Visual Communications Technology: Graphic Arts/Printing

Arts and Media

CAREER DEGREE | M MIDDLETOWN CAMPUS | DL DISTANCE LEARNING

Program Description

The Associate in Applied Science degree program in Visual Communications Technology: Graphic Arts/Printing prepares graduates in all aspects of visual communications and graphic design. These include layout, production, typography, commercial print processes, illustration and computer graphics for entry level positions in graphic design, printing, publishing, desktop publishing, advertising, marketing, presentation graphics, game design, animation, multimedia and communications. As a result, the program prepares students for successful portfolio reviews leading to acceptance into B.A. or B.F.A. programs

Beginning with Visual Communications 1, students are introduced to visual communications theories, graphic design principles, elements, typography, influential persons and contemporary digital media. The curriculum offers sequential visual communications and graphic design courses, complemented by a broad offering of studio art and art history courses. After taking core courses in the first year, the student selects a concentration area in either photography, painting, figure drawing, or web design in the second year. Concurrently, the student completes the Visual Communications course sequence culminating with Viscom 4, the portfolio development course. Our Practicum course offers the Viscom student the opportunity to experience an internship with local businesses or departments within the College.

Through an articulation agreement, qualified BOCES candidates can enter the A.A.S. degree program, and receive credit for certain first-year courses. After completing the program, students may either enter the workforce or transfer into a bachelor's degree program.

This degree has been approved by SUNY and NYS Education Department for online distance learning delivery. This does not mean that SUNY Orange offers every course in the program online; however, many are offered in this format. Please check the current credit course schedule for online DL virtual course listings offered each semester.

Program Outcomes

Upon successful completion of this program, students will be able to:

- assume entry-level positions in visual communications and/or placement in upper-level programs of study
- demonstrate fundamental concepts and processes of visual communications and graphic design
- demonstrate an understanding of the visual communications industry and career opportunities in the field of visual communications
- demonstrate proficiency in industry-standard technology including hardware and page layout, digital imaging, vector drawing, presentation and web design software
- produce a portfolio appropriate for entry-level roles in visual communications and/or continuing education in upper-level programs

Admission Criteria

Admission to this program requires that students be high school graduates or have high school equivalency diplomas (HSEs). If students are not high school graduates, they may be eligible for admission to the College's 24 Credit Hour Program. If students are home schooled, they may be eligible for admission.

Transfer Options

Although the Associate in Applied Science degree is designed primarily as a professional degree, many students do transfer to baccalaureate programs at other colleges. Many of the courses in the program fulfill New York State general education requirements and thus are easily transferable within the State University of New York system.

Presently SUNY Orange has an articulation agreement with Cazenovia College. Many other students have successfully transferred to

- Fashion Institute of Technology
- Parsons The New School for Design
- SUNY Albany
- SUNY New Paltz
- SUNY Oneonta
- SUNY Purchase
- School of Visual Arts

Your Career Coach

Career opportunities exist in the following fields:

- graphic design, advertising design and marketing
- publishing, desktop publishing and printing
- game design, web design, animation and multimedia

- art direction, illustration, digital photography and color correction

Explore careers with Career Coach

Visual Communications Technology: Graphic Arts/Printing Gateway Courses:

- Gateway courses: ART 103, ART 107, ART 123
- Key courses: ART 123, ART 124, ART 223, ART 223
- Electives: ARC 101, ART 113, ART 114, ART 117, ART 118, ART 119, ART 120, ART 121, ART 122, ART 125, ART 127, ART 201, ART 205, ART 207, ART 213, ART 214, ART 215, ART 225, ART 226, CAD 101, CIT 111, COM 101, COM 107, COM 113, COM 115, COM 221, COM 223, COM 225, COM 227, MKT 101, MKT 201

Courses above have been recommended by the department to help introduce you to the program (Gateway courses) and guide you in selecting courses that will provide you with the best academic experience (Key courses and suggested Electives).

First Semester

Course #	Course Name	P, C, P/C	Cr
ENG 101	Freshman English 1	P	3
_____	Math or Liberal Arts Science		3
ART 103	Drawing 1		2
ART 107	Design 1		3
ART 123	Visual Communication and Graphic Design 1		3
PES 100	Concepts of Physical Wellness		1
	Total Semester Credits		15

Milestones

During this semester, students should:

- See advisor
- Register for ART 123 (Vis Comm & Graphic Design 1)

Second Semester

Course #	Course Name	P, C, P/C	Cr
ENG 102	Freshman English 2	P	3
ART 124	Visual Communication and Graphic Design 2	P	3
ART 104	Drawing 2	P	2
ART 108	Design 2	P	3
ART 128	History of Art 2		3
ART 111	Color		2
	Total Semester Credits		16

Milestones

During this semester, students should:

- See advisor
- Register for ART 124 (Vis Comm & Graphic Design 2)
- Apply for returning scholarships

Third Semester

Course #	Course Name	P, C, P/C	Cr
_____	Social Science Elective		3
ART 223	Visual Communication and Graphic Design 3	P	3
Either	Painting 1		
ART 113			
Or	Figure Drawing 1	P	
ART 117			
Or	Photography 1		
ART 119			
Or	Digital Photography 1	P	
ART 121			
Or	Web Design 1	P	3-4
ART 225			
ART 203	Modern Art: The 20th Century		3

Course #	Course Name	P, C, P/C	Cr
_____	Restricted Elective*		3
ART 230	Arts and Communication Practicum		2
	Total Semester Credits		17-18

Milestones

During this semester, students should:

- See advisor
- Register for ART 223 (Vis Comm and Graphic Design 3)
- Register for ART 230 (Arts and Communication Practicum)

Fourth Semester

Course #	Course Name	P, C, P/C	Cr
_____	Social Science Elective		3
_____	Math or Liberal Arts Science		3
ART 224	Visual Communication and Graphic Design 4	P	2
Either	Painting 2		
ART 114			
Or	Figure Drawing 2		
ART 118			
Or	Photography 2		
ART 120			
Or	Digital Photography 2		
ART 122			
Or	Web Design 2		3
ART 226			
_____	Restricted Elective*		3
PES ___	Physical Education		1
	Total Semester Credits		15

Milestones

During this semester, students should:

- Register for ART 224 (Vis Comm and Graphic Design 4)
- Register for ART 230 (if not already completed)
- Apply for graduation
- Finalize portfolio of work

TOTAL DEGREE CREDITS: 63-64

Notes:

Students must complete a two-course sequence in Painting, Figure Drawing, Web Design, Photography or Digital Photography for degree

*Students select appropriate restricted electives based on their career goals after consultation with their academic advisor. Restricted Electives: ARC 101, ART 113, ART 114, ART 117, ART 118, ART 119, ART 120, ART 121, ART 122, ART 125, ART 127, ART 201, ART 205, ART 207, ART 213, ART 214, ART 215, ART 225, ART 226, CAD 101, CIT 111, COM 101, COM 107, COM 113, COM 115, COM 221, COM 223, COM 225, COM 227, MKT 101, MKT 201