

Visual Media A.A.S. (VSM)

This program is designed for students planning to enter the following industries upon graduation with an associate's degree: including, but not limited to, digital content production, visual journalism, and commercial photography. Program coursework explores career opportunities in these visual communications and digital content production industries through practical experience in state-of-the-art professional facilities and the teaching of fundamental concepts and theories behind the practice. Industry positions include, but are not limited to, commercial photography and video production, visual journalist, digital content coordinator and social media content management. Students utilize industry-standard software, hardware and production techniques as they build professional-quality portfolios of their work and engage in projects with their community.

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

- demonstrate effective oral, written and visual communication skills.
- apply the principles of digital content production in industry-recognized platforms such as print, TV, web and mobile.
- apply principles of composition to produce professional-quality photographs.
- select and operate photographic and video equipment and technologies appropriate to the task.
- select and operate/employ industry-standard hardware and software to produce content appropriate to the task.
- evaluate and select media artifacts to create a professional portfolio of digital content using industry-standard principles practice and equipment.

This degree is designed for students who want to enter visual media-related industries and seek employment upon graduation. Students considering or seeking to transfer to a four-year institution should enroll in either of the following: Communication A.A. or TV/Film A.A.

First Semester		Credits
ART 107	Digital Design	3
ART 119	Digital Photography I	3
CMN 101	Introduction to Media Communication	3
ENG 105	Research and Composition	3
Elective*	Mathematics	3
		15
Second Semester		
ART 109	Motion Graphics	3
ART 219	Digital Photography II	3
CMN 105	Interpersonal Communication	3
ENG 107	Writing in the Workplace	3
Elective**	Computer Science	3-3.5
		15-15.5
Third Semester		
ART 229	Commercial Studio Photography	3
CMN 204	Video Field Production	3
CMN 205	Introduction to Video Editing	3
Elective	Social Science/Humanities	3
Elective	Laboratory Science	4
		16
Fourth Semester		
CMN 110	Social Media Strategies	3
CMN 112	Oral Communication	
or CMN 225	Journalism	3
DMP 250	Communications Media Practicum	3
Elective***	ART, CIS, CMN, DMP or MUS	3
Elective	Social Science and Humanities	3
		15
Credit Total		61

*Recommended Mathematics elective: MAT 105.

**Recommended Computer Science electives: CIS 105, CIS 110, CIS 111, CIS 114, CIS 133, CIS 141

***Recommended ART, CMN, DMP, MUS electives: ART 110, 111, CMN 118, DMP 115, MUS 101, MUS 110

Prior Learning Assessment: Previous job training, certificates and work experience that may qualify for college credit (*see academic advisor*).

Gateway Courses: Based on placement testing in reading, writing and math, these prerequisite courses may have to be taken before placement in College English or Mathematics beginning the first semester and concurrently.

RSS 099	Basic Skills Reading	3
RSS 100	Critical Reading	3
ENG 099	Basic Skills Writing	3
ENG 100	Fundamentals of Writing	3
MAT 090	Mathematical Literacy	6
ESL 251	English for Academic Purpose	6
		<i>(Required for ESL students only.)</i>

Please note, taking gateway courses will increase your time for completion.