

Visual Communications Technology: Graphic Arts/Printing

Degree Awarded: Associate in Applied Science

Recommended Course Sequence

First Semester	Credits
ENG 101 Freshman English 1	3
_____ Math or Liberal Arts Science	3
ART 103 Drawing 1	2
ART 107 Design 1	3
ART 123 Vis. Com. & Graphic Design 1	3
PES 100 Concepts of Physical Wellness	1
Second Semester	
ENG 102 Freshman English 2	3
ART 124 Vis. Com. & Graphic Design 2	3
ART 104 Drawing 2	2
ART 108 Design 2	3
ART 128 History of Art 2	3
ART 111 Color	2
Third Semester	
_____ Social Science Elective ³	
ART 223 Vis. Com. & Graphic Design 3	3
ART 113 Painting 1 or	
ART 117 Figure Drawing 1 or	
ART 119 Photography 1 or	
ART 121 Digital Photography 1 or	
ART 225 Web Design 1	3/4
ART 203 Modern Art: The 20th Century	3
_____ Restricted Elective*	3
ART 230 Arts & Communication Practicum 2	2
Fourth Semester	
_____ Social Science Elective	3
_____ Math or Liberal Arts Science	3
ART 224 Vis. Com. & Graphic Design 4	2
ART 114 Painting 2 or	
ART 118 Figure Drawing 2 or	
ART 120 Photography 2 or	
ART 122 Digital Photography 2 or	
ART 226 Web Design 2	3
_____ Restricted Elective*	3
PES ___ Physical Education	1
Total Credits 63-64	

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 (see next page). Detailed course descriptions appear in the course description section of this catalog.

Please note that not all courses are offered in the evening.

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*

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Program Learning 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.



Career Opportunities

- 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

Transfer Opportunities

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

Contact Information

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