



Visual Communications Technology: Foundation

Certificate of Proficiency (CP)

Planning Guide 2017-2018

EPC 7965

Program Information:

Length of Program: 61-64 Credits
Completion Award: Certificate of Proficiency
Enrollment: Every Quarter
Approximate Quarterly Costs: \$25-\$85
(in addition to tuition, books and parking)

Website: www.shoreline.edu/vct/default.aspx

Program Advisor:

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Program Description:

The Visual Communications Foundation Certificate of Proficiency is designed to provide an introductory level 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. Shoreline Community College works closely with local advisory committees comprised of industry professionals to ensure students receive the knowledge and skills currently in demand by employers in the field. Students interested in pursuing a four-year baccalaureate degree in Art should follow the Associate of Fine Arts (AFA) transfer degree planning guide.

Visual Communications Foundation —What is it?

The Visual Communications Technology certificate program is designed to serve the needs of working professionals and students seeking entry level or introductory positions by enhancing skills for employability. For this Certificate of Proficiency, students study a condensed package of fundamentals in communications including design principles, typography, image creation, editing and preparation for final use, and training in specific software utilized in the industry.

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. Build their knowledge base in many areas of visual communications, as a foundation for further study and learning.
2. Create, select and organize essential design elements including letter forms, illustrations, typography and other graphic images.
3. Use computer software applications for graphic design, illustration, print and web production and publishing, and image manipulation for multimedia and animation.
4. Be familiar with procedures, processes, and concerns in many types of introductory-level visual communication projects.

Career Opportunities—What can I do with a Certificate in Visual Communications Foundation?

Graduates are hired in entry-level position as Web designers, Print Designers, Print/sales representative, Production artists, & Customer Service Representatives.

Potential employers include: Graduates of the certificate program may find entry-level employment in a variety of settings including advertising agencies, publication houses, news agencies, imaging agencies and print shops. For more, please visit career information and resources at <http://www.shoreline.edu/counseling-center/career-counseling.aspx>.

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CERTIFICATE OF PROFICIENCY – 61-64 Credits

GENERAL EDUCATION REQUIREMENTS 12-15 Credits			
Course	QTR	GR	CR
Communication Skills: (Choose one)			
ENGL 099 Analytical Reading & Writing			5
ENGL& 101 English Composition I			
BTWRT 115 Business English			
BTWRT 215 Business Communication			
Quantitative/Symbolic Reasoning:			
BUS102 Business Mathematics			5
Human Relations:			
ART 105 Multicultural Studies Through the Visual Arts			2-5
<i>or</i>			
BUS 105 Essentials of Human Relations			
CMST& 101 Intro to Communications			

ADDITIONAL INFORMATION

- Substitutions and waivers may be made with faculty approval
- Check for prerequisites for all of the upper level classes, and plan ahead!
- Choose a mix of different types of classes for each quarter. For example: lecture, computer/software, studio, general education classes
- In addition to this 1-year certificate, students may earn a Certificate(s) in a specialized area. Students may also add classes to complete a two-year degree. Call 546-4671 for advising and information
- Plan one General Education class per quarter

CORE REQUIREMENTS 49 Credits			
ART 109 2-D Design			5
VCT 101 Graphic Design I			5
VCT 112 Visual Communications Survey			5
VCT 124 Basic Macintosh Systems			2
VCT 125 Intro to Image Construction			3
VCT 128 Adobe CS Page Layout w/InDesign			5
VCT 134 Adobe CS Illustrator (Vector Graphics)			5
VCT 136 Adobe CS Raster Graphic w/Photoshop			5
VCT 170 Adobe CS Interactive/ Web Design			5
Portfolio: (Choose one)			
VCT 205 Spec: Design Studio/Portfolio 5			4
VCT 215 Spec: Adobe Studio/Portfolio 1			
VCT 225 Spec: Interactive Web/Studio 1			
VCT 235 Spec: Autodesk/3D Studio/ Game Design 1			
VCT 245 Spec: Video/Visual Effects Studio 1			
ART 144 Beginning Photography			5
<i>or</i>			
ART 131 Drawing			

RECOMMENDATIONS

<u>APPROVAL TO GRADUATE</u>	
_____ <i>Student Name & SID</i>	_____ <i>Date</i>
_____ <i>Faculty Advisory</i>	_____ <i>Date</i>
_____ <i>Division Dean</i>	_____ <i>Date</i>
_____ <i>Credential Approval</i>	_____ <i>Date</i>

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.