Certificate offered entirely on line, and a 21-credit Pre-Press Technician Certificate.

Students in Visual Communications will develop skills in graphic design, layout, typography, photography, and digital media, plus essential career skills such as teamwork and

creative problem solving. The VCC Program is structured to assist students in developing a broad range of entry-level skills in both print and web-based applications.

Projects will include corporate identity programs, editorial design, illustration, multimedia presentations, print media publications, packaging design, typography, website design and video production.

Graduates of this program will be qualified to work as:

- Graphic Design Assistants
- Publication Designers
- Web Graphics Producer
- Digital Pre-press Technician

- Junior Art Director
- Marketing Assistant
- Multimedia Designer

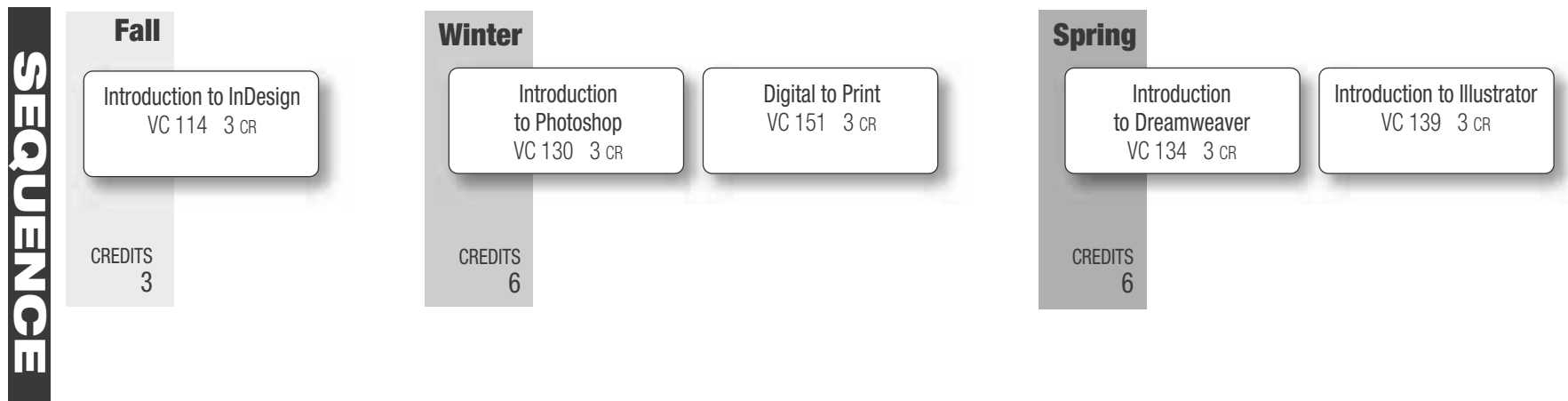
It is important to note that classes are only offered once per year. Students choosing an alternate schedule will need more than two years to complete the program.

### PROGRAM OUTCOMES

Students who successfully complete a visual communications assistant career pathways certificate will be proficient in InDesign, Photoshop, Illustrator, Digital Print, and Dreamweaver

## PATHWAYS CERTIFICATE — Visual Communications Assistant

15 Credits — Recommended Sequence for Students (Students should see an advisor to customize their educational plan.)



### NOTES

Scheduling requirements may prevent all courses from being offered every term. Consultation with an advisor is critical to student's selection of courses.

Please see an advisor for a degree planning worksheet for this program.

# VISUAL COMMUNICATIONS

CAREER PATHWAYS CERTIFICATE: VISUAL COMMUNICATIONS PRE-PRESS TECHNICIAN – 21 CREDITS

## CAREER DESCRIPTION

The Visual Communications Program has been developed to meet student interest and industry demand for a concentrated, rigorous curriculum that will prepare students for entry-level skills in both print and digital media.

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Students in Visual Communications will develop skills in graphic design, layout, typography, photography, and digital media, plus essential career skills such as teamwork and

creative problem solving. The VCC Program is structured to assist students in developing a broad range of entry-level skills in both print and web-based applications.

