

VISUAL COMMUNICATION: COMMUNICATION ARTS TECHNOLOGY

The Communication Arts Technology program provides students with the knowledge, skills, and a portfolio needed for entry-level employment as a graphic designer, commercial photographer, web designer, videographer, or video editor. These fields involve the use of specialized software combined with creativity, design, and problem solving skills to communicate an effective visual message for TV, web and interactive media, product packaging, and advertising layout. This program focuses on developing the creativity and software skills necessary to be competitive in these fields. Many courses include hands-on lab hours with one-on-one assistance from the instructors. The program is completed with an internship in the student's specialty field that allows the student to transfer academic skills to a professional environment. Students and graduates of the Communication Arts Technology program have won numerous design, photography, and video awards in the creative industry.

Employment of graphic designers, photographers, web designers, videographers, and video editors is expected to grow as demand for their products continues to increase from advertisers, publishers, video production studios, and computer design firms. Graduates may be employed as graphic designers at newspapers, print shops, advertising agencies, photographic studios, multimedia shops, web design shops, television broadcasting stations, film and video production studios, department stores, corporations or non-profit agencies.

Progression in the Visual Communication: Communication Arts Technology Program is contingent upon the achievement of a grade of a "C" (2.0) or higher to advance in Visual Communication programs.

Degrees

- Visual Communication: Communication Arts Technology - AAS (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-communication-arts-technology/communication-arts-technology-aas/>)
 - Advertising Design Track (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-communication-arts-technology/communication-arts-technology-aas/#advertisingdesigntrack>)
 - Commercial Photography Track (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-communication-arts-technology/communication-arts-technology-aas/#commercialphotographytrack>)
 - Webpage Design Track (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-communication-arts-technology/communication-arts-technology-aas/#webpagedesigntrack>)

Certificates

- Digital Media - Certificate (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-communication-arts-technology/digital-media-certificate/>)

- Digital Video - Certificate (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-communication-arts-technology/digital-video-certificate/>)