

# VISUAL COMMUNICATION & DESIGN WITH A CONCENTRATION IN GRAPHIC DESIGN, ASSOCIATE OF APPLIED BUSINESS



The Associate of Applied Business in Visual Communication & Design, Graphic Design degree program prepares students for careers in graphic design, advertising design, publication design, packaging/branding design, and data visualization design. The Graphic Design curriculum integrates the latest digital graphics applications and technologies with the principles of visual communication and design. Through hands-on instruction, project-based learning and using industry standard workflows and technologies in class, Graphic Design students develop the knowledge and skills necessary for a successful career in the industry.

**Program contact:** Learn more

**This degree program contains one or more embedded certificates which will be automatically awarded when the certificate requirements are completed. If you do not want to receive the embedded certificate(s), please notify the Office of the Registrar at RegistrarOffice@tri-c.edu.**

Learn more about how certificate credits apply to the related degree.

## Other Information

- Non-degree students may enroll in individual courses with departmental approval.

## Program Learning Outcomes

This program is designed to prepare students to demonstrate the following learning outcomes:

1. Communicate and connect verbally and in writing to clients, colleagues, and other professionals.
2. Conduct yourself professionally and ethically according to professional standards.
3. Develop team skills including taking and giving constructive criticism, leading and/or following directions.
4. Apply basic production knowledge, including fundamental understanding of page layout, typography, photography, color, and use computer and design software skills to effectively execute all aspects of production print and/or web.

5. Apply the knowledge of basic business and design concepts, including design history and trends, photography and illustration, basic typography skills, appropriate mediums and business concepts including dealing with vendors, organizational hierarchy and workflow, written and verbal communication skills in order to translate ideas into final art that meets business need.
6. Use design principles (color, composition, and type) to execute project objectives.

## Suggested Semester Sequence

First Semester		Credit Hours
ART-1050	Drawing I	3
VC-1000	Visual Communication Foundation	3
VC-1061	History of Graphic Design	3
VC-1201	Typography I	3
Arts and Humanities		3
Select one of the following:		3
ENG-1010	College Composition I	
ENG-101H	Honors College Composition I	
<b>Credit Hours</b>		<b>18</b>
Second Semester		
MATH-1190	Algebraic and Quantitative Reasoning (Or Any Approved Ohio Transfer 36 Mathematics course) <sup>1</sup>	3
VCPH-1450	Digital Imaging I	3
VCGD-1500	Advertising and Design	3
VC-1431	Vector Graphics	3
Communications requirement		3
<b>Credit Hours</b>		<b>15</b>
Third Semester		
VC-2301	Graphic Design and Illustration	3
VCGD-2331	Brand Identity Design	3
VCGD-2232	Typography II	3
VCGD-2400	Information Graphic Design	3
Social and Behavioral Sciences requirement		3
<b>Credit Hours</b>		<b>15</b>
Fourth Semester		
VCGD-2431	Package Design	3
VCGD-2631	Graphic Design Studio	3
VCIM-2700	User Experience Design	3
VC-2991	Portfolio Preparation	3
<b>Credit Hours</b>		<b>12</b>
<b>Total Credit Hours</b>		<b>60</b>

<sup>1</sup> MATH-1100 Mathematical Explorations or MATH-1240 Contemporary Mathematics taken prior to Fall 2024 will be accepted to meet Mathematics requirements for this program.

MATH-1140, MATH-1141, MATH-1200, MATH-1270, and MATH-1280 can no longer count towards fulfilling the college-level mathematics requirement. These courses were re-classified as developmental mathematics by the state of Ohio in 2016. Tri-C established a 5-year transitioning window for students who had completed these courses prior to 2016 to apply them towards meeting graduation requirements,

which expired in Summer 2021. It is highly recommended to see a counselor to determine the appropriate math required for your current major.