Visual Communications with Areas of Concentration
Associate of Applied Science

General Program Information: 410-287-1000 or information@cecil.edu

This program is designed for students seeking initial employment, career advancement, and/or transfer to four-year programs in the fields of graphic design and multimedia, photography, video production, and web design. Each program concentration is tailored to align with the latest industry-standard equipment, professional practices, and software to help students innovate and succeed in an increasingly competitive environment.

	General Education Requirements	*Gen. Ed. Code*	*Credits*
ARTS/HUM	Arts and Humanities Elective	H	3
EGL 101	Freshman Composition	E	3
EGL 102	Composition and Literature	H	3
GEN ED	Elective		3
MAT	Math Elective	M	3
SCI	Lab Science Elective	S/SL	4
SOC SCI	Social Science Elective	SS	3
	Program Requirements		
VCP 116	Digital Imaging I		2
VCP 117	Digital Imaging II		2
VCP 279 or VCP 289	Professional Portfolio Production Internship I		4

Subtotal General Education & Program Requirements: 30

CONC	Concentrations	
	Communications Concentration	

Communications Concentration
VCP 101   Photography I   4
VCP 210   Video Production I   4

Communications Concentration Electives *(Select 22 Credits)*
ART 101   Fundamentals of Design I **(H)**   3
ART 105   Illustration, Materials, and Techniques   3
ART 110   Color **(H)**   3
ART 130   Drawing I **(H)**   3
ART 140   Painting I **(H)**   3
ART 181   Introduction to Movie Making **(H)**   3
ART 183   Digital Illustration I   4
BUS 103   Introduction to Business   3
BUS 212   Principles of Marketing   3
CSC 160   Introduction to Data Communications   3
EGL 113   Introduction to Journalism   3
EGL 211   Technical Writing   3
EGL 213   Introduction to Film **(H)**   3
MUC 133 Music Literature and Appreciation I **(H)** 3
MUC 143 Music Fundamentals **(H)**   3
SPH 121   Interpersonal Communications **(H)**   3
SPH 141   Public Speaking **(H)**   3
VCP 110   Portrait Photography   4
VCP 111   Studio Photography I   4
VCP 118   Digital Imaging III   4

VCP 119	Digital Imaging IV	4
VCP 120	Digital Imaging V	4
VCP 136	Multimedia Production I	4
VCP 151	Introduction to Game Design	4
VCP 162	Mobile Application Design	4
VCP 211	Studio Photography II	4
VCP 212	Video Production II	4
VCP 214	Video Production III	4
VCP 215	Guerilla Film Making	4
VCP 218	Modeling and Animation I	4
VCP 222	Photojournalism I	4
VCP 224	Nature and Wildlife Photography	4
VCP 230	Graphic Design Studio	4
VCP 233	Fictional Photography	4
VCP 296	Photography Seminar	4

Subtotal Concentration Credits: 30

Graphic Design and Multimedia Concentration

ART *or* VCP	Art or Visual Comm. Electives	7
VCP 101	Photography I	4
VCP 118	Digital Imaging III	4
VCP 119	Digital Imaging IV	4
VCP 136	Multimedia Production I	4
VCP 144	Web Design I	3
VCP 210	Video Production I	4

Subtotal Concentration Credits: 30

Photography Concentration

VCP 101	Photography I	4
VCP 111	Studio Photography I	4
VCP 118	Digital Imaging III	4
VCP 210	Video Production I	4
VCP 211	Studio Photography II	4

Photography Concentration Electives *(Select 10 Credits)*

ART 130	Drawing I **(H)**	3
ART 230	Drawing II **(H)**	3
VCP 110	Portrait Photography	4
VCP 140	Wedding Photography Port. Production	2
VCP 170	Photography Seminar-Equine	.5
VCP 211	Studio Photography I	4
VCP 212	Video Production II	4
VCP 222	Photojournalism	4
VCP 223	Photojournalism II	4
VCP 224	Nature and Wildlife Photography	4
VCP 233	Fictional Photography	4
VCP 296	Photography Seminar	4

Subtotal Concentration Credits: 30

Video Production Concentration

EGL 112	Scriptwriting I	3
VCP 101	Photography I	4
VCP 111	Studio Photography I	4
VCP 210	Video Production I	4
VCP 212	Video Production II	4
VCP 214	Video Production III	4

