

Visual Communication/Graphic Design Associate in Applied Science



Arts & Communications Pathway

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
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MATHEMATICS — (3 credits)

MTH 112 Business Mathematics	3
or higher level mathematics course	

SCIENCE — (4 credits)

Choose one of the following:

BIO 131 General Biology	4
CEM 121 Chemistry of Life	4
CEM 131 General Chemistry	4
CEM 141 General Inorganic Chemistry	5
GEL 160 Introduction to Geology	4
NSC 131 Contemporary Science	4
PHY 131 Conceptual Physics	4
PHY 151 Astronomy	4

SOCIAL SCIENCE — (3 credits)

ECN 231 Macroeconomics	3
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HEALTH/PHYSICAL FITNESS — (1 credit)

Choose one of the following:

HPF 160 Wellness	1
HPF 168 Weight Training & Conditioning	2

HPF 221 Jazz Techniques	3
HPF 277 Stress Management	2
HPF 278 Stress Management for Parents	2

HUMANITIES — (3 credits)

Choose one of the following:

ART 111 Art History: Prehistoric-1400	3
ART 112 Art History: Renaissance-Present	3
ENG 236 Women in a Changing Society	3
ENG 246 Short Story & Novel	3
ENG 247 Poetry and Drama	3
ENG 249 African American Literature	3
ENG 252 Shakespeare	3
ENG 255 American Literature 19th Century	3
ENG 256 American Literature 20th Century	3
ENG 257 World Literature I	3
HUM 131 Cultural Connections	3
MUS 131 Understanding Music	3
PHL 231 Introduction to Philosophy	3
PHL 232 Logic	3
THR 116 Introduction to Theatre	3

RELATED BUSINESS REQUIREMENTS — (15 credits)

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

GRAPHIC DESIGN CORE REQUIREMENTS — (31 credits)

ART 101 Two-Dimensional Design	3
• or ART 103 Drawing	3
• or ART 152 Painting & Composition	3
ITE 171 Desktop Publishing	3
ITE 211 Typography & Layout	3
ITE 245 Internship	1-6*
ITE 270 Graphic Creativity	1
ITE 271 Desktop Publishing II	3
ITE 272 Graphic Illustration	3
ITE 273 Graphic Imaging	3
ITE 274 Graphic Technology Applications	3
ITE 276 Practicum in Printing I	3
ITE 277 Practicum in Printing II	3

*Minimum required for this degree is three credits