



2005-2006 Career Planning Guide

VISUAL COMMUNICATION TECHNOLOGY: Graphic/Print Production: Certificate of Proficiency

Shoreline Community College

16101 Greenwood Avenue North
Seattle, Washington 98133

Supplies and Equipment (estimate, 6 quarters) \$500

Length of Program: 58 credits, 3-4 quarters Book prices vary widely. Quarterly average \$200

Additional Instructional Fees \$25-\$85

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

Program Information:

Mary Bonar 206 546-4671 Room 2057

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 certificate of proficiency is designed to serve the needs of working professionals and students seeking entry level positions by enhancing skills for employability.

In the Graphic Print Production Certificate Program, students study the fundamentals of graphic design and offset printing including line photography, negative assembly, multi-color, small and large press, and bindery operations. Students gain hands-on experience in Macintosh computer basics and software for desktop publishing, design, illustration and other visual communication technology. Students develop customer service skills and strengthen production, cost estimating, job planning skills to industry standards.

PROGRAM OUTCOMES

Students who successfully complete this program will be able to:

- 1. Effectively use concept development procedures in visual communication problem solving.**
- 2. Create, select and organize design elements including letter forms, illustrations, typography and other graphic images.**
- 3. Use Macintosh computer software applications for desktop publishing, graphic design, illustration, electronic paste-up, and to scan or manipulate visual images**
- 4. Understand mechanical aspects related to development of camera-ready art, paste-up and printing.**
- 5. Explain knowledge of offset printing and print production including negative assembly, small press and bindery operations, automated systems, lithographic cameras, multicolor and special effects.**
- 6. Effectively communicate with clients to evaluate their printing needs, select appropriate materials and production processes, establish schedules and provide cost estimates.**

CAREER OPPORTUNITIES

Graduates of the Graphic Print Production certificate program may find employment in a variety of settings including advertising agencies, publication houses, printing departments, news agencies and print shops.

POTENTIAL POSITIONS INCLUDE

Bindery Worker, Production Assistant, Layout and Paste-up Assistant, Print Shop Staff, Customer Service Representative. Entry-level salaries range from \$18,000 to \$28,000.

VISUAL COMMUNICATION TECHNOLOGY: Graphic Print Production

Shoreline Community College: : Certificate of Proficiency

PROGRAM REQUIREMENTS

GENERAL EDUCATION/ RELATED INSTRUCTION

Course	Cr.	Gr.
Communication Skills:		
Eng 100 Analytical Read/Write	5	_____
Eng101 Composition and Expository Prose	or	_____
Quantitative Reasoning:		
BusAd 175 Business Math	5	_____
CIS 105 Computer Applications	or	_____
Human Relations:		
BusAd 112 Essentials of Human Relations	2	_____
Multicultural Issues:		
SpCmu100 Commu in a diverse workplace	3	_____

Core Requirements

VCT 101	Graphic Design I	5	_____
VCT 111	Offset Printng Procedures I	4	_____
VCT 112	Offset Printng Procedures II	4	_____
VCT 122	Elect Prepress & Prod. of Art II	4	_____
VCT 123	Elect Prepress & Prod. of Art III	4	_____
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 133	Computer Graphics: Desktop Publishing II	3	_____
VCT 212	Internship in Visual Communications	4	_____
VCT 213	Offset Graphic Production Portfolio	4	_____

Total Credits Required 58

In addition to the above 1 year certificate in Graphic/ Print Production students may earn a Certificate(s) in the following specialized areas: **Computer Graphics, Production/Art Electronic Prepress or Offset Printing Production.** See Bruce Amstutz for advising and information on available certificates.

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. F 7933