Video Concentration Electives *(Select 7 Credits)*

ART 141	Survey of Art History **(H)**	3
ART 181	Introduction to Movie Making **(H)**	3
ART 183	Digital Illustration I	4
BUS 212	Principles of Marketing	3
EGL 212	Scriptwriting II	3
THE 184	Intro. to Acting for Screen & Stage	3
VCP 118	Digital Imaging III	4
VCP 119	Digital Imaging IV	4
VCP 136	Multimedia Production I	4
VCP 211	Studio Photography II	4
VCP 215	Guerilla Film Making	4
VCP 216	Guerilla Film Making II	4
VCP 218	Modeling and Animation I	4
VCP 233	Fictional Photography	4

Subtotal Concentration Credits: 30

Web Design & Multimedia Concentration

VCP 101	Photography I *or*	
VCP 210	Video Production I	4
VCP 118	Digital Imaging III	4
VCP 136	Multimedia Production I	4
VCP 119	Digital Imaging IV	4
VCP 144	Web Design I – Design Fundamentals	3
VCP 244	Web Design II – Development	3

Web Design & Multimedia Concentration Electives *(Select 8 Credits)*

ART 180	Basic Photography **(H)**	4
ART 181	Introduction to Movie Making **(H)**	3
CSC 105	Geographic Information systems	3
CSC 109	Introduction to Programming	3
CSC 182	Web App Development	3
CSC 205	Computer Science I	3
CSC 218	Computer Science II	3
CSC 230	Advanced Python	3
VCP 111	Studio Photography I	4
VCP 120	Digital Imaging V	4
VCP 222	Photojournalism I	4

Subtotal Concentration Credits: 30

Total Credits Required in Program: 60

Upon successful completion of this program, students will be able to:
- Use the basic tools and techniques of a visual communicator
- Communicate in an effective and professional manner both verbally and in writing with the ability to incorporate critique recommendations in revising their work
- Demonstrate the ability to meet deadlines
- Use computer and related technology in the execution of visual communications projects
- Demonstrate knowledge of the elements and principles of design
- Produce a body of work demonstrating the ability to solve visual communications problems
- Market themselves using their portfolio and visual communications skills

Additional Outcomes – Area of Concentration Communications
Upon successful completion of this concentration, students will also be able to:
- Demonstrate critical thinking skills as they relate to solving communication problems
- Conceptualize and implement a visual solution using different communication mediums
- Apply knowledge of industry practice to visual communication related technologies
- Visually communicate information to a well-defined audience

Additional Outcomes – Area of Concentration in Graphic Design and Multimedia
Upon successful completion of this concentration, students will also be able to:
- Demonstrate an understanding of tools and technology, including their roles in the creation, reproduction, and distribution of graphic designs
- Use relevant tools and technologies including use of 2D and 3D software applications such as modeling, animation, illustration, video, sound, photography, print and web authoring programs
- Demonstrate knowledge of the elements and principles of design, color theory, and their application to graphic designs
- Produce a portfolio demonstrating the ability to solve graphic design problems

Additional Outcomes – Area of Concentration in Web Design and Multimedia
Upon successful completion of this concentration, students will also be able to:
- Produce an appealing visual product based on project goals and limitations of the web based medium
- Demonstrate and apply knowledge of the elements and principles of design to projects and during critical discussions
- Utilize industry standard hardware and software to produce content that is viewable on both past and current technology
- Develop intermediate-level code that is appropriate for web and multimedia presentations

- Problem-solve issues related to the visual and technical components of publishing web specific content
- Produce a portfolio of work that makes them marketable in the job market

Additional Outcomes – Area of Concentration in Photography
Upon successful completion of this concentration, students will also be able to:
- Demonstrate an understanding of industry standard equipment, techniques, and technologies specific to the practice of photography
- Demonstrate an understanding of the historical, political and social context in which photographic images are created and viewed
- Interpret contemporary theory and forms and the contextualization of photography within the larger world of the arts
- Critically analyze and evaluate examples of photographic art
- Execute efficient lighting techniques for both natural and constructed scenes on location or in a studio setting
- Demonstrate a thorough knowledge of industry standard equipment, techniques, and workflows specific to the practice of photography
- Achieve an understanding of the historical, political, and social context in which photographic images are created and viewed
- Communicate with a visual vocabulary to interpret photographic works, theory, and design principles appropriate to the practice of image-based media in both the fine art and commercial fields
- Develop a branding identity package and a professional photography portfolio that showcases technical skills and individual vision

Additional Outcomes – Area of Concentration in Video Production
Upon successful completion of this concentration, students will also be able to:
- Demonstrate preproduction, direction, production, postproduction, and distribution of narrative, documentary and commercial videos
- Perform the duties of various technical crew positions in single and multi-camera production environments
- Explain and demonstrate knowledge of video preproduction techniques by preparing preproduction materials for video productions
- Operate video production lighting, cameras and sound equipment according to industry standards
- Utilize post-production video techniques to edit digital video projects with graphics, picture, sound and editing