

VISUAL COMMUNICATION AND DESIGN, A.A.S.

Entry Time

Fall

Award

Associate of Applied Science degree
2 years (4 terms)

Those interested in our Visual Communication and Design program will be able to explore their creative interest in managing, manipulating and merging text and graphic components used to communicate information that sells a product, service or an idea. You will experience the application of art, photography, graphic design principles, marketing, interactive and motion design that reflects our creative industry. Students will have opportunities to develop design solutions individually and as part of a team and do this within our dedicated studio.

The Visual Communication and Design program prepares students for employment in the creative and technical production related to marketing and graphic design. Following an introduction to the visual communication industry, the core program develops students' practical knowledge and provides hands-on experience that align with current standards in visual communication. Students learn design, layout, image manipulation and illustration principles for application in 2D design, print, web and motion graphics, plus receive extensive experience using industry standard software from Adobe.

Career Opportunities

- advertising designer
- design and marketing departments
- in-house graphic designer
- photo editor
- publication designer
- point of purchase/retail display design
- graphical home goods design
- apparel graphic designer
- identity/logo designer
- packaging designer
- environmental design/outdoor advertising
- multimedia designer
- UX/UI/web designer

Degree Requirements

Term 1		
Fall		Credit Hours
GRA-101	Survey of Graphic Communicatio ¹	3
ART-133	Drawing	3
ART-120	2-D Design	3
MKT-110	Principles of Marketing	3

ENG-105 or ENG-101	Composition I or Elements of Writing	3
Term Totals:		15
Term 2		
Spring		
MKT-140 or SPC-101	Principles of Selling or Fundamentals of Oral Comm	3
MAT-772	Applied Math	3
ENG-106 or ENG-105	Composition II or Composition I	3
GRA-181	Image Design	4
GRA-182	Illustration Design	4
Term Totals:		17
Term 3		
Fall		
CIS-290	Web Content & E-Commerce Sys	3
GRA-151	Web Design	3
GRA-195	Intro to Web Media	3
GRA-184	Layout Design	4
CIS-207	Fundamentals of Web Program	3
Term Totals:		16
Term 4		
Spring		
GRA-153	Web Media II	3
GRA-157	Web Design II	3
GRA-191	Graphic Communication Apps	3
MGT-145 or PSY-111	Human Relations in Management or Intro to Psychology	3
WBL-157	Job Shadow: Digital/Vis Art	2
Term Totals:		14
Program Totals:		62

¹ GRA-101 Survey of Graphic Communicatio must be completed in the first semester.