



2011 - 2012 Career Planning Guide

VISUAL COMMUNICATIONS TECHNOLOGY

Marketing

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: 95-101 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 \$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

Visual Communications Technology program is designed to provide an integrated foundation of knowledge and practice in visual design principles; graphic and typographic design; photography and video; computer graphic technologies; and offset printing, pre-press and new imaging technologies. Based on personal and career interests, students select an area of concentration in graphic design, print production, photography and video, digital interactive media or marketing.

The Marketing option is designed for students who want to pursue sales and marketing in the field of Visual Communication Technology. Students learn the basics of visual communication technology including design elements, photography, drawing, offset printing, graphic design and computer graphics. The program also covers fundamentals of business and marketing. The curriculum includes courses in business math, human relations, economics, salesmanship, advertising, public speaking and computer applications. For students wishing to pursue 4-year degree options, please see a faculty advisor.

PROGRAM OUTCOMES

Students who successfully complete this program should be able to:

1. Identify the basic components of marketing strategies such as identification of market segments, consumer buying behavior, product planning, and promotion of goods and services.
2. Explain and apply advertising strategies for planning, producing and selecting the appropriate media.
3. Demonstrate good sales skills: effectively interview clients, accurately gauge consumer needs, plan and deliver effective sales presentations, and build customer goodwill.
4. Apply basic art elements in the development of visual communication concepts.
5. Apply basic principles of graphic design in the selection and organization of images and text.
6. Identify mechanical aspects related to development of production-ready art, printing and multimedia.
7. Appropriately select production techniques for specific design projects.

CAREER OPPORTUNITIES

This degree option prepares graduates for entry-level employment in advertising agencies, print shops, public relations firms, commercial graphics companies, media companies, non-profit organizations and other businesses that use visual communication to sell or promote goods and services.

POTENTIAL POSITIONS INCLUDE

Advertising Sales Representative, Marketing Account Representative, Public Relations and Promotions Staff, Fundraising and Development, Public Information Officer, Graphic Designer, Desktop Publisher, Printing Sales Representative, Marketing Manager. Entry level salaries range from \$36,000 to \$42,000 and higher. (Bureau of Labor Statistics, May 2008 State Occupational Employment and Wage Estimates: Washington.) For employment outlook, see the U.S. Dept. of Labor Occupational Outlook Handbook at <http://www.bls.gov/OCO/>.

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. **728**

VISUAL COMMUNICATIONS TECHNOLOGY

Marketing

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

General Education Requirements Recommended Selections - See advisor for other choices.

Communication Skills (choose one)	Cr.	Gr.
BUSTC 215 Professional Communications or ENGL& 101 English Composition I	5	___
Quantitative Reasoning (choose one)		
CIS 105 Computer Applications or MATH& 107 Math in Society	5	___
Human Relations (choose one)		
BUS 105 Essentials of Human Rela or CMST& 101 Introduction to Comm	2-5	___
Multicultural Education (choose one)		
BUS 103 Multicultural Understanding in the Workplace or CMST 203 Comm Across Difference	3-5	___
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	___
Computer Graphics		
VCT 128 Page Layout I w/InDesign	4	___
VCT 134 Digital Illustration I w/Illustrator	4	___
VCT 136 Photoshop I	4	___
Media		
VCT 135 Flash I: Intro to Multimedia	4	___
VCT 111 Survey of Production Arts	4	___
Total Foundation Credits	42	

- 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 Degree Option Requirements Students complete all courses in one or more selected Specializations in the Option of their choice. See advisor to add additional Specializations from other Options.

FOUNDATION: REQUIRED BY ALL VCT MARKETING DEGREE STUDENTS

BUS& 101 Intro to Business	5	___
BUS 225 Professional Selling	5	___
BUS 220 Advertising	5	___
ECON 100 Economic Principles	5	___
CMST& 220 Public Speaking	5	___
Choose one of the following:	5	___

ARTH 224/ W Sur. Ancient Western Art

or ARTH 225/W Sur.West Art,Med-Baroq

or ARTH 226/W Sur.West .Art-Mod/Postmod

Marketing*

*Students pursuing Marketing Option may select **print media** or **multimedia** choices for VCT Foundation Requirements - see advisor.

Marketing Specialization	Cr.	Gr.
<input type="checkbox"/> PRINT MEDIA:		
VCT 155 Printing Processes: Dig Printing	4	___
VCT 157 Electronic Prepress I	4	___
<input type="checkbox"/> MULTIMEDIA:		
VCT 170 Web Design I w/Dreamweaver	4	___
AND Choose one of the following:	5	___
FILM 255 Basic Video Production		
or FILM 256 Video Field Production		
or FILM 265 or 266 Editing I		

Total Degree Credits Required 95-101

STUDENT NAME

STUDENT I.D.

APPROVAL TO GRADUATE

ADVISOR APPROVAL DATE

DIVISION DEAN APPROVAL DATE

CREDENTIALS APPROVAL DATE