Somerset Community College

Program Overview

Visual Communication

Digital Production Artist Diploma

somerset.kctcs.edu

ADVISORS

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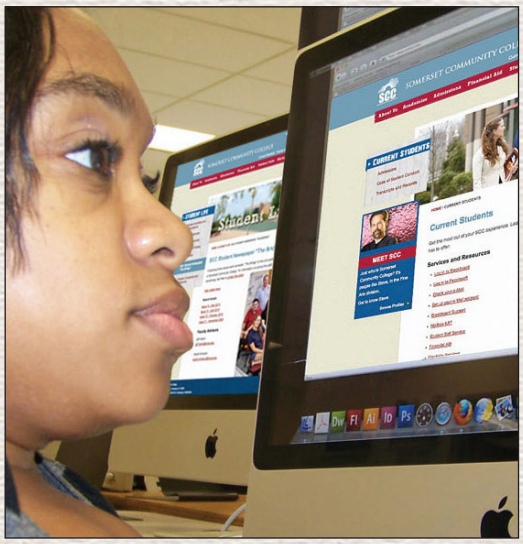

CAREERS IN VISUAL COMMUNICATION

Students successfully completing the Visual Communication program are qualified for employment in several computer-related fields:

- Commercial electronic prepress
- Public information and printing
- Newspaper layout and design
- Digital photography
- Screen printing design

PROGRAM DETAILS

The relationship between industry and the personal computer continues to grow stronger each year. As a result, so do the career opportunities available to graduates of the Visual Communication program at Somerset Community College. While positions remain available with commercial printers, newspapers, public relations firms and in screen printing operations; new jobs are being created for those with design experience in digital photography, in-house printing, web page design and other Internet businesses.

The Visual Communication program office is located on SCC's Somerset Campus south, however access is available at all campuses and centers. The program offers students a full-range of technical classes. Courses include instruction in the history, terminology and theory of printing and graphic communication; as well as hands-on classes for the most widely used and recognized Adobe desktop publishing programs—including Photoshop, Illustrator, In-Design, and Acrobat.

By combining knowledge learned through textbooks with ample hands-on exercises, students are able to take their ideas and give them form. Students learn how to use the elements of design to manipulate text and combine that text with art for maximum graphic effect. Many people have the natural skills necessary to work in graphics, and the instruction at Somerset Community College's Visual Communication program helps students define those skills and learn how to translate those talents to the computer.

VISUAL COMMUNICATION CREDENTIALS

CERTIFICATES:

- Digital Imaging Assistant (12 credit hours)
- Digital Production Assistant (15 credit hours)
- Web Design (30 credit hours)
- Animation (33 credit hours)

DIPLOMA:

- Digital Production Artist (51 credit hours)

ASSOCIATE IN APPLIED SCIENCE DEGREE:
In General Occupational/Technical Studies
AAS-GOTS (66 credit hours)

AREAS OF STUDY

Students receive instruction in:

- Adobe Photoshop
- Adobe InDesign
- Adobe Illustrator
- Adobe Acrobat
- Typography & Much More

COORDINATOR'S NOTES

The Visual Communication program at Somerset Community College is a two-year area of study focusing on the print media. Because today's print technology is completely digital, the study translates easily into use for the web.

As all Visual Communication courses are online, students must have access to the Adobe computer programs being taught: InDesign, Photoshop, Illustrator and Acrobat. All SCC Campuses and Centers have Apple iMac computers available for students in the program. These computers have software required for the courses already installed.

All Visual Communication courses are available online!

Somerset Community College
HIGHER EDUCATION BEGINS HERE

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KENTUCKY COMMUNITY & TECHNICAL COLLEGE SYSTEM

Somerset Community College

Visual Communication

Advising Planner

Digital Production Artist Diploma

somerset.kctcs.edu

REQUIRED COURSES

GENERAL EDUCATION REQUIREMENTS (6 HOURS)		Credit	Grade
ENG 101	Writing 1 (or Oral Communication or Humanities/Heritage)	3	_____
_____	Quantitative Reasoning (or Natural/Social/Behavioral Sciences)	3	_____
TECHNICAL COURSES REQUIRED (33-36 HOURS)			
CIT 105	Introduction to Computing (or Digital Literacy)	0-3	_____
VCC 100	Introduction to Visual Communication	3	_____
VCC 105	Fundamentals of Typography	3	_____
VCA 120	Digital Photography	3	_____
VCC 166	Digital Imaging	3	_____
VCC 200	Computer Illustration	3	_____
VCC 220	Computer Page Design	3	_____
VCC 230	Advanced Computer Page Design	3	_____
VCC 266	Advanced Digital Imaging	3	_____
VCC 270	Portable Document Format (PDF) Basics	3	_____
VCP 285	Electronic Prepress	3	_____
VCC 298	Practicum (or COE 199 or VCC 297)	3	_____
APPROVED ELECTIVES (9 HOURS)			
VCC 108	Digital Color Theory	3	_____
VCC 110	Graphic Design Concepts	3	_____
IMD 133	Basic Web Design	3	_____
IMD 232	Web Design with Dreamweaver	4	_____
IMD 240	Web Development with Flash	3	_____
VCP 255	Special Topics Lab: SCC Newspaper, "The Bridge"*	3	_____

**Face-to-face elective that is not required class for diploma*

TOTAL HOURS FOR PROGRAM — 48-51

SEMESTER COURSE LISTING

Class	(Alternative)	Credit
SEMESTER ONE (9-12 HOURS)		
Digital Literacy	(_____)	_____
VCC 100	(_____)	_____
VCC 220	(_____)	_____
Approved Elective	(_____)	_____
SEMESTER TWO (15 HOURS)		
VCC 166	(_____)	_____
VCA 120	(_____)	_____
VCC 105	(_____)	_____
VCC 230	(_____)	_____
VCC 270	(_____)	_____
SEMESTER THREE (12 HOURS)		
VCP 285	(_____)	_____
VCC 200	(_____)	_____
Gen Ed Course	(_____)	_____
Approved Elective	(_____)	_____
SEMESTER FOUR (12 HOURS)		
VCC 266	(_____)	_____
VCC 298 (or COE 199)	(_____)	_____
Gen Ed course	(_____)	_____
Approved Elective	(_____)	_____

TOTAL HOURS FOR PROGRAM — 48-51

All Visual Communication courses are available online!

Earn certificate, diploma, and degree by working at home or at any Somerset Community College campus or center.

STUDENT _____ ID NO. _____ DATE _____

SIGNATURE _____ ADVISOR _____