

# VCA 225 - VISUAL COMMUNICATIONS STUDIO

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- Interact constructively during meetings and discussions.

## Course Description

By the end of this course, students will have participated in two hands-on "real world" design projects in which you will act as copywriter, art director, designer, filmmaker, photographer or illustrator. Service learning projects are for various regional not-for-profit clients. You will learn all aspects of pre-press work, digital workflow, production, and printing via field trips to area service providers and professionals while also learning to work with clients and the self-driven responsibilities of teamwork. Group 2 course.

## Credit Hours

3

## Contact Hours

4

## Recitation Hours

4

## Required Prerequisites

VCA 200 and VCA 220 or instructor permission.

## General Education Outcomes supported by this course

Communications - Direct, Critical Thinking - Direct

## Other college designations supported by this course

Degree Req:Cultural Persp/Div

## Course Learning Outcomes

### Knowledge:

- Describe design methodologies related to graphic design and advertising classification.
- Identify graphic design and advertising elements used by design teams.

### Application:

- Manage service learning projects from start to finish.
- Participate in client and team meetings.
- Solve non-profit design challenges in an Apple Certified Mac Lab.
- Create design solutions based on client needs.

### Integration:

- Meet deadlines via global industry standards in project management.
- Evaluate interactions that relate to good customer service.

### Human Dimension:

- Resolve issues through client feedback and communication with others.

### Caring - Civic Learning:

- Demonstrate how design can be used as a catalyst for social change.

### Learning How to Learn: