

VISUAL COMMUNICATIONS CORE (VCC)

VCC 100 (3 credit hours)

Introduction to Visual Communication

Introduces the concepts, vocabulary, and processes used in relation to visual communication. Includes various disciplines such as advertising, animation, graphic design, multimedia, printing, production, photography and video. Identifies career paths and specific job skills within the visual communication field. Lecture: 3 credits (45 contact hours).

Attributes: Technical

Components: LEC: Lecture

VCC 106 (3 credit hours)

Typography

Explores the use of type as a major element of design. Emphasizes the selection of appropriate type styles and fonts for a variety of media and content. Uses type as a creative tool to produce interesting, type-only designs. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre- or co-requisite: VCC 125.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 110 (3 credit hours)

Design Concepts

Explore the elements and principles of design to develop skills in producing creative design concepts for various media forms. Provides an opportunity to apply concepts in the process of design and project planning. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre- or co-requisite: VCC 125.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 125 (3 credit hours)

Computer Graphics I

Introduces students to computer technologies that are specific to the visual communication industry. Develops primary skills using Adobe InDesign, Adobe Illustrator, and Adobe Photoshop. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Attributes: Digital Literacy, Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 135 (3 credit hours)

Photo Editing for Photography

Explores Adobe Lightroom and Adobe Photoshop techniques needed to edit photographs. Emphasizes proper importing, photo management, and workflow for editing. Includes discussions on file formats and importance of shooting in Camera RAW for editing purposes. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre- or co-requisite: VCA 120 and VCC 125.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 145 (3 credit hours)

Foundations of Sign & Graphic Production

Introduces students to career opportunities that exist in the sign and graphics industry. Covers a variety of topics, such as estimating, outsourcing and vendor partnerships, and understanding workflow and production timelines. Introduces software, tools, and equipment used in the sign and graphics industry. Lecture: 3 credits (45 contact hours).

Attributes: Technical

Components: LEC: Lecture

VCC 150 (3 credit hours)

Mac Basics

Introduces Apple/Mac computer technology. Emphasizes industry specific needs, including hardware and software. Presents basic uses of the Internet, email, file management and computer ethics. Includes an introduction to computer illustration, electronic publication, and digital imaging software. This course fulfills the computer/digital literacy requirement. Lecture: 3 credits (45 contact hours).

Pre-requisite: RDG 20.

Attributes: Digital Literacy

Components: LEC: Lecture

VCC 166 (3 credit hours)

Photoshop Basics

Develops skills to correct, enhance, and manipulate digital photos, create image composites, and prepare images for the print and web using Adobe Photoshop. Introduces raster graphics and their use in the visual communication industry. Focuses on creating raster graphics from simple to increasingly complex images and designs. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre-requisite: VCC 125 or VCC 150.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 200 (3 credit hours)

Illustrator Basics

Develops skills to create illustrations and vector graphics for a variety of media using Adobe Illustrator. Focuses on creating vector graphics from simple to increasingly complex designs. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre-requisite: VCC 125 or VCC 150.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 214 (3 credit hours)

Promotional Graphics & Production

Introduces concepts, vocabulary, and processes used in relation to the design and production of graphics for various promotional merchandise. Provides students with knowledge and training of various production equipment along with software applications used to design graphics. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre- or co-requisite: VCC 110 and VCC 125.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 216 (3 credit hours)**Apparel Graphics & Production**

Introduces students to the technologies to produce t-shirts and other apparel. Provides students with knowledge and training of various equipment and procedures to properly prepare graphics for various production technologies. Provides students with training in appropriate software applications used to design and prepare graphics for various processes. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre- or co-requisite: VCC 110 and VCC 125.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 218 (3 credit hours)**Digital Printing & Production**

Provides foundational knowledge of the steps and procedures used to prepare, troubleshoot, and correct files for digital printing of collateral materials and booklets. Provides students with skills to create and utilize PDF files. Explores the importance of proper imposition and page-layout of various publications. Provides knowledge and training of various digital printing, finishing, and binding techniques used in the industry. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre- or co-requisite: VCC 110 and VCC 125.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 220 (3 credit hours)**InDesign Basics**

