Program Overview

AAS Degree in Visual Communication: Multimedia

Somerset Community College
somerset.kctcs.edu

ADVISORS
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VISUAL COMMUNICATION: MULTIMEDIA CREDENTIALS:

CERTIFICATE:
• Digital Photography (12 credit hours)
• Digital Imaging Assistant (12 credit hours)
• Digital Production Assistant (15 credit hours)
• Digital Design (30 credit hours)
• Web Design (30 credit hours)

DIPLOMA:
• Multimedia, Digital Design Track (54 credit hours)

ASSOCIATE IN APPLIED SCIENCE DEGREE:
• Visual Communication: Multimedia Digital Design Track (63 credit hours)

AREAS OF STUDY
Students receive instruction in:
• Adobe Photoshop
• Adobe InDesign
• Adobe Illustrator
• Adobe Acrobat Professional
• Color Theory • Graphic Design
• Typography • Portfolio Development
• Webpage Design & Much More

Program Details

The integral relationship between business and the computer continues to evolve and expand. As a result, so do the career opportunities available to graduates of SCC’s online Visual Communication: Multimedia program. Students learn the skills necessary to prepare and produce multimedia presentations. These skills are used in PDF productions and image displays, as well as implementing digital design solutions.

The program offers students a full-range of technical classes. Courses include instruction in the foundational elements of design; as well as hands-on classes for the most widely used Adobe desktop publishing programs—including Photoshop, Illustrator, InDesign and Acrobat.

By combining knowledge learned through textbooks with ample specialized exercises, students are able to take their ideas and give them form. Students learn how to use the elements of design to manipulate text and combine that text with art for maximum graphic effect.

Many people have the natural skills necessary to work in multimedia. The instruction at Somerset Community College’s Visual Communication: Multimedia program helps students define those skills and learn how to translate those talents to the computer and the web.

TRANSFER TO 4-YEAR DEGREE PROGRAM!

AAS Degree graduates can transfer all credits earned in SCC’s program toward a Bachelor’s Degree in Instructional Design (ID) at Asbury University. Additional information on the ID program is available at the university’s website.

All Multimedia courses are taught online!

COORDINATOR’S NOTES
This is a two-year area of study that provides students with the skills necessary to prepare and produce multimedia presentations.

Because today’s multimedia technology is completely digital, this study translates easily into use for print or the web.

Access to Adobe computer software is required for most classes. This access is available through an annual subscription to Adobe’s Creative Cloud. Students entering the program should be prepared to pay this annual fee.
### FALL SEMESTER ENTRY TRACK 1

**Fall Semester 1** (15 to 18 credit hours)  
- VCC 100, Introduction to Visual Communication 3  
- VCC 125, Computer Graphics I ** 3  
- VCA 108, Digital Color Theory 3  
- VCA 120, Digital Photography 3  
- VCC 260, Computer Graphics II 3  

**Spring Semester 2** (18 credit hours)  
- VCC 106, Typography 3  
- VCC 220, InDesign Basics 3  
- VCA 200, Illustrator Basics 3  
- VCC 266, Advanced Photoshop 3  

**Fall Semester 3** (15 to 17 credit hours)  
- Quantitative Reasoning (Advised: MAT 105) 3  
- Any Heritage /Humanities (Advised: HIS 109) 3  
- VCA 280, Professional Portfolio Development 3  
- VCM 220, Webpage Design 3  
- VCM 230, Advanced Webpage Design 3  

**Spring Semester 4** (15 to 17 credit hours)  
- ENG 101, Writing 1 3  
- If needed—ENG 100, Transitional English ** 3  
- Any Social/Behavioral Science (Advised: PSY 110) 3  
- Any Natural Science (Advised: BIO 120) 3  
- VCC 298, Practicum 3  
- VCC 255, Emerging Media Design 3  

**SUMMER: Semester 3 (9 credit hrs)**  
- ENG 101, Writing 1 3  
- MAT 105, Business Math 3  
- BIO 120, Human Ecology 3  

**Fall Semester 4** (18 credit hours)  
- HIS 109, History of the U.S. since 1865 3  
- PSY 110, General Psychology 3  
- VCC 298, Practicum 3  
- VCM 220, Webpage Design 3  
- VCA 280, Professional Portfolio Development 3  

**TOTAL HOURS FOR AAS DEGREE**: 63  

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### SPRING SEMESTER ENTRY TRACK 2

**Spring Semester 1** (15 to 18 credit hours)  
- VCC 106, Typography 3  
- VCC 220, InDesign Basics 3  
- VCA 200, Illustrator Basics 3  
- VCC 266, Advanced Photoshop 3  

**Fall Semester 2** (15 credit hrs)  
- VCC 100, Introduction to Visual Communication 3  
- VCC 125, Computer Graphics I ** 3  
- VCA 120, Digital Photography 3  
- VCA 108, Digital Color Theory 3  
- VCC 260, Computer Graphics II 3  

**Spring Semester 3** (15 to 17 credit hrs)  
- ENG 101, Writing 1 3  
- If needed—ENG 100, Transitional English ** 3  
- Any Social/Behavioral Science (Advised: PSY 110) 3  
- VCC 298, Practicum 3  
- VCM 220, Webpage Design 3  
- VCA 280, Professional Portfolio Development 3  

**Fall Semester 4** (18 to 20 credit hrs)  
- Quantitative Reasoning (Advised: MAT 105) 3  
- If needed—Transitional Math ** 3  
- Any Natural Science (Advised: BIO 120) 3  
- VCC 298, Practicum 3  
- VCM 220, Web Page Design 3  
- VCA 280, Professional Portfolio Development 3  

**TOTAL HOURS FOR AAS DEGREE**: 63  

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All Vis Com classes are fast-paced, bi-term courses. Coursework is compressed into intense 7 or 8-weeks, not the usual 16-weeks.

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KCTCS is an equal educational and employment opportunity institution.

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Revised: 04/2019