

Visual Communications

Photo Imaging

TERRY CAMPUS

Fall 2022

The Photo Imaging Option of the Visual Communications program is an exciting blend of traditional photographic techniques and digital photography. This technology mixes the aesthetics of fine art photography with the speed and flexibility of today's digital imaging. It is an exciting field with tremendous potential for artistic as well as commercial creativity. Students will utilize traditional photography techniques, direct digital images, and videography to prepare solutions to realistic assignments. All assignments are geared toward the compilation of a final graduate portfolio. Graduates can look forward to being on the cutting edge of this exciting new technology. As the use of the web, social media, and other multimedia formats increases, the demand for skilled digital imaging professionals will continue to rise.

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 - Composition I	3	3	0
VSC 115 - Intro To Design	3	2	2
VSC 160 - Raster Graphics	3	2	3
VSC 165 - Photography I	3	2	3

Courses - Semester 2

	Credits	Lecture	Lab
ENG 102 - Composition II	3	3	0
(HIS 131 - Art History I OR HIS 132 - Art History II)	3	3	0
MAT 152 - Quantitative Reasoning	3	3	
VSC 109 - Drawing I	3	2	3
VSC 166 - Advanced Photography	3	2	3

Courses - Semester 3

	Credits	Lecture	Lab
MKT 212 - Principles of Marketing	3	3	0
VSC 262 - Web Graphics	3	2	3
VSC 190 - Intro To Videography	3	2	3
VSC 210 - Layout Graphics	3	2	3

Courses - Semester 4

	Credits	Lecture	Lab
VSC 277 - Adv Photo and Video Editing	3	2	3
MKT 214 - Advertising and Promotion	3	3	0
MKT 217 - Digital Marketing Fundamentals	3	3	1
VSC 251 - Portfolio Workshop	4	3	4
(VSC 274 - Applied Practice Photo Imaging OR VSC 293 - VSC Internship OR VSC 294 - VSC Cooperative)	3	2	3
	3	0	10
	3	0	10

Approved Electives

Select one social science elective from Group A to take in the third 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 college readiness and the elective courses offered in your program major (if electives are a part of the program).*