

VISUAL COMMUNICATIONS - CREATIVE MANAGEMENT IN ART DIRECTION, ASSOCIATE IN APPLIED SCIENCE DEGREE

NMC Code 251

This Visual Communications program is designed for students who have already earned the VCA Associate in Applied Science degree and are looking to expand their skills for local employment opportunities instead of transferring to a four-year BFA or university program. This degree focuses on a tailored set of courses from other disciplines that will expose students to marketing, copywriting, small business management, digital photography, and other practical skills that will help them enter the work force. A 180-hour summer internship with a local marketing/design/advertising or film firm is a required part of this program.

Requirements

Major Requirements

Course	Title	Credits
Previous Visual Communications AAS Degree		63-64
Creative Management in Art Direction Requirements		
ART 174 or VCA 146	Digital Photography I Interactive Animation	3
ART 181	Printmaking I	3
ART 213	Modern Art History	3
ART 274	Digital Photography II	3
BUS 155 or BUS 231	Interpersonal Communications Professional Communications	3
CIT 180	Web Development	3
ENG 220 or ENG 267	Technical Writing Film as Literature	3
ENG 221 or ENG 224	Creative Writing Writing for the Media	3
MKT 201 or MKT 241	Principles of Marketing Principles of Advertising	3
VCA 290	Visual Comm Internship	4
Total Credits		94-95

¹ Placement into MTH 111 Intermediate Algebra **or** higher, **or** completion of MTH 100 Quantitative Literacy with 2.0 or higher

Course Sequence Guide

Course	Title	Credits
Year 1		
Fall		
MKT 201 or MKT 241	Principles of Marketing or Principles of Advertising	3
ART 174 or VCA 146	Digital Photography I or Interactive Animation	3

ENG 221 or ENG 224	Creative Writing or Writing for the Media	3
CIT 180	Web Development	3
Credits		12
Spring		
BUS 155 or BUS 231	Interpersonal Communications or Professional Communications	3
ENG 220 or ENG 267	Technical Writing or Film as Literature	3
ART 132 or ART 181	3-D Design or Printmaking I	3
ART 213	Modern Art History	3
ART 274	Digital Photography II	3
Credits		15
Summer		
VCA 290	Visual Comm Internship	4
Credits		4
Total Credits		31

* 32 credits additional after VCA Applied Science Degree (This program is only available to students that have completed the NMC AAS in Visual Communications.)

Students completing the Visual Communications program at NMC earn an Associate of Applied Science degree. After completion of the AAS Degree, students can take this third-year option in Visual Communications and earn an AAS in **Creative Management Art Direction** that will aid in local employment while exposing the student to marketing and business classes that provide an opportunity to develop their own studio.