Projects will include corporate identity programs, editorial design, illustration, multimedia presentations, print media publications, packaging design, typography, website design and video production.

Graduates of this program will be qualified to work as:

- Graphic Design Assistants
- Publication Designers
- Web Graphics Producer
- Digital Pre-press Technician

- Junior Art Director
- Marketing Assistant
- Multimedia Designer

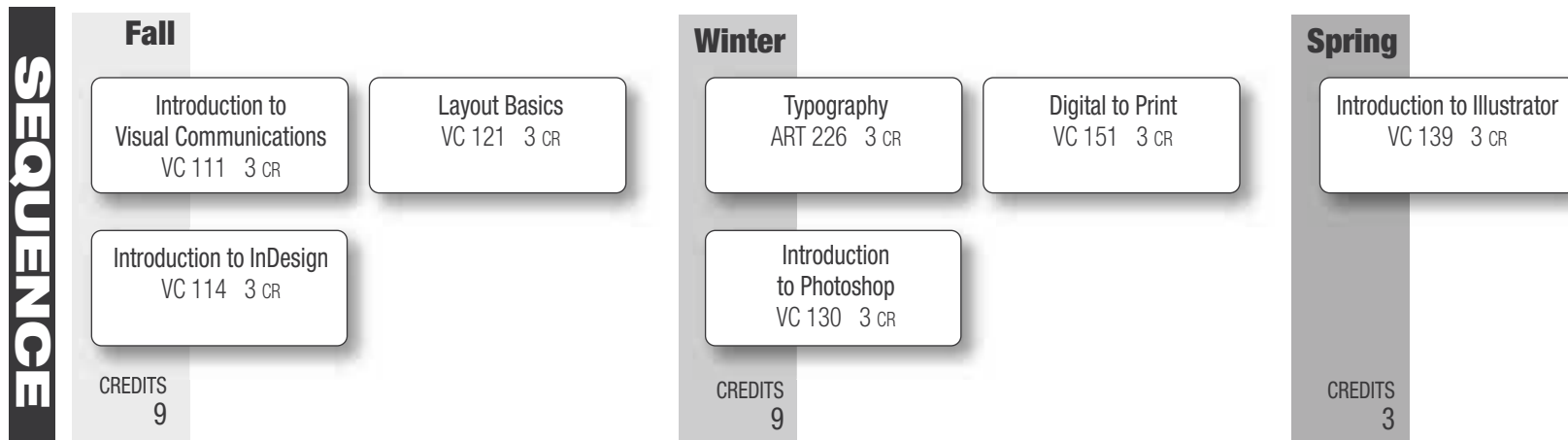
It is important to note that classes are only offered once per year. Students choosing an alternate schedule will need more than two years to complete the program.

## PROGRAM OUTCOMES

Students completing this career pathways certificate will be proficient in graphic design, single page layout, and photoshop.

## PATHWAYS CERTIFICATE — Pre-press Technician

21 Credits — Recommended Sequence for Students (Students should see an advisor to customize their educational plan.)



## NOTES

Scheduling requirements may prevent all courses from being offered every term. Consultation with an advisor is critical to student's selection of courses.

Please see an advisor for a degree planning worksheet for this program.

# VISUAL COMMUNICATIONS

ASSOCIATE OF APPLIED SCIENCE: VISUAL COMMUNICATIONS – MINIMUM 99 CREDITS

## CAREER DESCRIPTION

The Visual Communications Program has been developed to meet student interest and industry demand for a concentrated, rigorous curriculum that will prepare students for entry-level skills in both print and digital media.

UCC offers an AAS in Visual Communications, and two skills certificates: a 15-credit Visual Communications Assistant Certificate offered entirely on line, and a 21-credit Pre-Press Technician Certificate.

