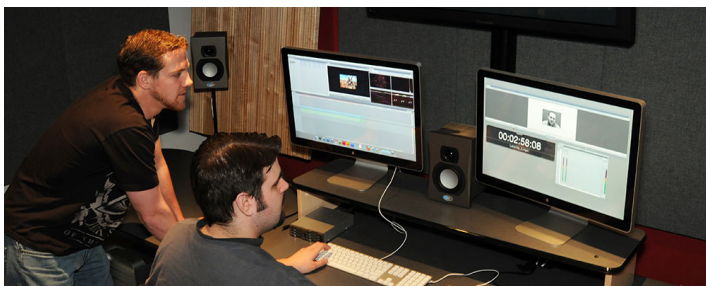


# VISUAL COMMUNICATION & DESIGN WITH A CONCENTRATION IN WEB AND INTERACTIVE MEDIA, ASSOCIATE OF APPLIED BUSINESS



The goal of the Web and Interactive Media degree program is to prepare our graduates for a rewarding career in the growing fields of Web, Interactive Media and Game Design. The curriculum is based on the professional standards and best practices of web, media and game development companies, in-house or corporate media departments, design studios, and advertising agencies. Students are assisted in the development of studio, technical and professional skills while building a strong, marketable portfolio. The program offers coursework in a variety of media, with two distinct areas of specialization: Web Design and Construction and Game Design.

**Program contact:** Learn more

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

## Program Admission Requirements

- High School Diploma/GED highly recommended, but not required
- ENG-0995 Applied College Literacies or appropriate score on English Placement Test.
- MATH-0955 Beginning Algebra or appropriate score on Math Placement Test highly recommended
- Complete VC-1000 Visual Communication Foundation

## 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
MATH-1xxx	1000-level MATH course or higher	3
VC-1000	Visual Communication Foundation	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)	
Credit Hours		15
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:		1
VCIM-1970	Midpoint Portfolio Review	
VC-2830	Cooperative Field Experience	
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)	
Credit Hours		16
Third Semester		Credit Hours
VCIM-2271	2D Animation	3
VCIM-2371	Interactive Media I	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)	
	Credit Hours	15

**Fourth Semester**

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	
	Credit Hours	15
	Total Credit Hours	61

**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
	Total Credit Hours	61

**(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
	Total Credit Hours	61