Develops skills in page design and layout using Adobe InDesign software. Applies concepts and mechanics to create a single- and multi-page documents. Integrates various file types to create a finished product in Adobe InDesign. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

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

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 235 (3 credit hours)**Graphic Design I**

Explores the creative ideation process to develop a corporate identity and brand. Uses the creative brief process, in addition to research and case studies, to design and create corporate identities, logos, graphic standards, and other corporate designs. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre-requisite: VCC 110 & VCC 125.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 245 (3 credit hours)**Graphic Design II**

Explores advanced techniques in the creative ideation process to design professional corporate identities, logos, promotional items, collateral materials, signage, and advertising campaigns. Emphasizes the use of graphics standards for corporate branding and advertising. Focuses on the role of advertising in the marketing mix and creation of advertising campaigns. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre-requisite: VCC 235.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 255 (3 credit hours)**Emerging Media Design**

Explores latest trends of new media technology related to the visual communication field. Focuses on trends that include social media, interactive media, advertising, and marketing in a variety of media technologies. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre-requisite: VCC 125.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 260 (3 credit hours)**Computer Graphics II**

Provides advanced skills in computer graphics using Adobe InDesign, Photoshop, and Illustrator. Focuses on creation of a variety of complex designs, vector graphics, and multi-page documents will be the focus of this course. Lecture: 0.5 credits (15 contact hours). Laboratory: 2.5 credits (75 contact hours).

Pre- or co-requisite: VCC 110 and VCC 125.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 265 (3 credit hours)**Graphic Design III**

Explores advanced techniques in the creative ideation process to design professional corporate identities and packaging. Introduces concepts, theories, terminology, design, and production of hard and soft wall three-dimensional packaging and product labels. Emphasizes creative problem solving, specifications, and legal requirements for the packaging industry. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre-requisite: VCC 235.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 266 (3 credit hours)**Advanced Photoshop**

Develops advanced skills to digitally manipulate, enhance, and create composite photographs. Applies advanced principles, concepts, and techniques for graphic design and digital photography. Focuses on creation and manipulation of graphics for complex images and designs. Lecture: 0.5 credits (15 contact hours). Laboratory: 2.5 credits (75 contact hours).

Pre-requisite: VCC 166.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 275 (3 credit hours)**Sign and Graphic Production**

Explores advanced techniques using industry-standard software to create and prepare graphics for a variety of wide format printing. Focuses on gaining advanced skills in design concepts, preparing graphics, and producing simple signage and cut graphics. Introduces concepts, terminology, and the workflow process utilizing Raster Images Processors, wide-format printers, laminators, and cutters. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre-requisite: VCC 125 and VCC 110.

Pre- or co-requisite: VCC 145.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 285 (3 credit hours)**Advanced Sign & Graphic Production**

Explores advanced techniques to design, produce, and install graphic wraps across diverse surfaces. Focuses on the operation of wide format printers, laminators, and cutters, utilizing tools and supplies for preparation and installation, and techniques to install graphics. Lecture: 1 credit (15 contact hours). Laboratory: 2 credits (75 contact hours).

Pre-requisite: VCC 275.

Attributes: Technical

Components: LAB: Laboratory, LEC: Lecture

VCC 297 (3 credit hours)**Internship**

Provides supervised on-the-job work experience related to the students' educational objectives. Students participating in Internships do not receive compensation for their work. Co-Op: 3 credits (180 contact hours).

Pre-requisite: Permission of Instructor.

Attributes: Technical

Components: COP: Co-op

VCC 298 (3 credit hours)**Practicum**

Provides supervised on-the-job work experience related to the student's educational objectives. Student participating in the Practicum do not receive compensation. Practicum/Internship: 3 credits (180 contact hours).

Pre-requisite: Permission of Instructor.

Attributes: Technical

Components: PCM: Practicum