

V Visual Communications Program

Design for Print, Web & Digital Media

The Visual Communications Program prepares students for careers in the print, web, and digital media design fields. The curriculum balances the development of conceptual and visual problem solving skills with the development of technical skills and knowledge of current industry practices.

WCC's 90-credit professional technical program leads to an Associate in Arts degree. The first year of study includes foundation courses in art and design and is open to all WCC students. First-year students should declare their pre-program intent. (See Checklist, page 2.) In addition to completing the program prerequisites, first-year students should take as many of the general education and elective requirements as their schedules allow.

Admission into the second year is by application. The second year program course sequence begins in the fall of each academic year. Program courses focus on the learning of computer skills and knowledge of current industry standards along with the continued development of visual design and problem solving skills. The second year may also include an internship at a supervised work site where the student gains practical experience in the field.

Program instructors are professionals in the field and bring their expertise into the classroom. The program courses are taught in a 24-station Macintosh computer lab. Hardware and software are regularly updated to stay current with industry standards.

Program Admission Requirements

The following prerequisites must be completed for admission consideration:

- Placement into ENGL& 101
- Completion of the following courses:
 - ART 112 Drawing I
 - ART 115 or 116 2D Design & Color / 3D Design
 - ART 185 Introduction to Visual Communications
 - ART& 100 or Art Appreciation
114 or 205 History of Graphic Design / Western Art 18th-mid 20thc.
or 215 Western Art WWII-Present

Admission is based on the following factors: prerequisite completion, the number of general education and electives completed from the degree requirements, and a portfolio review.

For More Information

Contact:
Jeanne Broussard
Program Coordinator

360.383.3578

email:
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For academic advising:

Entry & Advising
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Pre-Program Checklist

- 1** Complete WCC Application for Admission.
(Currently enrolled students already have this on file.)
- 2** Submit official transcripts from all colleges where you earned credits that may apply to the Visual Communications Program. You must also submit a *Transfer Credit Evaluation Request* form to the Registration & Records Office in order to have your transcripts evaluated. Forms are available at the Registration & Records Office, or downloadable on the Web.
- 3** Take the English, reading and math assessment or self-assessment tests. These are designed to identify your present skill levels, and will help you and your advisor select appropriate classes. Call 360.383.3080 for the information about English, reading and math assessment.

Placement into ENGL& 101 or above by self-assessment test or official transcript is a prerequisite for the Visual Communications Program.
- 4** Submit the Visual Communications Pre-Program Intent Form. Attend an information session or contact Jeanne Broussard, Program Coordinator (Cascade Hall, Room 160 / Phone: 360.383.3578) for a signed form. Submitting this intent form to the Admissions Office will give you priority for enrolling in Art 185 at your subsequent registration appointment time.
- 5** When you have completed the prerequisites (or are near completion), submit an application for admission to the Visual Communications Program. There is a \$25 application fee for processing the selective entry application. Application forms are available from the Admissions Office or on the Visual Communications Program webpage (www.whatcom.edu/viscom).
- 6** Applicants are also required to submit a portfolio. Your portfolio should consist of 10-15 pieces that demonstrate your drawing, composition, and design abilities. You may include work done in art classes or work done independently. Please see the “Portfolio Submission” section of the application form for more information.

Application & Portfolio Deadlines for Fall 2019

Application Deadline: **April 8, 2019**

Portfolio Submission: **April 15-19, 2019**

Note: Late applications submitted after the deadline are accepted for the Alternates List.

Other Recommendations

- Completion of the following courses is highly recommended before entry into the program:
 - ENGL& 101, English Composition I
 - Computational skills course (from list on page 3)
- If you have no prior experience with computers, it is recommended to take CIS 100, Computer Literacy before taking other computer-based courses.
- If your keyboarding skills are minimal, it is recommended to take BTEC 103, Beginning Keyboarding.

General Education Requirement Waiver

A student who has already received an Associate transfer degree (Washington State) or Bachelor's degree from an accredited U.S. institution may automatically meet the General Education requirements for the Visual Communications degree. See an advisor for more information.

