



## 2005-2006 Career Planning Guide

### VISUAL COMMUNICATION TECHNOLOGY: Offset Printing

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**Shoreline Community College**

16101 Greenwood Avenue North  
Seattle, Washington 98133

Length of Program: 86-94 credits

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	\$100
Book prices vary widely. Quarterly Average	\$200
Additional Instructional Fees	\$25-\$85

**Program Information:**

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

**Enrollment:** Fall (recommended), Winter, Spring

<http://www.shore.ctc.edu/shoreline/vct.html>

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**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 Offset Printing option is designed for students with a primary interest in offset printing and electronic prepress operations. Offset printing workers use a variety of photographic, mechanical, electronic and computer processes to prepare and produce printed materials. Students learn offset printing techniques including line photography, negative assembly, multi-color, small and large press, and bindery operations. Students develop hands-on skills in the development of production-ready art, electronic prepress and desktop publishing. They also gain customer service and management skills such as cost estimating, job planning and inventory controls.

**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. Create, use, manipulate and scan photographic images for use in printed materials.
4. Understand mechanical aspects related to development of camera-ready art, paste-up and printing.
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. Identify knowledge of offset printing and print production including negative assembly, small press and bindery operations, automated systems, lithographic cameras, multicolor and special effects.
7. Effectively communicate with clients to evaluate their printing needs, select appropriate materials and production processes, establish schedule and provide cost estimate.

**CAREER OPPORTUNITIES**

Graduates of the Offset Printing option 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: Offset Printing

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	___
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### Multicultural Education (choose one)

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

### Physical Education

PE 292	First Aid & Personal Safety (Recommended)	3	___
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## 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	Basics Macintosh Sys Op.	2	___
VCT 125	Digital 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 and HTML	5	___

### Choose (Print media: Options A, B, C-Digital Photo, and E-Print emphasis)

VCT 112	Offset Printing Procedure II	4	___
VCT 122	Electronic Pre-Press & Production Art II	4	___

### OR (Multimedia: Options C-Digital Video, D, and E-Multimedia emphasis)

## 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 B: Offset Printing

#### Offset Printing Specialization Cr. Gr.

EnvSc 201	Environmental Science	5	___
VCT 211	Offset Printing Proc. IV	4	___
VCT 212	Internship in Visual Communications	2-5	___
VCT 213	Offset / Graphic Produc Portfolio	4	___

#### Electronic Prepress Specialization

EnvSc 201	Environmental Science	5	___
VCT 123	Electronic Pre-Press & Production Art III	3	___
ART 292	Color Photography	3	___
VCT 212	Internship in Visual Communications	4	___
VCT 213	Offset / Graphic Produc Portfolio	4	___

**Total Credits Required 93-104**

**COMMENTS:** \_\_\_\_\_

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_____	
STUDENT NAME	
_____	
STUDENT ID	
_____	
<b>APPROVAL TO GRADUATE</b>	
_____	_____
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