The Visual Communications Technology–Graphic Arts & Printing Program specializes in courses in electronic publishing, print administration, electronic imaging, image assembly and lithographic press.

**VISUAL COMMUNICATIONS TECHNOLOGY**  
— **GRAPHIC ARTS AND PRINTING**

**Degree:** Associate in Applied Science  
**HEGIS Code:** 5009  
**Curriculum Code:** 2455  
**Campus Location:** South  
**Engineering & Technologies Division**  
**Pre-Admission Recommendations:** HS or HSE (High School Equivalency Diploma)  
**Recommended High School Courses and/or Experiences:** science, math, keyboarding, social science, English.  
**Career Opportunities/Further Education:** Printing and graphic arts firms, advertising and publishing firms.

**Program Description**

The Visual Communications Technology; Graphic Arts and Printing curriculum uses the latest technology available to transform ideas into digital and print media. We use the most advanced communications tools to prepare you for a career in the third largest high tech manufacturing industry in America. Whether it’s traditional “ink on Paper” printing in the form of brochures, newsletters, books, magazines and newspapers, or electronic “digital media” such as web pages and other multimedia products used to entertain and inform throughout the world.

The Visual Communications Technology; Graphic Arts and Printing Degree program curriculum offers specialized courses in electronic publishing, digital imaging, lithographic press and bindery, print administration, web and multimedia. We prepare you for a wide range of career opportunities in this multifaceted industry from the creative and artistic to administrative, managerial and professional through job planning and production.

To enhance graphic arts and printing courses, selected English, math, social science, humanities and science electives are required.
**Department Notes**

Any student in this program, with or without reasonable accommodations, must be able to:

- Visually identify errors, color correction or related proofing mistakes associated with various printing or design related functions;
- Stand, sit or walk for long periods of time to operate machinery such as a press, folder, cutter, computer, or other related press or bindery equipment; and
- Lift approximately 20-30 pounds for loading, unloading, or stacking of paper or related supplies.

**Program Competencies**

Upon graduation with an Associate in Applied Science degree in Visual Communications Technology – Graphic Arts & Printing, the graduate will be able to:

- Develop an understanding of the nature of Visual Communications;
- Prepare for entry level employment and/or continuation of higher education in the field of digital and print media;
- Produce creative digital and print media projects;
- Execute proper use of design principles;
- Apply analytical, critical thinking and problem-solving skills as they relate to the visual communications industry; and
- Utilize current industry standard technologies.

**CURRICULUM**

Total Degree Credits: 64.0

First Year, Fall Semester
- GA 101 Orientation to Graphics (2 cr)
- GA 102 Publishing I Basics (2 cr)
- GA 105 Lithographic Press I (2.5 cr)
- GA 125 Create With Illustrator* (2.5 cr)
- GA 131 Photoshop® I (2 cr)
- EN 110 College Composition (3 cr)
- MT 116 Algebra in the Real World (3 cr) or any Math higher than MT 116

First Year, Spring Semester
- GA 121 Publishing With InDesign™ (2 cr)
- GA 124 Lithographic Press II (2 cr)
- GA 126 Visual Design Basics (2.5 cr)
- GA 141 Photoshop® II (2 cr)
- EN 111 Composition and Interpretation of Literature (3 cr)
  — Humanities Elective (3 cr)
  — Social Science Elective (3 cr)

Second Year, Fall Semester
- GA 133 Lithographic Press III (2 cr)
- GA 134 Print Administration/Quality Control (3 cr)
- GA 135 Digital and Variable Data Printing (1 cr)
- GA 231 Prepress Fundamentals (2 cr)
- GA 232 Digital Imaging I (2.5 cr)
- EN 201 Writing for Graphic Publications (3 cr)

Second Year, Spring Semester
- GA 140 Publishing IV Web Basics (3 cr)
- GA 143 Internship (3 cr)
- GA 144 Multimedia (2 cr)
- GA 241 Digital Imposition & Workflow (2 cr)
- GA 242 Digital Imaging II (2.5 cr)
  — Science Elective (3 cr)

Graphic Arts Elective: *
- GA 145 Web Page Design with Dreamweaver (3 cr)
- GA 146 Intro to 3D Modeling and Animation (3 cr)
- GS 111 College Success Skills (3 cr)

* Note: A Web Page Design Certificate is also available requiring specific Graphic and Liberal Arts courses. Students should consult his/her academic adviser for designated sequencing of required courses. Students may elect to transfer credits from the Degree program to the one-year Web Page Design Certificate program to supplement their degree with a certificate through additional study.

Note: This is a recommended sequence. Student should consult his/her academic adviser. Adobe Acrobat, Illustrator, InDesign, PhotoShop, Flash and DreamWeaver are trademarks of Adobe Systems, Inc. Quark, QuarkXPress, QuarkXTensions, and Xtenisons are trademarks of Quark, Inc., Reg. U.S. Pat. & Tin