



2011-2012 Career Planning Guide

VISUAL COMMUNICATION TECHNOLOGY: A Foundation Program w/Customized Specialization Certificate of Proficiency (1 year)

Shoreline Community College

16101 Greenwood Avenue North

Shoreline, WA 98133

Length of Program: 49 - 57 credits, 3 - 4 quarters

Completion Award: Certificate of Proficiency

Program Information:

Mary Bonar 206 546-4671, Room 2057

mbonar@shoreline.edu.

Faculty Advisors:

Christine Shafner: cshafner@shoreline.edu

Jim Reddin: jreddin@shoreline.edu

Al Yates: ayates@shoreline.edu

Approximate Quarterly Costs

Check quarter class schedule for Tuition Table

Parking Fee Per Quarter (Day/Evening) \$15

Supplies and Equipment \$50

Book prices vary widely. Quarterly average \$200 - \$300

Additional Instructional Fees \$25 - \$85

Enrollment: Fall (recommended), Winter, Spring, Summer

<http://www.shoreline.edu/vctprogram.html>

<http://www.shoreline.edu/vct.html>

www.shoreline-visualarts.com

PROGRAM DESCRIPTION

The Visual Communications Technology specialization certificate 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 upper-level classes once they have completed the prerequisite requirements. The certificate of proficiency is designed to serve the needs of working professionals and students seeking entry-level positions by enhancing skills for employability.

For this Certificate of Proficiency, students will study the fundamentals of communications including design principles, typography, image creation, editing and preparation for final use, and will also receive training in specific software utilized in the industry. This one-year course of study provides a condensed foundation in multiple areas with a customizable choice of capstone classes (student choice). Students using this certificate must seek VCT faculty advising and work closely with them. This certificate also articulates into the 2-year AAAS VCT degree for stronger knowledge and instruction in specific degree areas. **Please see a VCT faculty advisor.**

Students must achieve 2.0 or greater in each Art or VCT classes in order to progress to the next class, may repeat class or obtain a faculty advisor's waiver.

PROGRAM OUTCOMES

Students who successfully complete this program should be able to:

Complete a shortened education sequence tailored to individual needs, as a pathway for further study and learning.

Create, select and organize design elements on an introductory level including letterforms, illustrations, typography and other graphic images.

Use computer software applications for graphic design, illustration, desktop design/publishing, and scanning or manipulating visual images (and video or 2-d animation if these final classes are chosen).

Be familiar with procedures, processes, and concerns in many types of visual communication projects.

CAREER OPPORTUNITIES

Graduates of the certificate program may find employment in a variety of settings including advertising agencies, publication houses, news agencies, imaging agencies and print shops.

POTENTIAL POSITIONS INCLUDE

Graphic Design, Production artist, Multimedia artist, Web designer, IT web support, Photographer, Illustrator, Animator, Prepress, Videographer, Marketing/project manager, Creative services sales representative, Customer Service Representative.

Entry-level salaries range from \$22,000 to \$32,000. To enhance your skill set and career options, a two-year degree is recommended. For employment outlook, see the U.S. Dept. of Labor Occupational Outlook Handbook at

<http://www.bls.gov/OCO/>.

VISUAL COMMUNICATION TECHNOLOGY:

Certificate of Proficiency: A Foundation Program w/Customized Specialization

* Students using this certificate must seek VCT faculty advising and work closely with them.

PROGRAM REQUIREMENTS

General Education

Course _____ **Cr.** **Gr.**

Communication Skills: 5 _____

ENGL 100 Analytical Reading & Writing or

ENGL& 101 English Composition I

Quantitative Reasoning: 5 _____

BUS 102 Business Mathematics or

CIS 105 Computer Applications

Human Relations: 2 - 5 _____

BUS 105 Essentials of Human Relations or

CMST& 101 Introduction to Comm

Core Requirements

VCT 124 Basic Macintosh Sys Op 2 _____

VCT 125 Intro to Image Construction 3 _____

ART 201 Graphic Design I 5 _____

VCT 136 Photoshop I 4 _____

VCT 134 Digital Illustration I 4 _____

VCT 128 Page Layout I 4 _____

VCT 224 or VCT 225 or VCT 226 Portfolio 2 - 4 _____

(Take this class in the last quarter)

Choice of classes:

13 to 16 credits from classes listed below:

(Choose according to your career goal. You may stay within one category, or, choose freely from several.)

Graphic design classes ART 109 Design, ART 202 Graphic Design II, ART 203 Graphic Design III, VCT 128 Page Layout I, VCT 228 Page Layout II, VCT 111 Production Arts Survey.

Photoshop/Photography: Art 144 Beginning Photography, VCT 236 Photoshop II, ART 145 Intermediate Photography, ART 146 Advanced Photography, VCT 155 Digital Printing.

Flash/multimedia: ART 135 Flash I:Multimedia, ART 134 Drawing for Animation, VCT 274 Flash II: Interface Design, VCT 275 Flash III:Interact Anim.

Web: VCT 170 Web Desgn I, VCT 270 Web Design II, VCT 135 Flash I

Illustration: VCT 234 Adv Digital Illustr, VCT 276 3-D Modeling w/Maya, VCT 277, 3D Animation w/Maya, ART 131 Drawing I,

Production: VCT 111 Production Arts Survey, VCT 154 Printing: Offset, VCT 155 Digital Printing, VCT 157 Ele Prepress I, VCT 257 Ele Prepress II

Video: Film 265 or 266 Editing I, VCT 267 or 268 Editing II, CINEM 201 Introduction to Cinema, FILM 255 Basic Video Production, FILM 256 Video Production I.

Marketing: BUS 120 Principles of Marketing, VCT 111 Production Arts Survey, MUSTC 102 Rights/Methods-Mltimedia.

*Check for prerequisites for all of the upper level classes, and plan ahead!

* Substitutions and waivers can be made with faculty approval.

*Choose a mix of different types of classes for each quarter. For example: lecture, computer/software, studio, general education classes.

In addition to this 1 year certificate, students may earn a Certificate(s) in a specialized area. Call 546-4671 for advising and information on available certificates. Students may also add classes to complete a two-year degree.

Linear Suggested Schedule:

1st Quarter	VCT 124	2
	VCT 125	3
	VCT 101	5
	Gen Ed/Human Rel	2
	Electives	(up to 5 credits)
		17 credits

2nd Quarter	VCT 134	4
	VCT 136	4
	Gen Ed	5
	Electives	(up to 6 credits)
		19 credits

3rd Quarter	VCT 128	4
	VCT 224 or 225 or 226	2-4
	Gen Ed	5
	Electives	(up to 8 cr)
		19 - 21 credits

STUDENT NAME

STUDENT I.D.

APPROVAL TO GRADUATE

ADVISOR APPROVAL

DATE

DIVISION CHAIR APPROVAL

DATE

CREDENTIALS APPROVAL

DATE

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.

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Total Credits Required

49 - 57

Suggested Schedule for this specialization certificate

