

# VISUAL COMMUNICATION

## **VC-1000 Visual Communication Foundation 3 Credits**

This course provides the foundation for all Visual Communication programs and career paths. Topics include exploring the elements and principles of design, layout, color theory, and visual storytelling. Visual Communication career options are examined, as well as industry standard software, workflow and best practices.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): None.*

## **VC-1061 History of Graphic Design 3 Credits**

Survey of graphic design and the world events that have influenced visual communication from the invention of writing to the computer age and new media. Explores the cultural influences and technical innovations in graphic design movements, subsequent counter-movements and their implications. The influence of world events and the emergence of trends in graphic design will be presented following an historical timeline. The impression of the past on subsequent graphic design trends will be noted.

*Lecture: 3 hours*

*Prerequisite(s): None.*

## **VC-1201 Typography I 3 Credits**

Development, terminology, letterform, classification, selection and specification of typefaces. Emphasis on aesthetic and communicative aspects of typography. Introduction to techniques used to design and effectively communicate with typography.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VC-1000 Visual Communication Foundation, or concurrent enrollment.*

## **VC-1431 Vector Graphics 3 Credits**

Technical and aesthetic fundamentals in the creation of vector graphics for print, interactive, broadcast and other media utilizing industry standard vector graphics and design applications.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VC-1000 Visual Communication Foundation or concurrent enrollment; or VCPH-1450 Digital Imaging I or concurrent enrollment. Note: ART-1081 taken prior to Fall 2019 will also be accepted to meet prerequisite requirements for this course.*

## **VC-1940 Field Experience I 1-3 Credits**

Field experience is planned paid or unpaid work activity, which relates to individual students occupational objectives. With permission of faculty advisor, field experience replaces elective courses in students associate degree program. Experience coordinated by faculty member who assists student in planning experience, visits site of experience for conference with student and his/her supervisor at least once during semester, and assigns course grade to student after appropriate consultation with employer/supervisor.

*Other Required Hours: Field Experience: 12-36 hours per week.*

*Prerequisite(s): Departmental approval.*

## **VC-2301 Graphic Design and Illustration 3 Credits**

Exploration of intermediate to advanced tools and techniques used in illustrating content for integrated media. Projects may include advanced content creation for print, interactive, broadcast and other media utilizing industry standard 2D graphics and design applications.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VC-1431 Vector Graphics and VCPH-1450 Digital Imaging I; or departmental approval.*

## **VC-2541 Individual Projects 3 Credits**

Individual projects in visual communication and design in areas relevant to current VC&D industry. Progress and grading determined on individual basis according to criteria mutually agreed upon between student and instructor. May be repeated for up to six credits.

*Lecture: 1 hour. Laboratory: 4 hours*

*Prerequisite(s): VC-1431 Vector Graphics; or VCPH-1450 Digital Imaging; or departmental approval.*

## **VC-2830 Cooperative Field Experience 1-3 Credits**

Open to students eligible for the Cooperative Education Program. Employment in an approved training facility under College supervision. Requirement for one credit is 180 hours of approved work. Students may earn up to three credits in one semester. May be repeated for an accrued maximum of nine credits.

*Other Required Hours: 180 clock hours of approved work per credit hour.*

*Prerequisite(s): See campus CO-OP Advisor for the Cooperative Education Program application.*

## **VC-2940 Field Experience II 1-3 Credits**

Field experience is planned paid or unpaid work activity, which relates to individual student's occupational objectives. With permission of faculty advisor, field experiences replace elective courses in student's associate degree program. Experience coordinated by faculty member who assists student in planning experience, visits site of experience for conference with student and his/her supervisor at least once during semester, and assigns course grade to student after appropriate consultation with employer/supervisor. May be repeated for a maximum of six credits.

*Other Required Hours: Field experience: 12 to 36 hours per week.*

*Prerequisite(s): Departmental approval.*

## **VC-2991 Portfolio Preparation 3 Credits**

Capstone Course. Prepares students to enter the visual communication profession, including preparing and presenting a well-crafted portfolio, building and implementing a self-promotional brand, and understanding the creative, legal and ethical aspects of the industry. Emphasis on refining work per chosen specialization, presentation methods, professional practices, written and verbal communication.

*Lecture: 2 hours. Laboratory: 3 hours*

*Prerequisite(s): VC-2301 Graphic Design and Illustration or concurrent enrollment; or VCIL-2142 Illustration II or concurrent enrollment; or VCIL-2341 Illustration for Story or concurrent enrollment; or VCIM-2271 2D Animation or concurrent enrollment; or VCIM-2200 Game Design III: Game Design Studio or concurrent enrollment; or VCIM-2281 Web Publishing III: Java Script or concurrent enrollment.*