



2005-2006 Career Planning Guide

VISUAL COMMUNICATION TECHNOLOGY: Graphic Design

Shoreline Community College

16101 Greenwood Avenue North
Seattle, Washington 98133

Length of Program: 100 -108 credits, 6 quarters

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

Approximate Quarterly Costs

Check quarterly class schedule for Tuition Table

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, prepress 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 Graphic Design option is structured for students with a primary interest in understanding the fundamentals of design in the graphic arts industries. Graphic designers are expected to use creativity, artistic ability and knowledge of design theory to serve the communication and design needs of business, industry and government. Graphic designers develop marketing, advertising, merchandising and communication graphics which support and promote the activities of a wide variety of employers.

PROGRAM OUTCOMES

Students who successfully complete this program will be able to:

1. Effectively use concept development procedures in visual communication problem solving.
2. Select and organize design elements including letter forms, illustrations, typography and other graphic images.
3. Effectively use art elements such as line, shape, color, value, texture and form in the development of visual images.
4. Demonstrate knowledge of offset printing and print production including negative assembly, small press and bindery operations, automated systems, lithographic cameras, multicolor and special effects.
5. Use Macintosh computer software applications for desktop publishing, graphic design, illustration, electronic paste-up, scanning and manipulation of images, multimedia and prepress operations.
6. Apply knowledge of photography fundamentals including camera operations, image composition, lab procedures, film development, electronic image capture and manipulation.
7. Apply principles of audience and market analysis, and conduct research and develop resources in the production of visuals.

CAREER OPPORTUNITIES

Graduates of the Graphic Design option may find employment in a variety of settings including advertising agencies, publication houses, public relations firms, visual support departments, printing departments, news agencies and print shops.

POTENTIAL POSITIONS INCLUDE

Design and Layout Staff, Advertising and Art Production Departments, Print Shop Design Staff and Graphic Art Sales. Entry-level salaries range from \$20,000 to \$32,000 or higher.

VISUAL COMMUNICATION TECHNOLOGY: Graphic Design

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

PROGRAM PREREQUISITES

Eng 100 (Analytical Reading and Writing) or satisfactory ASSET test score for Eng 101
 Math 070 (Preparation for Algebra) or Satisfactory ASSET test score for Math 080 or 099

PROGRAM REQUIREMENTS

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 Relations	2	___
SpCmu 101	Speech Communications	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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(recommended)

VCT Foundation Requirements

Required for all Students.

Business and Communications Cr Gr.

BusAd 120	Principles of Marketing	5	___
MusTc 105	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 / Illustration	3	___
VCT 129	Introduction to Photoshop	3	___

Media

VCT 111	Offset Printing Procedure I	4	___
ART 115	Introduction to New Media Design and Authoring	3	___
CIS 140	Internet & HTML	5	___
VCT 112	Offset Printing II	4	___
VCT 122	Electronic Pre-Press & Production Art II	4	___

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 .

Option A: Graphic Design

<i>Graphic Design Specialization</i>		<u>Cr.</u>	<u>Gr.</u>
ART 105	Drawing	4	___
ARTH 201, 202 or 203	Western Art History	5	___
VCT 102	Graphic Design II	5	___
VCT 103	Graphic Design III	5	___
VCT 201	Graphic Design IV	4	___
VCT 202	Graphic Design V	4	___
VCT 203	Graphic Design VI	5	___

Total Credits Required 100-108

COMMENTS: _____

STUDENT NAME	

STUDENT ID	

APPROVAL TO GRADUATE	
_____	_____
ADVISOR APPROVAL	DATE
_____	_____
DIVISION DEAN APPROVAL	DATE
_____	_____
CREDENTIALS APPROVAL	DATE

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.