VISUAL COMMUNICATION & DESIGN (VC&D)

VC&D-1000 Visual Communication Foundation
3 Credits
Develop skills needed to communicate visually in any media. Learn how effective layouts, illustrations, photographs, videos and web sites convey ideas via the principles of visual communication and design.
Lecture: 2 hours. Laboratory: 2 hours
Prerequisite(s): None.

VC&D-1015 Digital Studio Basics
3 Credits
Hands-on overview of industry standard design software for print and digital media. Best practices in studio work-flow and file management are emphasized.
Lecture: 2 hours. Laboratory: 2 hours
Prerequisite(s): None.

VC&D-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&D-1200 Typography and Layout
3 Credits
[formerly CART-1300] 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: 2 hours
Prerequisite(s): VC&D 1000 Visual Communication Foundation, or concurrent enrollment; and VC&D-1015 Digital Studio Basics or concurrent enrollment.

VC&D-1430 2D Design
3 Credits
Technical and aesthetic fundamentals in the creation of two-dimensional Designs for print, interactive, broadcast and other media utilizing industry standard 2D graphics and design applications.
Lecture: 2 hours. Laboratory: 2 hours
Prerequisite(s): VC&D-1015 Digital Studio Basics or concurrent enrollment; and VC&D-1000 Visual Communication Foundation, or ART-1080 Visual Design I.

VC&D-1820 Independent Study/Research in Visual Communication and Design
1-3 Credits
Directed individual study. Study/research title and specific content arranged between instructor and student. May be repeated for a maximum of six credits of different topics.
Lecture: 1-3 hours
Prerequisite(s): Departmental approval, and instructor approval, and ENG-0990 Language Fundamentals II or appropriate score on English Placement Test.

VC&D-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&D-2301 Graphic Design and Illustration
3 Credits
Exploration of 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: 2 hours
Prerequisite(s): VC&D-1430 2D Design or concurrent enrollment.

VC&D-2401 Designing for Production
3 Credits
Techniques and methods in assembling and finalizing production art and design for printing and digital media. Terminology, paper, ink, printing, production art and design. Tools, materials, and practical considerations in preparing design for production art.
Lecture: 2 hours. Laboratory: 2 hours
Prerequisite(s): VC&D-2131 Publication Design.

VC&D-2530 Professional Practice in Visual Communication and Design
3 Credits
Exploration of business and marketing practices necessary for successful career in visual communication and design. Emphasis on financial, legal, organizational, promotional, interpersonal and ethical skills as practiced in this diverse industry.
Lecture: 3 hours
Prerequisite(s): Departmental approval: sophomore level status or industry experience.

VC&D-2541 Individual Projects
3 Credits
Individual projects in visual communication and design in areas of student’s choice. 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&D-1430 2D Design or departmental approval.
VC&D-2701 Media Design  
3 Credits  
Designing for electronic media, from concept to completion. Explores the interaction of type, image, motion, sound, sequence and how they communicate, as well as technical challenges of designing for various digital media.  
Lecture: 2 hours. Laboratory: 2 hours  
Prerequisite(s): VC&D-1430 2D Design; or VCIM-1570 Web Publishing I: HTML; or concurrent enrollment; or IT-1150 Introduction to Web Programming or concurrent enrollment; or departmental approval.  

VC&D-2820 Independent Advanced Study/Research in Visual Communication and Design  
1-3 Credits  
Directed individual advanced study. Study/research title and specific content arranged between instructor and student. May be repeated for a maximum of six credits of different topics.  
Lecture: 1-3 hours  
Prerequisite(s): Departmental approval, and instructor approval, and ENG-0990 Language Fundamentals II or appropriate score on English Placement Test.  

VC&D-282S Independent Study Laboratory  
1-3 Credits  
Independent two-hour lab per credit. Directed Individual Study. Study/research title and specific content arranged between instructor and student. May be repeated for a maximum of six credits of different topics.  
Laboratory: 2-6 hours  
Prerequisite(s): Departmental approval and instructor approval, and eligibility for ENG-1010 College Composition.  

VC&D-282T Independent Study Laboratory  
1-3 Credits  
Independent three-hour lab per credit. Directed individual study. Study/research title and specific content arranged between instructor and student (see Credit Schedule of classes for current offerings). May be repeated for a maximum of six credits of different topics.  
Laboratory: 3-9 hours  
Prerequisite(s): Departmental approval and instructor approval, and eligibility for ENG-1010 College Composition I.  

VC&D-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&D-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&D-2991 Portfolio Preparation  
3 Credits  
Capstone course in Visual Communications and Design. Covers all aspects of creation and presentation of professional portfolio. Emphasizes individual strengths and areas of specialization. Students edit and modify work where required. Add new pieces to final portfolio that meets industry standards. Analyze appropriate presentation materials, business forms and protocols, develop promotional pieces and presentation style and technique.  
Lecture: 1 hour. Laboratory: 4 hours  
Prerequisite(s): VC&D-2301 Graphic Design and Illustration or concurrent enrollment; or VC&D-2701 Media Design or concurrent enrollment; or VCIM-2280 Advanced Digital Video and Digital Filmmaking: Exploring Genre and Technique, or concurrent enrollment; or VCIM-2200 Game Design III: Game Design Studio, or concurrent enrollment; or VCIM-2280 Web Publishing III: Media Rich Websites or concurrent enrollment.