

VISUAL COMMUNICATIONS TECHNOLOGY: **GRAPHIC DESIGN**

A.A.S. DEGREE



Program Description:

Visual Communications Technology: Graphic Design is a program designed as a specific career path for students interested in gaining employment in the graphic arts; this includes such graphic design areas as print design, package design, web design, motion graphics, environmental graphic design, game design, and new media. A combination of lectures, laboratory projects, studio classes, and hands-on experiences provides students with an excellent foundation in the design and production of graphics and introduces them to processes and practices common to the field.

This program encourages the selection of art electives to build a strong foundation for careers in the graphic arts and design.

Careers in the field:

Freelance Graphic Designer, Computer Art and Design, Animation, Web Design, Magazine Design, Record/CD Cover Design, Branding, Interactive Design, Type Design, Motion Graphics, Package Design, Film Titles, TV Graphics, Book Design, Corporate Identity, Game Design, Environmental Design, Information Design

Schools to transfer to:

SUNY: University of Buffalo, Brockport, Fredonia, Oswego, New Paltz, Purchase; School of Visual Arts, Pratt, Parsons, Rochester Institute of Technology, Savannah College of Art and Design, Virginia Commonwealth, North Carolina State University, Massachusetts College of Arts, Rhode Island School of Design, and Carnegie Mellon

Specific skills learned:

Typography, packaging, branding, computer graphics, graphics and image manipulation, vector drawing, commercial illustration, animation, and motion-graphics

Full-time faculty:

Marj Crum • Jim Downer • Kathy Farrell

Coursework enhancement activities available:

Student Art Association • Comic Creators Club • American Institute of Graphic Arts

VCO1 AAD Visual Communications Technology: Graphic Design Applied Art & Design — 2 Year, 4 Semester Sequence

CRN	SEMESTER 1: 16 Credit Hours	Credit Hour
	AAD 104 Intro to Graphic Design, 2D (Must Take In 1st Semester)	3
	AAD 105 Typography (Must Take In 1st Semester)	3
	AAD 107 History of Graphic Design	3
	ART 104 Drawing 1	4
	Humanities ENG 101 College Composition or ENG 200 Advanced Composition	3

CRN	SEMESTER 2: 15 – 18 Credit Hours	Credit Hours
	AAD 160 Graphic Illustration, Vector Drawing	3
	AAD 260 Applied Imaging, Raster Graphics	3
	Choose 1 Suggested General Track Electives (see below)	3 – 4
	Humanities Elective (ART 204 Drawing 2, or ART 154 Drawing the Human Figure)	3 – 4
	Mathematics Elective	3 – 4

CRN	SEMESTER 3: 15 – 17 Credit Hours	Credit Hours
	AAD 112 Graphic Design 1	3
	ART 231 Art Seminar / Portfolio Development	3
	Choose 1 Suggested General Track Electives (see below)	3 – 4
	Social Science Elective (Suggest ART 118 Perspectives of Art History 1: Ancient)	3
	Natural Science Elective	3 – 4

CRN	SEMESTER 4: 15 – 17 Credit Hours	Credit Hours
	AAD 205 Graphic Design 2	3
	ART 108 The Sketchbook & the Creative Process	1
	Choose 1 Suggested General Track Electives (see below)	3 – 4
	Social Science Elective (Suggest ART 119 Perspectives of Art History 2: Modern)	3
	Humanities Elective (Recommend ART 125 Three Dimensional Design)	3 – 4
	Physical / Health Education Elective	2

Total Credit Hours	63 – 71
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SUGGESTED GENERAL TRACK ELECTIVES: 8 – 12 Credit Hours		Credit Hours
† ‡	ART 154 Drawing the Human Figure (Transfer Portfolio)	4
† ‡	ART 204 Drawing 2 (Transfer Portfolio)	4
† ‡	ART 205 Commercial Illustration I	4
† ‡	ART 110 Comics and Sequential Art	3
† ‡	AAD 256 Motion Graphics (Animation / Time Based Design)	3
† ‡	AAD 108 Ideation, Concept Development	3
† ‡ *	AAD 167 Web Design: Graphics	3
† *	AAD 220 Professional Practices (Business Practices for Vis. Artists)	3
† *	AAD 165 Prepress	3
*	AAD 250 Print Process	4
† ‡	ART 121 Perspectives of Art History 3: Non-West	3

† Design Track ‡ Illustration Track * Printing Track

08/14/2011