

Visual Communications Programs

vc.chemeketa.edu

The Visual Communications program offers two associate of applied science degrees: Graphic Design and Interactive Media. All students share a common course of study during the first two quarters, which includes general education as well as program classes. Before spring term of your first year, you will meet with your assigned faculty advisor to determine your degree path. Students completing the program over a three-year period have the option of earning both degrees. (Check with the Financial Aid Office to see if this will work for you.) During the second year, students take either the required graphic design or interactive media courses and then come together during their final term for the capstone portfolio class and show. Students work closely together in all classes, sharing common studio space and computer lab facilities. Opportunities to work in traditional media alongside new media abound in both required and elective classes.

As part of the program, all students develop skills in graphic design, web design, layout, typography, and digital media, as well as the teamwork, creative problem solving, and life-long learning skills essential to a successful creative career. Students produce a print and/or digital portfolio of work, including a personal stationery package and résumé, in preparation for entering the job market.

Either program option takes a minimum of two full years to complete, and students must begin the program fall term. Some students choose to spread their coursework over three years which allows for more in-depth study and often culminates in the completion of both degrees. Students interested in completing a bachelor's degree have several transfer options and should meet with the program chair before beginning the program. For more information, visit the program web site at vc.chemeketa.edu.

Program outcomes

Students completing the degrees should be able to:

- Work with others in the creation and production of original ideas and graphic design and/or interactive media
- Research and present design solutions to communication projects
- Use current and evolving industry standard methods and processes in the production and crafting of graphic design and/or interactive communications
- Articulate and apply 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 design and/or interactive media career or transfer to a four-year college for additional study

Getting started

The program has special admission requirements and enrollment limits. Attending a program overview session is required in order to learn all current program information and application procedures. Sessions are scheduled throughout the year, and dates are posted on the program web site at vc.chemeketa.edu. You will also find a digital application on the web site. A portfolio of previous work is part of the application process. Your work can be in any media—not just graphic design.

The first step to entering this program is to take part in an assessment process, which includes taking the college's free placement test and meeting with Chemeketa's Advising and Counseling staff. You may need to complete program entry requirements. Then your advisor will help you develop an individualized program of study, which may include one or more of the following:

MTH020	Basic Mathematics.....	4
RD115	Academic Thinking and Reading	3
WR115	Introduction to Composition.....	4

The Visual Communications program accepts digital applications for fall entry from April 25 through June 24, 2016. Students may apply for the program while completing the prerequisite courses listed above.

If you have questions about program requirements, contact the Visual Communications program at 503.399.5070 or e-mail vc@chemeketa.edu.



go.chemeketa.edu • 4000 Lancaster Dr. NE • Salem, Oregon 97305

Chemeketa Community College is an equal opportunity/affirmative action employer and educational institution. To request this publication in an alternative format, please call 503.399.5192.

Graphic Design Associate of Applied Science Degree

In addition to tuition, estimated costs for the students who complete the entire Graphic Design program average \$651 per term. Costs include photographic supplies, books, printing, presentation supplies, tracing paper, sketchbooks, and digital media. A portfolio, at a cost of up to \$250, is required for graduation. Class fees for Graphic Design total \$1,182 for required courses, and universal access fees are an additional \$1,484. 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 required 106 credit hours with a grade of "C" or better in all courses.