Students in Visual Communications will develop skills in graphic design, layout, typography, photography, and digital media, plus essential career skills such as teamwork and creative problem solving. The VCC Program is structured to assist students in developing a broad range of entry-level skills in both print and web-based applications.

Projects will include corporate identity programs, editorial design, illustration, multimedia presentations, print media publications, packaging design, typography, website design and video production.

Graduates of this program will be qualified to work as:

Graphic Design Assistants  
Publication Designers  
Web Graphics Producer  
Digital Pre-press Technician  
Junior Art Director  
Marketing Assistant  
Multimedia Designer

It is important to note that classes are only offered once per year. Students choosing an alternate schedule will need more than two years to complete the program.\*\*

## PROGRAM OUTCOMES

This two-year degree meets the needs for careers in both print and digital media. Students will develop skills in graphic design, layout, typography, photography and other forms of digital media.

## STUDIO ELECTIVES\*

ART 134	Illustrating Nature	3
ART 234	Figure Drawing	3
ART 262	Photography	3
ART 270	Introduction to Printmaking I	3
ART 272	Introduction to Printmaking II	3
ART 282	Painting	3
ART 294	Watercolor	3

# ASSOCIATE OF APPLIED SCIENCE — Visual Communications

Minimum 99 Credits — Recommended Sequence for Students (Students should see an advisor to customize their educational plan.)

<b>YEAR ONE</b>	<b>Fall</b>	Basic Design ART 115 3 CR	Beginning Drawing ART 131 3 CR	Introduction to Visual Communications VC 111 3 CR	Introduction to InDesign VC 114 3 CR	Layout Basics VC 121 3 CR	English Composition: Intro to Argument WR 121 4 CR	CREDITS 19
	<b>Winter</b>	Basic Design ART 116 3 CR	Advanced Drawing ART 132 3 CR	Typography ART 226 3 CR	Psychology of Human Relations PSY 101 3 CR	Introduction to Photoshop VC 130 3 CR		CREDITS 15
	<b>Spring</b>	Artist's Survival/ Practical Issues ART 197 3 CR	Illustration for Designers ART 221 3 CR	Fundamentals of Public Speaking SP 111 4 CR	Introduction to Illustrator VC 139 3 CR	Technical Report Writing WR 227 4 CR		CREDITS 17
<b>YEAR TWO</b>	<b>Fall</b>	Graphic Design I ART 222 3 CR	Photography ART 261 3 CR	*Studio Electives ART 3 CR	Writing for the Media J 251 3 CR	Intermediate Algebra MTH 095 (OR HIGHER) 4 CR		CREDITS 16
	<b>Winter</b>	Graphic Design II ART 223 3 CR	Advanced Photography: Intro to Digital Imaging ART 263 3 CR	*Studio Electives ART 3 CR	**Journalism Production <i>AND/OR</i> J 215 1-3 CR Cooperative Work Experience: Art ART 280 1-4 CR (total of 4 credits required)	Digital to Print VC 151 3 CR		CREDITS 13-16
	<b>Spring</b>	Graphic Design III ART 224 3 CR	Digital Illustration ART 239 3 CR	Independent Study: Final Portfolio ART 298 1 CR	Principles of Marketing BA 223 3 CR	Wellness & Health Assessment <i>OR</i> HPE 295 3 CR Activity Courses PE 185 3 CR	**Journalism Production <i>AND/OR</i> J 215 1-3 CR Cooperative Work Experience: Art ART 280 1-4 CR (total of 4 credits required)	Introduction to Dreamweaver <i>OR</i> VC 134 3 CR Introduction to Flash VC 135 3 CR

## NOTES

Scheduling requirements may prevent all courses from being offered every term. Consultation with an advisor is critical to student's selection of courses.

Please see an advisor for a degree planning worksheet for this program. Students are advised to take WR 121 and WR 122 prior to beginning the program.

\* A total of 4 credits is required for the program of J 215 and ART 280.  
\*\* Students will need to meet with a faculty advisor to plan electives. Studio electives are listed on pg. 170.