

VCA 230 - VISUAL COMMUNICATIONS V

- Synthesize constructive feedback during critiques and discussions.

Course Description

In this course you will excel in setting occupational/educational aspirations and offering/receiving constructive criticism of your work. You will design and produce a body of work for your portfolio, tailored to your individual goals, be it in Illustration, Graphic Design, Motion Graphics or Art Direction. Progressive Visual Communications theory and practice will also be studied through projects in packaging design, point-of-purchase displays, info-graphics, mobile app development and more. Group 2 course.

Credit Hours

3

Contact Hours

4

Recitation Hours

4

Required Prerequisites

VCA 200, VCA 220 or instructor permission.

General Education Outcomes supported by this course

Communications - Direct, Critical Thinking - Direct

Course Learning Outcomes

Knowledge:

- Describe design methodologies related to info-graphics and packaging.
- Identify graphic design and advertising elements used in iOS app development.
- Relate industry theory and research to progressive practice.
- Assemble portfolio elements customized to their chosen field.

Application:

- Complete projects from start to finish.
- Solve design challenges in an Apple Certified Mac Lab.
- Create new projects to strengthen portfolios.

Integration:

- Assemble research via professional presentations showcasing their strategy.
- Use global industry standards in project development.

Human Dimension:

- Resolve issues in process through critiques and communication with others.

Caring - Civic Learning:

- Synthesize the history and future of their career path.
- Question how design can be used to increase social / environmental awareness.

Learning How to Learn: