

VISUAL COMMUNICATIONS ART AND DESIGN (VCA)

VCA 106 (3 credit hours)

Creative Typographical Design

Explores the use of type as a major design element to solve visual communication problems. Includes computer drawing application, pencils, and markers to manipulate type forms creatively and produce interesting, attractive type-only designs. Lecture: 3 credits (45 contact hours).

Pre-requisite: VCC 150 and VCA 173.

Attributes: Technical

Components: LEC: Lecture

VCA 108 (3 credit hours)

Color Theory

Explores the visual dynamics of color as it relates to graphic design, including the basic characteristics of color: hue, value, and saturation. Explores perception and psychology of color, color harmonies, schemes using color wheels, and color modes. Lecture: 3 credits (45 contact hours).

Pre- or co-requisite: VCC 125.

Attributes: Technical

Components: LEC: Lecture

VCA 120 (3 credit hours)

Digital Photography I

Introduces the skills and techniques to capture and process digital photographs. Emphasizes basic digital camera operations, exposure, composition, and lighting techniques. Includes proper techniques to import and organize photographs. Includes discussions on appropriate resolutions and file formats. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCA 131 (3 credit hours)

Digital Photography II

Explores advanced skills and techniques to capture digital photographs using various camera functions, exposure, lenses, and lighting. Explores proper presentation skills for professional photography displays. Explores Adobe Photoshop and Lightroom to edit photographs, Camera RAW shooting, and creating interesting compositions. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre-requisite: VCA 120 and VCC 125.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCA 132 (3 credit hours)

Illustration For Advertising

Develops skills in visualization and illustration techniques as they apply to advertising and graphic design. Emphasizes visual interpretation of narrative textual information such as a story, poem, magazine article, editorials, advertising, and books. Uses a variety of media including traditional media and digital media to create professional illustrations. Lecture: 2 credits (30 contact hours). Laboratory: 1 credit (30 contact hours).

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCA 163 (3 credit hours)

Basic Photography

Teaches the use of 35 mm Digital SLR cameras, digital printers, and digital photography technology in relation to black & white photography and color photography. Includes basic photographic methods and skills in digital image capture, digital image manipulation, digital image printing, and presentation of photographs. Lecture: 2 credits (30 contact hours). Laboratory: 1 credit (30 contact hours).

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCA 164 (3 credit hours)

Portrait Photography

Continues the study of the 35mm Digital SLR camera as it relates to commercial art primarily in a studio setting. Introduces the student to basic studio lighting and techniques for portraiture. Includes problem solving through assigned projects. Lecture: 2 credits (30 contact hours). Laboratory: 1 credit (30 contact hours).

Pre- or co-requisite: VCA 163 or VCA 120 with a grade of "C" or better.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCA 171 (3 credit hours)

Advertising Design II

Explores basic to intermediate skills in electronic publishing, design layout, type composition, and prepress for printing and publishing applications. Lecture: 2 credits (30 contact hours). Laboratory: 1 credit (30 contact hours).

Pre-requisite: VCA 170 with a grade of C or better or Consent of Instructor.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCA 173 (3 credit hours)

Basic Advertising Design

Introduces the principles and practices of graphic design. Includes terminology and procedures commonly used in graphic design, along with the Macintosh computer system and software used in illustration and graphic design for the print and digital media. Navigation of search engines will be utilized. Integrated Lecture: 2 credits (30 contact hours). Integrated Laboratory: 1 credit (30 contact hours).

Pre- or co-requisite: VCC 150 or VCC 125.

Attributes: Technical

Components: LAI: Integrated Laboratory, LEI: Integrated Lecture

VCA 174 (3 credit hours)

Publication Design

Explores basic to intermediate skills in electronic publishing, design layout, type composition, and prepress for printing and publishing applications. Lecture: 2 credits (30 contact hours). Laboratory: 1 credit (30 contact hours).

Pre-requisite: VCC 125 or VCC 150 and VCA 173.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCA 263 (3 credit hours)

Product Photography

Applies principles and techniques with emphasis on digital color photographic illustrations captured in the studio. Begins use of lens perspective controls on the 35mm digital view camera. Includes problem solving through assigned projects. Lecture: 2 credits (30 contact hours). Laboratory: 1 credit (30 contact hours).

Pre-requisite: VCA 163 and VCA 164 and VCC 166 with a grade of "C" or better.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCA 264 (3 credit hours)

Commercial Photography

Emphasizes color photography, lighting, and color management of photographic projects inside the studio and on location. Guidance in portfolio development as well as exploration of business practices in photography. Lecture: 2 credits (30 contact hours). Laboratory: 1 credit (30 contact hours).

Pre-requisite: VCA 163 and VCA 164 and VCC 166 with a grade of "C" or better.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCA 273 (3 credit hours)

Corporate Design

Creates and develops a total corporate identity emphasizing relationships between adequate research and development of appropriate concepts for a company image. Lecture: 2 credits (30 contact hours). Laboratory: 1 credit (30 contact hours).

Pre-requisite: VCA 106 and VCA 173 and VCA 174 and VCC 166 with a grade of "C" or better.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCA 274 (3 credit hours)

Advertising Design

Explores and reviews the role of advertising in the marketing mix, and the function of major media forms. Uses a creative brief process to research, create, and design promotional concepts that meet assignment specifications. Explores legal strategies involved in advertising. Lecture: 2 credits (30 contact hours). Laboratory: 1 credit (30 contact hours).

Pre-requisite: VCA 106 and VCA 173 and VCA 174 and VCC 166 with a grade of "C" or better.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCA 280 (3 credit hours)

Professional Portfolio Development

Introduces students to proper assembly of a professional portfolio and presentation skills. Gives students the opportunity to refine work created in previous classes, identify strengths and weaknesses in their work, create a self-promotional package, attend mock interviews, and participate in portfolio review. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre-requisite: Permission of Instructor.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCA 290 (3 credit hours)

Folio Seminar

Prepares advanced design, photography, and web design students to complete a professional portfolio. Explores job interview techniques to help students understand their responsibilities in seeking positions. Lecture: 2 credits (30 contact hours). Laboratory: 1 credit (30 contact hours).

Pre-requisite: VCA 273 and VCA 274 or VCA 263 and VCA 264 or VCM 230 and CIT 140 or Consent of Instructor.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCA 299 (4 credit hours)

Practicum

Incorporates and applies skills and techniques previously learned in the classroom and commercial art laboratory. Provides practical experience in a variety of commercial art establishments in the community.

Provides supervised on-the-job work experience related to the student's educational objectives. Practicum: 4 credits (360 contact hours).

Pre-requisite: [(VCA 290 and VCA 264) or VCA 274 or VCM 230] with a grade of "C" or greater or consent of Instructor.

Attributes: Technical

Components: PCM: Practicum