



Arts & Communications Pathway

Visual Communication/Graphic Design Associate in Applied Science

Visual Communication encompasses the existing Graphic Design program and the Multimedia and Web Design program, which was adopted in Fall 2000. Art, multimedia, animation, layout and design are some of the areas covered in these programs.

Employment opportunities in Visual Communication include: design for printed media, such as books, magazines, brochures, posters, newspapers, information graphics; and the creation of symbols and corporate identification devices. The profession also includes packaging, point-of-purchase displays, product graphics and environmental graphic design, as well as animation, computer-based multimedia, interface and interactive design.

Students should prefer activities concerned with communicating ideas to people, activities that require creative imagination and activities that provide satisfaction from seeing your work in print or published on the internet.

Minimum credits: 63
Minimum cumulative GPA: 2.0
Minimum JCC credits: 12
MACRAO Agreement: No

GENERAL EDUCATION REQUIREMENTS (17 credits)

ENGLISH (3 credits)

ENG 131 Writing Experience..3

MATHEMATICS (3 credits)

MTH 112 Business Mathematics
or higher level mathematics course3

SCIENCE (4 credits)

Choose one of the following:

BIO 131 General Biology4
CEM 121 Chemistry of Life4
CEM 131 General Chemistry4
CEM 151 General Inorganic Chemistry4
GEL 160 Introduction to Geology4
NSC 131 Contemporary Science4
PHY 131 Conceptual Physics4
PHY 151 Astronomy4

SOCIAL SCIENCE (3 credits)

ECN 231 Macroeconomics3

HEALTH/PHYSICAL FITNESS (1 credit)

Choose one of the following:

HPF 160 Wellness1
HPF 168 Weight Training & Conditioning2
HPF 221 Jazz Techniques3
HPF 277 Stress Management2
HPF 278 Stress Management for Parents2

HUMANITIES (3 credits)

Choose one of the following:

ART 112 Art History: Renaissance--History3
ENG 236 Women in a Changing Society3
ENG 246 Short Story & Novel3
ENG 247 Poetry and Drama3
ENG 249 African American Literature3
ENG 252 Shakespeare3
ENG 255 American Literature 19th Century3
ENG 256 American Literature 20th Century3
ENG 257 World Literature3
HUM 131 Cultural Connections3
MUS 131 Understanding Music3
PHL 231 Introduction to Philosophy3
PHL 232 Logic3
THR 116 Introduction to Theatre3

RELATED BUSINESS REQUIREMENTS (15 credits)

BUS 131 Introduction to Business3
BUS 132 Advertising, Promotion and Public Relations 3
BUS 155 Human Relations in Business3
ENG 232 Technical & Business Writing3
ITE 101 Information Technology Education3

GRAPHIC DESIGN REQUIREMENTS (31 credits)

ART 101 Two-Dimensional Design3
or ART 103 Drawing3
or ART 152 Painting & Composition3
ITE 171 Desktop Publishing3
ITE 211 Typography & Layout3
ITE 245 Internship1-6*
ITE 270 Graphic Creativity1
ITE 271 Desktop Publishing II3
ITE 272 Graphic Illustration3
ITE 273 Graphic Imaging3
ITE 274 Graphic Technology Applications3
ITE 276 Practicum in Printing I3
ITE 277 Practicum in Printing II3

*Minimum required for this degree is three credits