



2011 – 2012 Career Planning Guide
VISUAL COMMUNICATIONS TECHNOLOGY
Graphic Design and Production Art
Associate in Applied Arts and Sciences Degree (A.A.A.S. or A.A.S.-T)

Shoreline Community College

16101 Greenwood Avenue North
Shoreline, WA 98133

Length of Program: 113–121 credits

Completion Award: A.A.A.S. Degree

A.A.S.-T Option

Program Information: 206-546-4671

Program Advisors:

Jim Reddin jreddin@shoreline.edu, 206-533-6792

Approximate Quarterly Costs

Check quarterly class schedule for Tuition Table

Parking Fee per quarter

\$15

Supplies, Equipment and Books (average/class)

\$50–\$120

Additional Instructional /Lab Fees (varies)

\$25–85

Enrollment: Fall, Winter, Spring, Summer

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PROGRAM DESCRIPTION

This Visual Communications Technology degree option provides a strong foundation in design and graphic arts production skills. Design theory and hands-on practice culminate in a competitive portfolio. Based on personal and career interests, students select electives to specialize or upgrade skills in web design, image production, photography, animation, illustration or advertising.

Students explore creative solutions and design theory in the study of typography, corporate identity, advertising, layout, packaging, environmental graphics and multimedia using software tools and current production technology. This degree articulates with several short-term, stackable certificates. For students wishing to pursue 4-year degree options, please see a faculty advisor. Students may transfer from one VCT degree to another anytime while they are completing the foundation courses.

PREREQUISITES

Completion of VCT 124 (Intro to Mac computers) and VCT 125 (Intro to Image Construction, Editing) or passing score on the challenge tests. *Note: These classes should be taken during your first quarter on campus.* Program requirements for graduation include satisfactory completion of program with a minimum 2.0 (75%) cumulative grade point average. Students completing any AAAS degree in the VCT program are required to maintain a final grade of 2.0 in each VCT or ART course in order to progress to the next class, may repeat class or obtain advisor's waiver.

PROGRAM OUTCOMES

Students who successfully complete this program should be able to:

1. Effectively use concept development procedures in visual communication problem solving.
2. Select and organize design elements including letter forms, illustrations, typography and other graphic images and effectively use art elements such as line, shape, color, value, texture and form in the development of visual images for a variety of media.
3. Apply principles of audience and market analysis, conduct research and develop resources in the production of desktop publishing, graphic design, illustration, electronic paste-up, scanning and manipulation of images, and multimedia productions.

INDUSTRY OUTLOOK

This degree is designed to prepare a student for entry-level work in design studios, advertising agencies, retail, corporate, and in-house visual support departments, game and animation studios, advertising or marketing agencies, public relations firms, printing and prepress departments and publishing houses (newspaper, magazine, book).

Typical jobs include entry-level work in creating logos, annual reports, identity materials, packaging, signage, illustration, infographics, animation projects; assisting senior graphic designers and art directors; producing layouts and presentations, preparing comprehensives for production, developing web and multimedia projects and presentations.

Entry level wages range from \$13 to \$45 per hour with median wages at \$25.50 per hour. As graduates gain additional experience, they may see significant increases in their earning potential. In addition, freelance opportunities are also typically available. (Bureau of Labor Statistics. May 2008 State Occupational Employment and Wage Estimates: Washington.)

Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to change without notice, and final career decisions are the responsibility of the reader. **7962**

VISUAL COMMUNICATIONS TECHNOLOGY

Graphic Design and Production Art

Shoreline Community College: A.A.A.S. Degree or A.A.S.-T. Option

Provides immediate qualifications for entry-level positions in graphic design and production positions.

