

VISUAL COMMUNICATIONS, ASSOCIATE IN APPLIED SCIENCE DEGREE

NMC Code 351

Students in this program explore a full range of skills: drawing, typography, photography, graphic design, illustration technique, animation, film, new media, and social media design. In unique, studio-like classrooms there are plentiful opportunities for hands-on work including customized projects based on portfolio goals and real-world pieces published in the community. Students participate and lead critiques and reviews with peers as well as clients/instructors. Several of the digital courses are led by Apple and Adobe Certified trainers. Apple and Adobe Certification and testing is available and is part of the Time Based Media, Digital Imaging, Digital Graphic Design, and Typography classes.

Requirements

Major Requirements

Course	Title	Credits
General Education Requirements		
ENG 111	English Composition	4
ENG 112	English Composition	4
Select one of the following:		3-4
ART 111	History of Western Art I	
ART 112	History of Western Art II (preferred)	
ART 213	Modern Art History	
Math Competency ¹		
Any Group 1 Science lecture course with a lab		4
Any Group 1 Social Science course		3
Occupational Specialty Requirements		
ART 121	Drawing I	3
ART 131	2-D Design	3
VCA 100	Materials and Techniques	3
VCA 125	Typography I	3
VCA 126	Typography II	3
VCA 127	Digital Imaging	3
VCA 146	Interactive Animation	3
or ART 174	Digital Photography I	
VCA 147	Web Design I	3
VCA 150	Digital Graphics Design I	3
VCA 200	Visual Communications II	3
VCA 220	Visual Communications III	3
VCA 225	Visual Communications Studio	3
VCA 230	Visual Communications V	3
VCA 235	Visual Comm Portfolio	3
VCA 250	Time Based Media	3
Total Credits		63-64

¹ Placement into MTH 111 Intermediate Algebra **or** higher, **or** completion of MTH 23 Beginning Algebra with a 2.0 or better

Course Sequence Guide

Course	Title	Credits
Year 1		
Fall		
ART 121	Drawing I	3
ART 131	2-D Design	3
VCA 127	Digital Imaging (Adobe Certified Associate)	3
VCA 150	Digital Graphics Design I (Adobe Certified Associate)	3
ENG 111	English Composition	4
Credits		16
Spring		
VCA 100	Materials and Techniques	3
ART 174 or VCA 146	Digital Photography I or Interactive Animation	3
VCA 147	Web Design I	3
VCA 125	Typography I (Adobe Certified Associate)	3
ART 112	History of Western Art II ¹	4
Credits		16
Year 2		
Fall		
VCA 250	Time Based Media (Apple Certified)	3
VCA 126	Typography II	3
VCA 200	Visual Communications II	3
VCA 220	Visual Communications III	3
ENG 112	English Composition	4
Credits		16
Spring		
VCA 225	Visual Communications Studio	3
VCA 230	Visual Communications V	3
VCA 235	Visual Comm Portfolio	3
Social Science		3
Lab Science		4
Credits		16
Total Credits		64

¹ ART 213 Modern Art History may be taken in place of ART 112 History of Western Art II.

Program Learning Outcomes

1. Mastery of software skills in Digital Technical Classes. (Photoshop, Indesign, Illustrator, Animate, Final Cut Pro)
2. Mastery of Visual Language / Composition / Design Thinking. (Problem Solving)
3. Meeting the skill level of an emerging Design Communicator and associated deadlines.
4. Preparing a competitive capstone portfolio that reflects design excellence and strategic thinking.

MTH 23 Beginning Algebra or Equivalent Math Competency is required.