

Visual Communications

Advertising Design

TERRY CAMPUS

Spring 2020

The Advertising Design Option of the Visual Communications program is a focused curriculum aimed at training new professional creative talent for the information age. Communicating visual information requires imagination, skill, and talent. While developing skills in key software for print and web communications, the program stresses the use of innovative, creative problem solving. A professional in the visual communication industry is involved in a range of projects, including traditional print items such as brochures, informational graphics, illustrations, signage, and branded campaigns. Graduates of the program may enter careers as in-house designers for corporations, publishers, schools, retailers, and design firms. Many students work as independent, self-employed designers.

PROGRAM SPECIFIC ADVISEMENT STATEMENT

Courses - Semester 1

	Credits	Lecture	Lab
SSC 100 - First Year Seminar	1	1	0
BUS 101 - Introduction to Business	3	3	0
ENG 101 - Crit Thinking & Acad Writing	3	3	0
VSC 109 - Drawing I	3	2	3
VSC 115 - Intro To Design	3	2	2
VSC 160 - Raster Graphics	3	2	3

Courses - Semester 2

	Credits	Lecture	Lab
ENG 102 - Composition and Research	3	3	0
(HIS 131 - Art History I OR HIS 132 - Art History II)	3	3	0
MKT 212 - Principles of Marketing	3	3	0
VSC 161 - Vector Graphics	3	2	3
VSC 165 - Photography I	3	2	3

Courses - Semester 3

	Credits	Lecture	Lab
COM 111 - Human Communications	3	3	0
MAT 120 - Contemporary Mathematics	3	3	0
VSC 210 - Layout Graphics	3	2	3
VSC 262 - Web Graphics	3	2	3
VSC 271 - Illustration	3	2	3

Courses - Semester 4

	Credits	Lecture	Lab
MKT 214 - Advertising and Promotion	3	3	0
MKT 217 - Digital Marketing Fundamentals	3	3	1
VSC 251 - Portfolio Workshop	4	3	4
(VSC 272 - Applied Practice Ad Design OR VSC 293 - VSC Internship OR VSC 294 - VSC Cooperative)	3	2	3
	3	0	10
	3	0	10

Approved Electives

Select 1 social science elective from Group A to take in the fourth semester.

Group	Courses	Credits	Lecture	Lab
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A	POL 111 - Political Science	3	3	0
A	PSY 121 - General Psychology	3	3	0
A	SOC 111 - Sociology	3	3	0

*To complete program requirements, you must pass the above courses and earn at least **62 credits**. The number of courses and credits required for graduation may be more depending on your need for developmental education courses and the elective choices you make (if electives are a part of the program). Some programs also have college-level courses that you must take if you do not score at a certain level on the College Placement Test. If this applies to your program, the courses are listed at the top of the sequence sheet before the first semester of the course list.*