



2005-2006 Career Planning Guide

VISUAL COMMUNICATION TECHNOLOGY: Digital Interactive Media

Shoreline Community College
16101 Greenwood Avenue North
Seattle, Washington 98133

Length of Program: 90 -107

Completion Award: A.A.A.S. Degree

Approximate Quarterly Costs

<i>Check quarterly class schedule for Tuition Table</i>	
Parking Fee Per Quarter (Daytime/Evening Only)	\$25
Supplies and Equipment (estimate, 6 quarters)	\$500
Book prices vary widely. Quarterly average	\$200
Additional Instructional Fees	\$25-\$85

Program Information:

Mary Bonar 206 546-4671 Room 2057
mbonar@ctc.edu

Enrollment: Fall (recommended), Winter, Spring, Summer
<http://www.shore.ctc.edu/shoreline/vct.html>

PROGRAM DESCRIPTION

Visual Communications Technology program is designed to provide an integrated foundation of knowledge and practice in visual design principles; graphic and typographic design; photography and video; computer graphic technologies; and offset printing, pre-press and new imaging technologies. Based on personal and career interests, students select an area of concentration in graphic design, print production, photography and video, multimedia or marketing.

The Digital Interactive Media Option is designed for students with a primary interest in creating, organizing and developing material for use in multimedia productions. Through this program students develop skills in photography, basic audio and television production, graphic and typographic design, computer technology, marketing theory and salesmanship. Students learn fundamental theory and current production values and develop their skills through hands-on experience.

PROGRAM OUTCOMES

Students who successfully complete this program will be able to:

1. Identify and use concept development procedures in visual communication problem solving.
2. Apply sound principles of esthetic and communication design to the selection and organization of the elements of multimedia presentation.
3. Use Macintosh computer applications for the creation, acquisition, manipulation and presentation of the elements of multimedia production.
4. Identify and apply principles of audience analysis and marketing in the design and preparation of multimedia communication.
5. Explain and apply principles of hypermedia communication and scripting as well as the character of the electronic organization of information as it impacts multimedia design and production.

CAREER OPPORTUNITIES

Multimedia is an emerging industry with uncharted potential. A growing number of businesses seek to tap the power of technological advances in multimedia communication. Graduates of the Digital Interactive Media Option may find employment in a variety of settings including advertising agencies, news agencies, educational institutions, sales and marketing departments. Students are encouraged to participate in internship experiences within the industry to enhance future employment opportunities.

POTENTIAL POSITIONS INCLUDE

Multimedia Production Assistant, Web Page Developer, Equipment Sales. Some multimedia specialists work as independent contractors. Entry-level wages range from \$10 to \$25 per hour and higher.

VISUAL COMMUNICATION TECHNOLOGY: Digital Interactive Media

Shoreline Community College: A.A.A.S. Degree

General Education Requirements

Recommended Selections -

See advisor for other choices

Communication Skills (choose one) Cr. Gr.

BusAd 252	Professional Communication	5	___
ENG 101	Composition & Exp. Prose	5	___

Quantitative Reasoning

CIS 105	Computer Applications	5	___
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Human Relations (Choose one)

BusAd 112	Essentials of Human Rel	2	___
SpCmu 101	Speech Communication	5	___

Multicultural Education (Choose one)

SpCmu 100	Commu in a diverse workplace	3	___
SpCmu 103	Commu. Across Differences	5	___

Physical Education

PE 292	First Aid and Personal Safety	3	___
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VCT Foundation Requirements

Required for all Students.

Business and Communications Cr. Gr.

BusAd 120	Marketing	5	___
MusTc 105	Principles of Rights & Methods in Multimedia	2	___

Art / Design

ART 109	Design	4	___
VCT 101	Graphic Design I	5	___
Art 100	Beginning Photography	5	___

Computer Graphics

VCT 124	Basic Macintosh Sys Op.	2	___
VCT 125	Intro to Image Construction	2	___
VCT 131	Computer Graphics: Desktop Publishing I	3	___
VCT 132	Computer Graphics Design and Illustration		
VCT 129	Introduction to Photoshop	3	___

Media

VCT 111	Offset Printing Proc. I	4	___
ART 115	Intro to New Media Design	3	___
CIS 140	Internet and HTML	5	___

Multimedia: Options C-Digital Video , D, and E-Multimedia emphasis

CMU 261 or 262 or 263	Studio Video Prod	3-5	___
MusTc 230	Introduction to MIDI	2	___

VCT Degree Option Requirements

Students complete all courses in one or more selected Specializations in the Option of their choice. See advisor to add additional Specializations from other Options.

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 reader.

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FOR OPTION D - Choose one of the following:

ArtH 201, or 202, or 203	Art History	5	___
CMU 203W	Mass Media and Society	5	___
CIN201W	Intro to Cinema	5	___
MUS 107W	Experiencing Music	5	___
ART 284	Appreciation of Animation	4	___

Option D: Digital Interactive Media

Computer Illustration/Animation Specialization

		Cr.	Gr.
ART 105	Drawing	4	___
VCT 102	Graphic Design II	5	___
ART 110	3D Design A Foundation	4	___
VCT 134	3D Imaging & Rendering I	3	___
VCT 135	3D Imaging & Animation I	3	___
ART 229	Advanced Photoshop	3	___
VCT 222	Portfolio Production & Resume	2-4	___

Multimedia Authoring Specialization

VCT 102	Graphic Design II	5	___
VCT 139	Interface Design for New Media	3	___
VCT 207	Interactivity in New Media Design	3	___
VCT 208	Learning Basic New Media Dsgn	3	___
VCT 222	Portfolio Production & Resume	2	___

Web Design Specialization

VCT 102	Graphic Design II	5	___
CIS 240	Java Scripting & Adv HTML	5	___
VCT 138	Intro to Internet Web Design	3	___
VCT 283	Special Topic Adv Web Design	3	___
Eng 272	Writing for the Web	5	___
CIS 120	Database Appl. & Concepts	5	___
VCT 222	Portfolio Resume Production	2-4	___

Digital Audio Specialization

VCT 102	Graphic Design II	5	___
MusTc 220	First Year Audio Recording	3	___
MusTc 226	Digital Audio Production I	3	___
MusTc 227	Digital Audio Production 2	3	___
MusTc 228	Digital Audio Production 3	3	___
MusTc 231	MIDI Sequencing 1	2	___

Choose

MusTc 232	MIDI Sampling	2	___
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or

MusTc 233	MIDI Synthesis	2	___
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Total Credits Required 90 -107

STUDENT NAME

STUDENT ID

APPROVAL TO GRADUATE

ADVISOR APPROVAL

DATE

DIVISON DEAN APPROVAL

DATE

CREDENTIALS APPROVAL

DATE