The prerequisite for the program is VCT 124 and VCT 125 (5 credits total). Challenge tests are available. 206-546-4671

PROGRAM REQUIREMENTS

<u>General Education Requirements:</u>	<u>Cr.</u>	<u>Gr.</u>
Recommended Selections - See advisor for other choices.		
Communication Skills (choose one)	5	___
BusTc 115 Fundamentals of Communication		
or ENGL& 101 Composition		
or ENGL 100 Analytical Reading and Writing		
or ESL 100 Academic ESL 3		
Quantitative Reasoning: (choose one)	5	___
CIS 105 Computer Applications		
or MATH& 107 Math in Society		
Human Relations: (choose one)	2-5	___
BUS 105 Essentials of Human Relations		
or CMST& 101 Introduction to Communication		
Multicultural Understanding: (choose one)	3-5	___
CMST 203 Communication Across Differences		
or BUS 103 Multicultural Understanding in the Workplace		
Total Gen Ed Credits	15-20	

VCT Foundation Requirements

Students required to complete all classes for degree.

Prerequisite for the program:

VCT 124 Basic Macintosh Sys Op* (2 cr)

VCT 125 Digital Image Construction* (3 cr)

*Challenge tests are available: 206-546-4671

Business and Communication	Cr.	Gr.
BUS 120 Principles of Marketing	5	___
MusTc 102 Rights & Methods in Multimedia	2	___
Art/Design		
ART 109 Design	5	___
ART 201 Graphic Design I: Typography	5	___
ART 144 Beginning Photography	5	___
ART 131 Drawing 1	5	___
Computer Graphics		
VCT 128 Page Layout I w/InDesign	4	___
VCT 134 Digital Illustration I w/Illustrator	4	___
VCT 136 Photoshop I	4	___
VCT 170 Web Design I w/Dreamweaver	4	___
Media		
VCT 135 Flash I: Intro to Multimedia	4	___
VCT 111 Survey of Production Arts	4	___
Total Foundation Credits	51	

- Students wishing to transfer should meet with faculty advisors to fulfill general education requirements.
- Students may need to satisfy prerequisites to enter sequential or series courses. VCT 124 and 125 are *required* for any student who cannot pass the Macintosh proficiency test.
- 2.0 GPA is required for ART and VCT courses for program; student may obtain faculty waiver or repeat course.

VCT Graphic Design & Production Arts

Degree Option Requirements and one Elective

ARTH 224/225/226 (choose one)	5	___
VCT 154 Printing Processes: Offset	4	___
VCT 155 Printing Pr: Inkjet/Digital Printing	4	___
ART 202 Graphic Design II: Identity	5	___
ART 203 Graphic Design III: Advertising/Layout	5	___
VCT 204 Graphic Design IV: Packaging	5	___
VCT 157 Electronic Prepress I	4	___
VCT 228 Page Layout II w/InDesign	4	___
VCT 205 Graphic Design V: Studio	5	___
VCT 224 Portfolio for Graphic Design Track*	2-4	___
(*Taken concurrently w/VCT202)		
___ ___ <i>Elective</i>		4-5 ___

Degree Credits 47- 50

ELECTIVES: One Elective Required. Suggested List

You may choose from the below list, or a different class with your advisor's assistance.

List of Suggested Electives:

VCT 190	Internship in Visual Comm
CIS140	HTML and the Internet
CS121	Intro to Prog w/ Alice & Javascript
VCT 236	Photoshop II
VCT 234	Digital Illustration II w/Illustrator
VCT 270	Web Design II w/Dreamweaver
VCT 274	Flash II: Interface Design
VCT 144	Digital Photo for Industry
ART 244	Studio/Color/Electronic Imaging
BUS 216	Advertising & Sales Promotion
VCT 276	3D Modeling with Maya
VCT 257	Electronic Prepress II
ART 132	Drawing 2
ARTH 204	Asian Art History

Total Degree Credits Required 113 - 121

STUDENT NAME _____	
STUDENT I.D. _____	
APPROVAL TO GRADUATE	
ADVISOR APPROVAL _____	DATE _____
DIVISION DEAN APPROVAL _____	DATE _____
CREDENTIALS APPROVAL _____	DATE _____