VISUAL COMMUNICATIONS

PREREQUISITES (required for admission to program core courses)

Placement into ENGL& 101			N/A
ART	112	Drawing I	3-5
ART or	115 116	2D Design 3D Design	3-5
ART	185	Introduction to Visual Communications	5
ART& or ART or or	100 114 205 215	Art Appreciation History of Graphic Design Western Art from 18th to Mid-20th Century Western Art from WWII to the Present	3-5
Total			14-20

CORE REQUIREMENTS

VISCM	240	Typography	3
VISCM	250	Layout & Publication Design I	5
VISCM	251	Layout & Publication Design II	5
VISCM	260	Vector Illustration	5
VISCM	262	Advanced Digital Imaging	5
VISCM	270	Print Production and Prepress	5
VISCM	280	Web Design and Authoring I	5
VISCM	282	Web Design and Authoring II	5
VISCM	284	Web Content Management Systems	5
VISCM	286	Video Production for the Web	5
VISCM	292	Portfolio/Professional Practices	2
VISCM or	192 190	Design Lab Cooperative Education/Internship	2
Total			52

RELATED INSTRUCTION*/GENERAL EDUCATION REQUIREMENTS

ENGL&	101	English Composition I (CM)	5
BUS or CS or IDS or IDS or PHIL& or	100 140 112 113 117	Business Math (CP) Computer Programming Fundamentals (CP) Ethnomathematics (CP) Quantitative Methods in the Social Sciences (CP) Traditional Logic (CP) Any course designated as Computation (CP)	5
ANTH& or PSYC& or SOC& or CMST	206 100 101	Cultural Anthropology (HR) General Psychology (HR) Introduction to Sociology (HR) Any CMST course designated "OC" (HR)	3-5
Total			13-15

* CM = Communication, HR = Human Relations, CP = Computation

ELECTIVES – Select 3-11 credits from the following:

ART&	100	Art Appreciation **	3-5
ART	114	History of Graphic Design **	3
ART	118	Mixed Media/Collage	5
ART	123	Water Based Media	3-5
ART	134	Art of Color	3-5

** Can only be used as either a prerequisite or an elective course, not counted for both.

(Requirements continued next page)

ART	175	Printmaking: Relief and Monotype	3-5
ART	179	2D Animation	5
ART	187	Computer Art	3-5
ART	200	Figure Drawing I	3-5
ART	205	Western Art from 18th to Mid-20th Century **	3-5
ART	215	Western Art from WWII to the Present **	3-5
ART	221	Painting	3-5
BTEC	101	Intro to Business Computing	3
BTEC	121	Word Processing I	3
BTEC	122	Business Document Design	5
BTEC	141	Spreadsheets I	3
BTEC	161	Database Management 1	3
BTEC	181	Introduction to Presentation Software	3
BUS	108	Principles of Marketing	5
CIS	105	Computer Operating Systems I	5
CIS	205	Computer Operating Systems II	5
CS	120	HTML Fundamentals	5
IDS	170	Introduction to Sustainability	5
IDS	180	Visual Media and Culture	5
FILM	101	Introduction to Film	3-5
PHIL	115	Critical Thinking	3-5
CO-OP	190	Cooperative Work Experience - internship in VISCM** or BUS	3-5
			Total
			3-11
TOTAL CREDITS REQUIRED			90

** Can only be used as a either a prerequisite or an elective course, not counted for both.

SAMPLE STUDENT SCHEDULES

FIRST YEAR

The prerequisite courses, electives, and general education courses are offered throughout the year. Students should plan their schedules carefully in order to meet the program prerequisites and complete as many of the degree electives and general education courses as possible during their first year.

SECOND YEAR

Once admitted to the program, students must take the second year program courses in the prescribed sequence. Following is the student schedule for the year:

FALL	CR	SPRING	CR
VISCM 240 Typography	3	VISCM 251 Layout & Publication Design II	5
VISCM 260 Vector Illustration	5	VISCM 286 Video Production for the Web	5
VISCM 262 Advanced Digital Imaging	5	VISCM 282 Web Design and Authoring II	5
WINTER	CR	SUMMER	CR
VISCM 250 Layout & Publication Design I	5	VISCM 284 Web Content Management Systems	5
VISCM 270 Print Production and Prepress	5	VISCM 292 Portfolio/Professional Practices	2
VISCM 280 Web Design and Authoring I	5	VISCM 192 Design Lab (or VISCM 190 CO-OP)	2

Part-time Program Status: There are a limited number of part-time slots available for program students each academic year. For more information, contact the Program Coordinator.