

## Visual Communications Associate of Applied Science

General Program Information: 410-287-1000 or [information@cecil.edu](mailto: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.

	<i>General Education Requirements</i>	<i>General Education Code</i>	<i>Credits</i>
ARTS/HUM	Arts and Humanities Elective	H	3
EGL 101	College 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
	<i>Program Requirements</i>		
VCP 116	Digital Imaging I		2
VCP 117	Digital Imaging II		2
VCP 279 or VCP 289	Professional Portfolio Production Internship I		4
<b>Subtotal General Education &amp; Program Requirements: 30</b>			
CONC	Concentration Electives		
	<b>Communications Concentration</b>		
	VCP 101 Photography I 4		
	VCP 210 Video Production I 4		
	<b>Communications Concentration Electives (Select 22 Credits)</b>		
	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 211 Technical Writing 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 107 Aerial Imaging: Drones for Visual Comm 4		
	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 211	Studio Photography II	4		
VCP 212	Video Production II	4		
VCP 214	Video Production III	4		
VCP 218	Intro to 3 D Modeling and Animation	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		
<b>Subtotal Concentration Credits: 30</b>				
<b>Graphic Design and Multimedia Concentration</b>				
<b>ART or</b>				
VCP	Art or Visual Communications 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		
<b>Subtotal Concentration Credits: 30</b>				
<b>Photography Concentration</b>				
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		
<b>Photography Concentration Electives (Select 10 Credits)</b>				
ART 130	Drawing I (H)	3		
ART 230	Drawing II (H)	3		
VCP 107	Aerial Imaging: Drones for Visual Comm	4		
VCP 110	Portrait Photography	4		
VCP 140	Wedding Photography Portfolio Production	2		
VCP 211	Studio Photography I	4		
VCP 212	Video Production II	4		
VCP 222	Photojournalism	4		
VCP 224	Nature and Wildlife Photography	4		
VCP 226	Photoshop for Photographers	2		
VCP 228	Lightroom for Photographers	2		
VCP 233	Fictional Photography	4		
VCP 296	Photography Seminar	4		
<b>Subtotal Concentration Credits: 30</b>				
<b>Video Production Concentration</b>				
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		

<b>Video Production Concentration Electives (Select 10 Credits)</b>		
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
MUC 128	Intro to Audio Technology (I)	3
VCP 107	Aerial Imaging: Drones for Visual Comm	4
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 218	Intro to 3D Modeling and Animation	4
VCP 233	Fictional Photography	4
<b>Subtotal Concentration Credits: 30</b>		
<b>Web Design &amp; Multimedia Concentration</b>		
VCP 101	Photography I <i>or</i>	
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
<b>Web Design &amp; Multimedia Concentration Electives (Select 8 Credits)</b>		
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
<b>Subtotal Concentration Credits: 30</b>		

**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