



# Visual Communications Technology: Creative Project Management

Associate in Applied Arts and Sciences (AAAS)  
Associate in Applied Science – Transfer (AAS-T)

Planning Guide 2017-2018

EPC 728 and 728T

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## Program Information:

**Length of Program:** 90-95 Credits  
**Completion Award:** A.A.A.S. or A.A.S.-T Degree  
**Enrollment:** Every Quarter  
**Approximate Quarterly Costs:** \$25-\$85  
*(in addition to tuition, books and parking)*  
**Website:** [www.shoreline.edu/vct/default.aspx](http://www.shoreline.edu/vct/default.aspx)

## Program Advisor:

**Christine Shafner**  
206-546-4667 [cshafner@shoreline.edu](mailto:cshafner@shoreline.edu) Rm 2055  
**Alan Yates**  
206-533-6771 [ayates@shoreline.edu](mailto:ayates@shoreline.edu) Rm 2054  
**Claire Fant**  
206-533-6763 [cfant@shoreline.edu](mailto:cfant@shoreline.edu) Rm 2024

## Program Description:

The Associate in Applied Arts and Sciences degree in Creative Project Management is designed to train students to work in the creative industry as project manager. The degree plan balances course work to cover basic design principles and technical skills with an emphasis on production scheduling, management, estimating, entrepreneurship, communication and marketing analytics.

Early advising is strongly recommended for this program.

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## Visual Communications Technology Creative Project Management —What is it?

In a world where digital technologies are converging, professionals from different parts of the creative industry need to work together toward project solutions. Also, not every position in a creative business is directly “design-related.” Equally important skills in the industry include the ability to strategize, communicate and manage people, projects, budgets and time. The creative industry needs people to help strategize, visualize, and plan solutions, create and maintain production schedules and communicate with clients about their needs.

## Program Outcomes:

Students who successfully complete this program—**by achieving a GPA of 2.0 or better for the entire program**—should be able to:

1. Identify the basic components of marketing strategies such as identification of market segments, consumer buying behavior, product planning, and promotion of goods and services.
2. Explain and apply advertising strategies for planning, producing and selecting the appropriate media.
3. Demonstrate good sales skills: effectively interview clients, accurately gauge consumer needs, plan and deliver effect.
4. Apply basic art elements in the development of visual communication concepts.
5. Apply basic principles of graphic design in the selection and organization of images and text.
6. Identify mechanical aspects related to development of production-ready art, printing and multimedia.
7. Appropriately select production techniques for specific design projects, give sales presentations, and build customer goodwill.

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## Career Opportunities—What can I do with a Degree in Creative Project Management?

Graduates may find entry-level work in graphic design and production. Positions might include: Advertising Sales Representative, Marketing Account Representative, Public Relations and Promotions Staff, Fundraising and Development, Public Information Officer, Graphic Designer, Desktop Publisher, Printing Sales Representative, Marketing Manager.

**Potential employers include:** organizations and other businesses that use visual communication to sell or promote goods and services. For more, please visit career information and resources at <http://www.shoreline.edu/counseling-center/career-counseling.aspx>.

**Program Prerequisites:** Students are required to maintain a final grade of 2.0 (75%) in each VCT or ART course in order to progress to the next class. If you receive a grade below 2.0, and you are taking a class as a requirement for this degree, you will be required to retake the class or pursue an advisor’s waiver.

A.A.A.S. DEGREE – 90-95 Credits

| GENERAL EDUCATION REQUIREMENTS   15-20 Credits       |   |     |    |     |
|--|---|-----|----|-----|
| Course   |   | QTR | GR | CR  |
| <b>Quantitative/Symbolic Reasoning: (Choose One)</b> |   |     |    | 5   |
| BUS 102  | Business Mathematics                      |     |    |     |
| BUSTC 150  | Excel 2013                                |     |    |     |
| MATH& 107  | Math in Society                           |     |    |     |
| MUSTC 106  | Acoustics of Music                        |     |    |     |
| <b>Communication Skills (Choose One)</b>             |   |     |    | 5   |
| BTWRT 215  | Business Communication                    |     |    |     |
| ENGL& 101  | English Composition I                     |     |    |     |
| <b>Human Relations (Choose One)</b>                  |   |     |    | 2-5 |
| BUS 105  | Essentials of Human Relations             |     |    |     |
| CMST& 101  | Intro to Communications                   |     |    |     |
| <b>Multicultural Understanding (Choose One)</b>      |   |     |    | 3-5 |
| CMST 203   | Com Across Diff                           |     |    |     |
| ART 105  | Multicultural Studies Through Visual Arts |     |    |     |
| BUS 103  | Multi Understanding in Wkplc              |     |    |     |

| VCT FOUNDATION REQUIREMENTS   75 Credits                           |  |     |    |    |
|--|--|-----|----|----|
| Students are required to complete all classes to receive a degree. |  |     |    |    |
| Course   |  | QTR | GR | CR |
| <b>Studio Foundation</b>   |  |     |    |    |
| ART 109  | 2-Dimensional Design                       |     |    | 5  |
|  | <i>or</i>                                  |     |    |    |
| ART 110  | 3-Dimensional Design                       |     |    |    |
| ART 131  | Drawing 1                                  |     |    | 5  |
| ART 144  | Beginning Photography                      |     |    | 5  |
| <b>Design/Production Foundation</b>                                |  |     |    |    |
| VCT 101  | Graphic Design I                           |     |    | 5  |
| VCT 112  | Visual Communication Survey                |     |    | 5  |
| <b>Digital Graphics Foundation</b>                                 |  |     |    |    |
| VCT 124  | Basic Macintosh Systems Operations         |     |    | 2  |
| VCT 125  | Intro to Image Construction/Editing/Output |     |    | 3  |
| VCT 128  | Adobe CS Page Layout w/InDesign            |     |    | 5  |
| VCT 134  | Adobe CS Illustrator (Vector Graphics)     |     |    | 5  |
| VCT 135  | Adobe CS: Animation/Interactive Media      |     |    | 5  |
| VCT 136  | Adobe CS: Raster Graphics w/Photoshop      |     |    | 5  |
| VCT 170  | Adobe CS: Interactive/Web Design           |     |    | 5  |
| VCT 176  | Introduction to 3D Modeling/Animation      |     |    | 5  |
| <b>Track Subjects</b>  |  |     |    |    |
| VCT 155  | Digital Production                         |     |    | 5  |
| VCT 156  | Creative Project management                |     |    | 5  |
| BUS 270  | Entrepreneurship                           |     |    | 5  |

**RECOMMENDATIONS:**

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| <b><u>APPROVAL TO GRADUATE</u></b>  |                   |
|-------------------------------------|-------------------|
| <hr/> <i>Student Name &amp; SID</i> | <hr/> <i>Date</i> |
| <hr/> <i>Faculty Advisory</i>       | <hr/> <i>Date</i> |
| <hr/> <i>Division Dean</i>          | <hr/> <i>Date</i> |
| <hr/> <i>Credential Approval</i>    | <hr/> <i>Date</i> |

**ADDITIONAL INFORMATION**

This program is Associate of Applied Science-Technology (AAS-T) degree eligible. The AAS-T degree indicator, which will appear on your transcript, will enable students to transfer this degree directly to some four-year institutions. Please check with your program advisor for more specific information.

Note: Every effort has been made to ensure the accuracy of the information in this publication. However, the information is subject to change without notice and final career decisions are the responsibility of the student.