

VISUAL COMMUNICATION



CAREERS IN THIS FIELD

Art Director • Camera Operator

Creative Director • Graphic Designer

Interactive Media Designer

Multimedia Artist • Package Designer

Photo Journalist • Photographer

Production Artist • Webmaster

Visual Communication students are provided with all the skills necessary to work in the design industry. You will develop advanced skills and knowledge in your particular field of interest. The program prepares you for the working world by developing real-world internship and design exhibit opportunities. You also will develop a professional print and media portfolio that will be critiqued by local industry representatives. You will take part in mock interviews with these representatives and get important feedback on what it takes to get a job in this field.

CONCENTRATIONS IN THIS PROGRAM

FILM AND VIDEO

Video is all around us, and this concentration will prepare you with the knowledge and skills to produce commercials, music videos, documentaries, and short films. You'll learn video/sound editing, effects, storytelling, lighting, compositing, script development, problem solving, and location planning. You'll also get hands-on experience with television, video, and/or motion picture cameras for a variety of applications.

GRAPHIC DESIGN

Do you have an eye for print design? Graphic Designers analyze, problem solve, create, design, and evaluate a variety of printed material, including annual reports, brochures, packaging, advertisements, illustrations, CD/DVD covers, business cards, and more.

PHOTOGRAPHY

The Visual Communication program exposes you to a broad technical core of courses representing key topics such as organizing the visual field, color theory and application, image acquisition, and manipulation technology. As a photography student, you will learn to photograph subjects and newsworthy events.

WEB DESIGN

This concentration provides you with approaches to developing interactive content for CD/DVDs and websites, addressing issues with production-quality digital video and sound editing. Enjoy creative problem-solving in your own interactive 3D environment.

ASSOCIATE OF APPLIED SCIENCE (AAS) DEGREE

Two-year Associate of Applied Science degree programs prepare students for careers, career changes and career advancement. AAS programs may also prepare students for transfer to four-year institutions. The program content, which is approximately 30 percent general education, provides depth and breadth in conceptual and professional/technical skills. Professional/technical courses equip students with the skills to obtain employment and to advance in the workforce.

ASSOCIATE OF SCIENCE (AS) DEGREE

Two-year Associate of Science programs typically contain 40 percent or more general education, with the balance in technical and profession courses. The coursework provides students with a foundation for transfer to a related baccalaureate program at a four-year institution, and equips students with skills for the job market.

To learn more about employment and salary information for careers in this field, visit the U.S. Department of Labor's Bureau of Labor Statistics website at bls.gov and the official career site of the State of Indiana, indianacareerconnect.com.

