

Associate of Science in Visual Communications

Program Mission

The program's mission is to provide the Visual Communications industry with graduates possessing the necessary attitudes, skills and knowledge to be effective contributors to the advancement of graphic and digital arts.

Program Description

The Associate of Science in Visual Communications focuses on the creative elements in the world of technology. Three major areas are addressed in this program: print, video and interactive media. Although the areas of study are different in delivery, they incorporate skills that are common to all. The curriculum is geared towards training students to enter the professional industry.

Program Student Learning Outcomes (SLOs):

Upon successful completion of the AS in Visual Communications program, students will be able to:

1. Apply the visual elements of line, shape, value, color, texture, typography and space in the creation of visual products.
2. Produce and edit photographic and scanned images.
3. Plan, record and edit video productions.
4. Examine career opportunities in Visual Communications.

General Education Requirements		
Course #	Course Name	Credits
ENXXX	English Composition Requirement	3
MAXXX	Mathematics Requirement	3-4
CS 152	Macintosh Applications	3
VC 101	Introduction to Visual Communications	3
SIXXX	Natural & Physical Sciences Requirement	4
Social and Behavioral Sciences (Choose One)		
PY 120	General Psychology	3
PY 125	Interpersonal Relations	
Total		19-20
Technical Requirements		
Course #	Course Name	Credits
VC 125	Digital Graphics: Raster	3
VC 126	Digital Graphics: Vector	3
VC 127	Digital Photography	3

VC 128	Design Principles & Elements	3
VC 211	Design Studio I	3
VC 212	Design Studio II	3
VC221 I	Interactive Studio I	3
VC 222	Interactive Studio II	3
VC 231	Video Production I	3
VC 232	Video Production II	3
Advanced Technical Requirements		
Course #	Course Name	Credits
VC 291	Project Management & Marketing Solutions	3
VC 292	Visual Communications Practicum	3
Related Technical and General Education Requirements		
Course #	Course Name	Credits
MK 123	Principles of Marketing	3
MK 224	Advertising	3
Total		42
Program Total		61-62

Associate of Science in Visual Communications – Semester Breakdown

Year 1			Year 2		
Semester 1			Semester 3		
Course #	Course Name	Credits	Course #	Course Name	Credits
ENXXX	English Composition Requirement	3	VC 211	Design Studio I	3
MAXXX	Mathematics Requirement	3-4	VC 212	Design Studio II	3
CS 152	Macintosh Applications	3	VC221	Interactive Studio I	3
VC 125	Digital Graphics: Raster	3	VC 222	Interactive Studio II	3
VC 126	Digital Graphics: Vector	3	VC 231	Video Production I	3
Total		15-16	Total		15
Semester 2			Semester 4		
Course #	Course Name	Credits	Course #	Course Name	Credits
VC 101	Introduction to Visual Communications	3	VC 291	Project Management & Marketing Solutions	3
MK 123	Principles of Marketing	3	MK 224	Advertising	3
VC 127	Digital Photography	3	SIXXX	Natural & Physical Sciences Requirement	4
VC 128	Design Principles & Elements	3	VC 232	Video Production II	3
XXXXX	Social & Behavioral Sciences Requirement	3	VC 292	Visual Communications Practicum	3
Total		15	Total		16
Year 1 Total		30-31	Year 2 Total		31
Program Total					61-62