Course	Title	Credit Hours
Term 1		
ART115	Basic Design: Black and White	4
ART131	Introduction to Drawing 1	4
VC111	Introduction to Visual Communications	4
VC114	Introduction to Digital Graphics.....	4
Term 2		
ART207	Graphic Design Literacy: Decoding Traditions of Visual Culture	4
ART224	Type Design 1	4
VC115	Introduction to Digital Layout	4
WR121	The College Essay+.....	4
	Graphic Design elective*	2
Term 3		
ART118	Digital Design and Color.....	4
ART225	Type Design 2	4
ART234	Figure Drawing.....	4
COMM112	Persuasive Speaking.....	4
VC224	Layout 1: Page Design	4
Term 4		
ART221	Graphic Design 1: Icons and Symbols.....	4
ART238	Introduction to Illustration	3
	or	
ART265	Photography 1.....	4
VC225	Layout 2: Intermediate Page Design.....	4
VC246	File Prep	3
VC272A	Design Studio.....	2
Term 5		
ART222	Graphic Design 2: Logo Design	4
ART239	Introduction to Digital Illustration	3
MTH060	Introductory Algebra+ (or higher)	4
VC226	Layout 3: Publication Design.....	4
VC235	Interface Design	3
Term 6		
ART223	Graphic Design 3: Package Design.....	4
PSY104	Workplace Psychology+	4
VC283	Business of Graphic Arts	4
VC284	Portfolio.....	4
VC285A	Design Portfolio Preparation	2

+Meets related instruction requirement, see page 50. For subject areas, see page 56.

*Graphic Design electives (select one course):

ART120	Digital Media Time Design	4
ART237	Photo Illustration	4
ART238	Introduction to Illustration	3
ART243	Advanced Illustration.....	3
ART265	Photography 1.....	4
ART266	Photography 2.....	4
ART267	Portrait Photography.....	4
ART268	Documentary Photography	4
ART289	The Medium and the Message	4
VC130	Photoshop 1	2
VC133A	InDesign 1	2
VC134	Dreamweaver 1	2
VC139	Illustrator 1	2
VC147	Cascading Style Sheets.....	2
VC237	Web Design 1.....	4

Graphic Design AAS

Interactive Media Associate of Applied Science Degree Option

Interactive Media students average \$527 per term. Costs include photographic supplies, books, printing, presentation supplies, tracing paper, sketchbooks, and digital media. Class fees for the Interactive Media option total \$1,101 for required courses, and universal access fees are an additional \$1,470. 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 required 105 credit hours with a grade of "C" or better in all courses.

Course	Title	Credit Hours
Term 1		
ART115	Basic Design: Black and White	4
ART131	Introduction to Drawing 1	4
VC111	Introduction to Visual Communications	4
VC114	Introduction to Digital Graphics.....	4
Term 2		
ART207	Graphic Design Literacy: Decoding Traditions of Visual Culture	4
ART224	Type Design 1	4
VC115	Introduction to Digital Layout	4
WR121	The College Essay+.....	4
	Interactive Media elective*.....	2
Term 3		
ART118	Digital Design and Color.....	4
ART225	Type Design 2	4
VC224	Layout 1: Design	4
VC237	Web Design 1.....	4
Term 4		
ART221	Graphic Design 1: Icons and Symbols.....	4
CIS121	Introduction to Programming Concepts	4
COMM112	Persuasive Speaking	4
VC238	Web Design 2.....	4
VC272B	Web Studio	2

Term 5

ART222	Graphic Design 2: Logo Design	4
CIS133SC	Fundamentals of Scripting Languages	4
PSY104	Workplace Psychology+	4
VC235	Interface Design	3
VC239	Web Design 3.....	4

Term 6

MTH060	Introductory Algebra+ (or higher)	4
VC241	Interactive Media	4
VC283	Business of Graphic Arts	4
VC284	Portfolio.....	4
VC285B	Web Portfolio Preparation.....	2

+Meets related instruction requirement, see page 50. For subject areas, see page 56.

***Interactive Media electives (select one course):**

ART120	Digital Media Time Design	4
ART223	Graphic Design 3: Package Design.....	4
ART237	Photo Illustration	4
ART238	Introduction to Illustration.....	3
ART265	Photography 1.....	4
VC130	Photoshop 1	2
VC133A	InDesign 1	2
VC134	Dreamweaver 1	2
VC139	Illustrator 1	2
VC147	Cascading Style Sheets.....	2
FLM265	Documentary Filmmaking	3