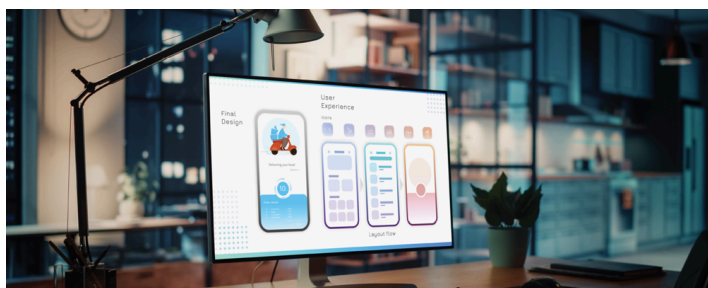


# VISUAL COMMUNICATION & DESIGN WITH A CONCENTRATION IN WEB AND INTERACTIVE MEDIA, ASSOCIATE OF APPLIED BUSINESS



The Associate of Applied Business in Visual Communication & Design, Web and Interactive Media degree program prepares students for careers in digital game design or web design. The Web and Interactive Media curriculum integrates the latest interactive and online media applications and technologies with principles of visual communication and design. The program offers two tracks for specialization: Game Design and Web Design and Development. Students on both tracks begin with a foundational training in graphic design, as well as 2D and 3D animation. Throughout the program, technical skills are developed through an exploration of the fundamental concepts of form, design, communication, aesthetics, and creative problem-solving. The Game Design track focuses on the fundamentals of 2D and 3D game design for various platforms, including console, computer, and mobile devices. The Web Design and Development track focuses on digital interactive media, including web and mobile design best practices, and industry standard prototyping tools. No prior coding experience is required to enroll. Students graduate with a portfolio showcasing interdisciplinary skills in graphic design, digital design, and interactive media.

**This program is available to be completed 100% online.**

**Program contact:** [Learn more](#)

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

## Other Information

- Contact Program Coordinator for additional information.
- Non-degree students may enroll in individual courses if they meet prerequisites or with departmental approval.

## Program Learning Outcomes

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

1. Apply good interpersonal skills including collaboration, flexibility, adaptability, cultural diversity, stress management, coping with

frustration, work ethic, willingness to learn new skills to work as an effective team member to meet the client's needs.

2. Use good listening, written, and verbal communication skills to present oneself professionally, follow directions, and interact with clients, stakeholders, and project team members.
3. Use good time management, organizational, flowcharting, business, and technical skills to manage multiple responsibilities and meet project deadlines.
4. Apply knowledge of copyright law and ethics to ensure the integrity of project for the client.
5. Tell a story using appropriate digital media, principles of design, color, typography, motion, sound and timing to create an emotional response that supports the client's message.
6. Gather and assess information relevant to the project/design challenge; research and legally acquire necessary source content.
7. Evaluate situations, challenges, and processes for business and create a plan for appropriate solutions.
8. Present ideas and strategies to clients and co-workers that clarify the proposed visual story, plan of execution and measurable outcome.
9. Develop a fundamental knowledge of industry standard tools and best practices for visual and analytical media development.
10. Measure and analyze outcomes of projects and campaigns.

## Suggested Semester Sequence

First Semester		Credit Hours
ENG-1010	College Composition I	3
VC-1000	Visual Communication Foundation	3
MATH-1190	Algebraic and Quantitative Reasoning (or Any Approved Ohio Transfer 36 Mathematics course) <sup>1</sup>	3
VCPH-1450	Digital Imaging I	3
Select one of the following:		3
VCIM-1570	Web Publishing I: HTML (Option A)	
VCIM-1200	Game Design I: Introduction to Game Design (Option B)	
<b>Credit Hours</b>		<b>15</b>
Second Semester		Credit Hours
VC-1201	Typography I	3
VC-1431	Vector Graphics	3
VCIL-1640	3D Design	3
Communications requirement		3
Select one of the following:		3
VCIM-1770	Web Publishing II: Site Theory & Construction (Option A)	
VCIM-1400	Game Design II: Game Engines (Option B)	
<b>Credit Hours</b>		<b>15</b>
Third Semester		Credit Hours
VCIM-2271	2D Animation	3
VCIM-2372	Interactive Media I - Design Thinking	3
VCIM-2700	User Experience Design	3
Arts & Humanities		3
Select one of the following:		3
VCIM-2281	Web Publishing III: JavaScript (Web Publishing III: JavaScript (Option A))	

VCIM-2200	Game Design III: Game Design Studio (Option B)	
<b>Credit Hours</b>		<b>15</b>
<b>Fourth Semester</b>		
VC-2991	Portfolio Preparation	3
VCIM-2072	Service Learning: Real World Experience in Web, Game Design, and Interactive Media	3
VCIM-2380	Interactive Media II - App Design	3
Social & Behavioral Sciences requirement/Natural and Physical Sciences requirement		3
Select one of the following:		3
VCIM-2291	Web Publishing IV: Data-Driven Sites	
VCIM-2401	Game Design IV-Game Publishing	
<b>Credit Hours</b>		<b>15</b>
<b>Total Credit Hours</b>		<b>60</b>

counselor to determine the appropriate math required for your current major.

<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.

## Options

### (A) Technical Electives for Web Design & Construction Specialist

Web Design & Construction Specialist: Helps students to develop advanced web design & construction skills

Code	Title	Credit Hours
VCIM-1570	Web Publishing I: HTML	3
VCIM-1770	Web Publishing II: Site Theory & Construction	3
VCIM-2281	Web Publishing III: JavaScript (Web Publishing III: JavaScript)	3
Additional program courses		52
<b>Total Credit Hours</b>		<b>61</b>

### (B) Technical Electives for Game Designer

Game Designer: Helps students learn the fundamentals of 2D and 3D Game Design for various platforms including console, computer, and mobile devices.

Code	Title	Credit Hours
VCIM-1200	Game Design I: Introduction to Game Design	3
VCIM-1400	Game Design II: Game Engines	3
VCIM-2200	Game Design III: Game Design Studio	3
Additional program courses		52
<b>Total Credit Hours</b>		<b>61</b>

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