

# VISUAL COMMUNICATIONS



Northwestern Michigan College

## YEAR 1

FALL

COURSE	TITLE	CREDITS
ART 121	Drawing I	3
ART 131	2-D Design	3
VCA 127	Digital Imaging (Adobe)	3
VCA 150	Digital Graphics Design I (Adobe)	3
ENG 111	English Composition	4
<b>CREDITS</b>		<b>16</b>



SPRING

VCA 100	Materials and Techniques	3
ART 174	Digital Photography I	3
or VCA 146	Interactive Animation	3
VCA 147	Web Design I	3
VCA 125	Typography I (Adobe)	3
ART 112	History of Western Art II	4
or ART 213	Modern Art History	4
<b>CREDITS</b>		<b>16</b>
<b>YEAR 1 TOTAL CREDITS</b>		<b>32</b>



## YEAR 2

FALL

VCA 250	Time Based Media	3
VCA 126	Typography II	3
VCA 200	Visual Communications II	3
VCA 220	Visual Communications III	3
ENG 112	English Composition	4
<b>CREDITS</b>		<b>16</b>



SPRING

VCA 225	Visual Communications Studio	3
VCA 230	Visual Communications V	3
VCA 235	Visual Comm Portfolio	3
Social Science		3
Lab Science		4
<b>CREDITS</b>		<b>16</b>
<b>TOTAL CREDITS</b>		<b>64</b>



1 Math Competency may be fulfilled by completing MTH 100 Quantitative Literacy with a grade of 2.0 or better, or placement into any math course higher than MTH 100.

Start here.  
NMC makes  
it easy.

Transfer  
to a 4-year school.

### Connect with us

Northwestern Michigan College  
1701 E. Front Street, Traverse City, MI  
Admissions: (231) 995-1054  
Visual Communications: (231) 995-1325  
cschaefer@nmc.edu  
nmc.edu/vca



ASSOCIATE IN APPLIED SCIENCE DEGREE

Real-world experiences  
with creative experts.





# YOUR PATHWAY to a successful career.



NMC's Visual Communications program emphasizes learning marketable job skills, the design process, design thinking techniques and preparing a portfolio for a career in the commercial arts. You'll explore drawing, typography, photography, graphic design, illustration, animation, film, and web design. Classes include group critiques with both peers and clients/instructors.

Studio-like classrooms include opportunities for hands-on work for real projects for actual clients from the community. Visual Communications students are also heavily involved in campus publications, such as the student newspaper, *White Pine Press*, and the *NMC Magazine*, offering additional real-world experience.

After completing an associate degree (AAS), you can stay for a third year and earn the Creative Management in Art Direction associate degree, which includes an internship. Or, take advantage of NMC's transfer agreements and get a head start on a bachelor of Fine Arts (BFA) in select public and private art programs.

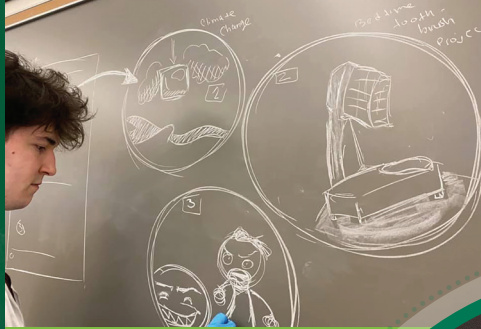


## CAREER READY

*"I got my start in 1991. I earned my associates then headed west. I quickly learned just how much NMC readied me for the world at large."*

— Aaron Draplin (Alumni), Owner of Draplin Design Co., creator of Field Notes

Start your NMC journey at [nmc.edu/apply](http://nmc.edu/apply) | 855. FIND.NMC



Videography and documentary opportunities on study abroad trips



## Master communication and software skills in digital technical classes.

- > Visual Language
- > Composition
- > Design Thinking (Problem Solving)
- > Photoshop
- > InDesign
- > Illustrator
- > Animate
- > Final Cut Pro

## NMC's equipment

- > iMac computers with the full Adobe Creative Suite, Final Cut Pro & Cinema 4D.
- > 12x18 color laser & 48" photo printers
- > 18x24 large format scanner
- > Professional cameras and video equipment available for check out

## Workspaces

- > 2 computer labs
- > 5 shared Fine Art spaces
- > Framing studio
- > Life drawing studio
- > Photography studio



Learn the skills and deadline-based schedule of an emerging design communicator.

You'll prepare a competitive capstone portfolio that reflects design excellence and strategic thinking.



Portfolio reviews are done by local industry professionals.

## Careers

- > Graphic designer
- > Art director
- > Web designer
- > Commercial photographer
- > Special effects artist and animator
- > Industrial designer
- > Fashion designer
- > Interior designer
- > Set and exhibit designer
- > Librarians and media collections specialist
- > Fine artist, including painters, sculptors, and illustrators



## We're here to support you:

- > Learn from leading creative experts
- > Enjoy beautiful Traverse City, MI
- > Stop by the Academic & Career Advising Center
- > Meet with a coach at the Student Success Center
- > Explore the many scholarships available
- > Live on campus
- > Gain real world experiences

Get started today!



NMC awards \$1.3 million in scholarship funds annually



Start your career at [nmc.edu/vca](http://nmc.edu/vca)   