

# VISUAL COMMUNICATION: DESIGN & TECHNOLOGY

Design & Technology emphasizes creative problem solving and insight into the mix of art, design and technical competence. This program includes a Graphic Design track, a Mixed Media track, and a Graphic & Print Production track, with a core of courses common to all. The core includes general education components essential to a collegiate education and technical courses giving students an introduction to design concepts and computer graphics. In addition to core courses, students will take specialty courses for their selected track.

The Graphic Design track emphasizes several aspects of graphic design and focuses on the development of creative skills and technical skills to design logos, advertising, packaging, and a wide variety of publication materials.

The Mixed Media track provides students with a mix of courses within the visual communication program or approved electives that serves the interests and skills of the student. These courses may include graphic design, web design, animation, printing & graphics production, photography, and video production.

The Graphic & Print Production track provides students training in the operations of various printing and graphics production equipment, along with finishing and bindery equipment. Students will learn skills to design and produce a wide variety of printed materials, promotional items, signage, and wide format graphics, in addition to proper pre-production and file preparation procedures.

Students also have a variety of certificates they may earn in the process of completing their AAS degree. These certificates include: Design Assistant, Digital Photography, Graphic Design, Promotional Design & Production, Mixed Media, Apparel Design & Production, Sign & Graphic Production Specialist, Print Production, and Entrepreneurial Certificate in Visual Communication.

Prospective employment opportunities are in communication and advertising agencies, news media, printing and signage companies, public relations departments, and other creative services departments and businesses, including web design, photography, and video production studios. Students also have many options if they desire to become an entrepreneur in the visual communication field.

All technical courses must be completed with a grade of "C" (2.0) or higher to advance in all Visual Communication programs.

## Degrees

- Visual Communication: Design & Technology - AAS (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/design-technology-aas/>)
  - Graphic and Print Production Track (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/design-technology-aas/#graphicandprintproductiontrack>)
  - Graphic Design Track (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/design-technology-aas/#graphicdesigntrack>)

- Mixed Media Track (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/design-technology-aas/#mixedmediatrack>)

## Diplomas

- Visual Communication: Design & Technology- Diploma (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/visual-communication-design-technology-diploma/>)
  - Graphic and Print Production Track (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/visual-communication-design-technology-diploma/#graphicandprintproductiontrack>)
  - Graphic Design Track (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/visual-communication-design-technology-diploma/#graphicdesigntrack>)
  - Mixed Media Track (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/visual-communication-design-technology-diploma/#mixedmediatrack>)

## Certificates

- Apparel Design and Production - Certificate (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/apparel-design-and-production-certificate/>)
- Design Assistant - Certificate (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/design-assistant-certificate/>)
- Digital Photography - Certificate (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/digital-photography-certificate/>)
- Graphic Design - Certificate (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/graphic-design-certificate/>)
- Mixed Media - Certificate (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/mixed-media-certificate/>)
- Print Production - Certificate (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/print-production-certificate/>)
- Promotional Design and Production - Certificate (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/promotional-design-and-production-certificate/>)
- Sign and Graphic Production Specialist - Certificate (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/sign-and-graphics-production-specialist-certificate/>)
- Visual Communication - Entrepreneurial Certificate (<https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-design-technology/visual-communication-entrepreneurial-certificate/>)

## Approved Technical Electives

Course	Title	Credits
VCA 105	Drawing Concepts	3
VCA 106	Creative Typographical Design	3
VCA 108	Digital Color Theory <sup>1</sup>	3
VCA 120	Digital Photography I	3
VCA 131	Digital Photography II	3

VCA 164	Portrait Photography	3	CIT 141	PHP I	3
VCA 263	Product Photography	3	CIT 155	Web Page Development	3
VCA 264	Commercial Photography	3	CIT 157	Web Site Design and Production	3
VCC 100	Introduction to Visual Communication <sup>1</sup>	3	IMD 133	Beginning Web Design	3
VCC 106	Typography <sup>1</sup>	3	ENG 207	Creative Writing: (Subtitle Required)	3
VCC 110	Design Concepts <sup>1</sup>	3	ENG 281	Introduction to Film	3
VCC 125	Computer Graphics I <sup>1,2</sup>	3	ENG 282	International Film Studies	3
VCC 135	Photo Editing for Photography	3	HUM 281	Introduction to Film	3
VCC 145	Introduction to Sign & Graphic Production	3	HUM 282	International Film Studies	3
VCC 150	Mac Basics <sup>2</sup>	3	IMD 180	Intermediate Web Design	3
VCC 166	Photoshop Basics <sup>1</sup>	3	IMD 230	Advanced Web Design	3
VCC 200	Illustrator Basics <sup>1</sup>	3	IMD 232	Web Design with Adobe Dreamweaver	3
VCC 210	Advanced Computer Illustration	3	IMD 240	Multimedia Development for the Web	3
VCC 214	Promotional Design & Production	3	IMD 250	Digital Video Editing I	3
VCC 216	Apparel Design & Production	3	IMD 255	Digital Video Editing II	3
VCC 218	Digital Printing & Production	3	IMD 258	Visual Effects for Video	3
VCC 220	InDesign Basics <sup>1</sup>	3	TEC 200	Technical Communications	3
VCC 230	Advanced InDesign	3	UST 107	Commercial Drone Operations	3
VCC 235	Graphic Design I	3	UST 170	Drone Media Applications	3
VCC 245	Graphic Design II	3			
VCC 255	Emerging Media Design	3			
VCC 260	Computer Graphics II	3			
VCC 265	Graphic Design III	3			
VCC 266	Advanced Photoshop	3			
VCC 270	Acrobat Basics	3			
VCC 275	Designing for Sign and Graphic Production	3			
VCC 280	Printing & Workflow for Sign and Graphic Production	3			
VCC 285	Finishing & Installation of Sign and Graphic Production	3			
VCC 297	Internship <sup>1</sup>	3			
VCC 298	Practicum	3			
VCM 110	Fundamentals of Animation	3			
VCM 115	2-D Animation	3			
VCM 125	Foundations of Video Production	3			
VCM 140	Digital Video	3			
VCM 150	Audio Production I	3			
VCM 205	Introduction to HTML	3			
VCM 210	3-D Animation	3			
VCM 215	After Effects	3			
VCM 220	Webpage Design	3			
VCM 225	Advanced 3-D Animation	3			
VCM 230	Advanced Webpage Design	3			
VCM 240	Advanced Digital Video	3			
VCP 255	Special Topics Lab	3			
COE 199	Cooperative Education: (Topic)	3			
ART 110	Drawing I	3			
ART 112	2-Dimensional Design	3			
BAS 170	Entrepreneurship	3			
BAS 200	Small Business Management	3			
BAS 282	Principles of Marketing	3			
CIT 140	JavaScript I	3			

<sup>1</sup> CORE courses<sup>2</sup> Approved for Digital Literacy