

# Visual Communications

## vc.chemeketa.edu

The Visual Communications program is constantly evolving to reflect the ongoing excitement in the field of graphic arts. Graphic design integrates work in print, web, photography, illustration and interactive media.

The language of design serves as a powerful core of knowledge and skills that will allow you to begin work in any number of creative fields. The future is wide open for those willing to be flexible and embrace new technologies and for those who are willing to work hard at the balance of creativity and technical skill.

As part of the Visual Communications program, you will develop skills in graphic design, layout, typography, photography, and digital media, as well as the teamwork and creative problem solving essential to a lifelong career. Students will produce both a traditional print and digital portfolio of work, including a personal stationery package and résumé in preparation for entering the job market. A class portfolio show is part of spring term your final year.

The Visual Communications program offers an Associate of Applied Science degree that emphasizes graphic design. Additional coursework is available in fine arts, illustration, photography, web, video, animation, and interactive media. This hands-on, intensive program can lead to numerous career options. The program takes two full years to complete beginning in fall term. Most students spread their work over three years, which allows for more in-depth study and taking elective classes. Students interested in completing their bachelor's degree have several transfer options and should meet with an advisor before beginning the program. For more information and a complete application packet, visit the Web site at [vc.chemeketa.edu](http://vc.chemeketa.edu).

## Program outcomes

### Students completing the AAS will:

- Work with others in the creation and production of original ideas and graphic design.
- Research and present design solutions to communication projects.
- Use current and evolving industry standard methods and processes in the production and crafting of graphic communications.
- Apply and articulate the trade practices, ethics, and copyright laws related to graphic arts.
- Participate in a client-designer relationship in the implementation and evaluation of projects.
- Organize and present a portfolio of work that gives evidence of the skills, knowledge, and abilities to begin a graphic arts career.

## Getting started

Apply early. The program has special admissions prerequisites, requirements and enrollment limits.

The first step to entering this program is to take part in a program assessment process, which includes taking the college's free placement test and meeting with counseling and advising staff. You may need to complete pre-program courses. Your advisor will then help you develop an individualized program of study, which may include one or more of the following:

CIS101	Introduction to Microcomputer Applications .....	3
MTH020	Basic Mathematics.....	4
SSP014ABC	Spelling Rules.....	1-3
SSP051	Studying for College .....	3
	or	
RD090	College Textbook Reading.....	3
WR115	Introduction to Composition .....	3

All Visual Communications classes take place in a Macintosh computer lab and require extensive computer knowledge. Detailed information about the program and application process is available on the Web site and at regularly scheduled program overview sessions. If you have questions about program requirements, call Counseling and Career Services at 503.399.5120 or the program chair at 503.399.6473.

## Visual Communications Associate of Applied Science

*In addition to tuition, estimated costs for students who complete the entire program average \$600 per term. Costs include photographic supplies, books, high resolution output, presentation supplies, tracing paper, sketchbooks and digital media. A digital SLR camera is required for all courses; details are on the web site. A portfolio, at a cost of up to \$250, is required for graduation. Class fees total \$673 for required courses, student services fees are \$52; and universal access fees are an additional \$624. Although not required, a home computer greatly enhances the student's ability to successfully complete coursework and learn new software. Contact the Financial Aid Office at 503.399.5018 to find out if you qualify for help with these costs.*

You may earn an Associate of Applied Science degree by maintaining a grade point average of 2.50 and successfully completing the 104 credit hours with a grade of "C" or better in all required courses.

Course Term	Title	Credit Hours
ART131	Introduction to Drawing I (or higher).....	4
ART265	Digital Photography.....	4
VC111	Introduction to Visual Communications.....	4
VC114	Introduction to Digital Graphics.....	4
WR121	English Composition—Exposition+ (or higher).....	3
<b>Term 2</b>		
ART115	Basic Design.....	3
ART224	Type Design I .....	4
MTH060	Introductory Algebra+ (or higher).....	4
SP112	Fundamentals of Persuasion.....	3
VC151	Electronic Imaging I: Digital to Print.....	3

**Term 3**

ART116	Basic Design.....	3
ART225	Type Design 2.....	4
ART266	Studio Photography.....	4
PSY104	Psychology in the Workplace+.....	3
VC121	Layout 1: Page Design.....	4

**Term 4**

ART221	Graphic Design 1: Icons and Symbols.....	4
VC122	Layout 2: Intermediate Page Design.....	4
VC237	Web Design 1.....	4
VC251	Electronic Imaging 2: Color Correction.....	3
VC271	Studio Practices.....	2
	or	
VC280B	Cooperative Work Experience.....	2

**Term 5**

ART222	Graphic Design 2: Logo Design.....	4
ART237	Photo Illustration.....	4
	or	
VC243	Animation 1.....	3
	or	
VC265	Digital Video 1.....	3
VC221	Layout 3: Publication Design.....	4
VC238	Web Design 2.....	4
VC246	File Prep.....	3

**Term 6**

ART223	Graphic Design 3: Package Design.....	4
VC241	Interactive Media.....	3
VC283	Business of Graphic Arts.....	4
VC284	Portfolio Preparation.....	4

+Meets related instruction requirement.

