VISUAL COMMUNICATION: GRAPHIC DESIGN & MEDIA PRODUCTION

Graphic Design & Media Production offers a comprehensive education in design concepts and computer graphics, preparing students for dynamic careers in creative industries. Core courses cover design principles, color theory, typography, and layout, with hands-on experience in industry-standard design software, and includes general education components essential to a collegiate education.

Electives allow specialization in areas that will earn students additional certificates, including: Apparel Graphics & Production, Design Assistant, Digital Photography, Graphic Design, Mixed Media, Print Production, Promotional Graphics & Production, Sign and Graphic Production Specialist, and Visual Communication - Entrepreneurial Certificate, fostering a dynamic exploration of the intersection between creativity and technology through practical projects and real-world applications.

Graphic Design: Students will focus on the development of creative skills and technical skills to develop corporate identities and branding, and design projects such as logos, advertising, packaging, brochures, menus, and posters.

Photography: Students will explore the art and science of capturing impactful images and mastering camera techniques to post-production editing, gaining a strong foundation in both technical and artistic aspects of photography.

Video Production: Students will learn the entire process, from scripting and storyboarding to shooting and editing, acquiring skills in video editing software and gaining hands-on experience in creating professional-quality videos.

Web Design: Students will develop expertise in user experience (UX) design, interface design, and responsive web development, creating interactive and visually appealing websites that meet contemporary industry standards.

Animation: Students will learn the principles of motion graphics and 2D animation, gaining practical experience in animation software to bring their ideas to life.

Sign and Printing Technologies: Students will explore the technical side of graphic design and the processes involved in sign and printing technologies, from traditional methods to cutting-edge digital printing, gaining insight into materials, techniques, and industry standards.

Graduates can pursue careers in communication and advertising agencies, news media, printing and sign companies, public relations departments, and other creative services departments and businesses, including web design, photography, and video production studios. Entrepreneurial opportunities are also available within 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: Graphic Design & Media Production - AAS (https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-graphic-design-media-production/visual-communciation-graphic-design-and-media-production-aas/)

Diplomas

- Visual Communication: Graphic Design & Media Production - Diploma (https://catalog.kctcs.edu/programs-of-study/aas/visual-communication-graphic-design-media-production/visual-communication-gaphic-design-and-media-production-diploma/)

Certificates

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

Approved Technical Electives

Course	Title	Credits
VCA 105	Drawing Concepts	3
VCA 106	Creative Typographical Design	3
VCA 108	Color Theory [1]	3
VCA 120	Digital Photography I	3
VCA 131	Digital Photography II	3
VCA 164	Portrait Photography	3
VCA 263	Product Photography	3
VCA 264	Commercial Photography	3
VCC 100	Introduction to Visual Communication [1]	3
VCC 106	Typography [1]	3
VCC 110	Design Concepts [1]	3
VCC 125	Computer Graphics I [1,2]	3

VCC 135	Photo Editing for Photography	3
VCC 145	Foundations of Sign & Graphic Production	3
VCC 150	Mac Basics [2]	3
VCC 166	Photoshop Basics [1]	3
VCC 200	Illustrator Basics [1]	3
VCC 210	Advanced Computer Illustration	3
VCC 214	Promotional Graphics & Production	3
VCC 216	Apparel Graphics & Production	3
VCC 218	Digital Printing & Production	3
VCC 220	InDesign Basics [1]	3
VCC 230	Advanced InDesign	3
VCC 235	Graphic Design I	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	Sign and Graphic Production	3
VCC 285	Advanced Sign & Graphic Production	3
VCC 297	Internship [1]	3
VCC 298	Practicum	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 215	After Effects	3
VCM 220	Webpage Design	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 125	Social Media Marketing: Fundamental Concepts, Skills, and Strategies	3
BAS 126	Social Media Marketing: Project Management and Implementation Strategies	3
BAS 160	Introduction to Business	3
BAS 170	Entrepreneurship	3
BAS 200	Small Business Management	3
BAS 282	Principles of Marketing	3
CIT 140	JavaScript I	3
CIT 141	PHP I	3
CIT 155	Web Page Development	3
CIT 157	Web Site Design and Production	3
ENG 207	Creative Writing: (Subtitle Required)	3
ENG 281	Introduction to Film	3
ENG 282	International Film Studies	3
HUM 281	Introduction to Film	3
HUM 282	International Film Studies	3
IMD 133	Beginning Web Design	3

IMD 180	Intermediate Web Design	3
IMD 250	Digital Video Editing I	3
IMD 255	Digital Video Editing II	3
IMD 258	Visual Effects for Video	3
TEC 200	Technical Communications	3
UST 107	Commercial Drone Operations	3
UST 170	Drone Media Applications	3

[1] CORE courses
[2] Approved for Digital Literacy

Suggested two-Year Schedule for Visual Communication: Graphic Design & Media Production

First Year

Fall		Credits
Heritage/Humanities		3
VCC 100	Introduction to Visual Communication	3
VCC 110	Design Concepts	3
VCC 125	Computer Graphics I	3
Three Credit Hours of Approved Technical Elective		3
	Credits	**15**

Spring		
ENG 101	Writing I	3
VCA 108	Color Theory	3
VCC 106	Typography	3
Six Credit Hours of Approved Technical Elective		6
	Credits	**15**

Second Year

Fall		
MAT 110	Applied Mathematics	3
Fifteen Hours of Approved Technical Electives		15
	Credits	**18**

Spring		
Natural Science		3
Social/Behavioral Science		3
VCA 280	Professional Portfolio Development	3
VCC 297	Internship	3
Three Credit Hours of Approved Technical Elective		3
	Credits	**15**
	Total Credits	**63**