

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

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.