

VCA 225 - VISUAL COMMUNICATIONS STUDIO

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:

- Interact constructively during meetings and discussions.