

Visual Communications – Media Design

Program Number: 10-206-1

Associate in Applied Arts Degree

Applied Arts Program Cluster

School of Business and Applied Arts

Program offered at Madison Campuses

For information call: (608) 246-6003 or
(800) 322-6282 ext. 6003

About the Program

The Visual Communications program is project and goal-oriented and provides digital skills in design creation, layout and presentation that are appropriate to the project's concept and goals. The program addresses the evolving nature of visual communications in a digital environment with a focus on the creation of a variety of media tools that include interactive media, presentation design, video production, webpage design and web animation.

Students interested in the Visual Communications program should have a strong interest in art and digital presentation media, an aptitude for problem solving, excellent aesthetic judgment and the ability to meet deadlines.

The Visual Communications program curriculum prepares graduates for entry-level employment in this rapidly changing field. Employment is typically found in graphic design firms, corporate art departments, educational media graphics departments, advertising agencies, publishing houses and pre-press companies. Companies that specialize in new media, such as website development, computer animation and interactive media are also sources of employment for graduates of the Visual Communications program.

Program Courses

10-201-177 Webpage Design 3 credits
During this course, students create several websites, increasing in complexity. Exploration and analysis of existing sites on the web will also be a focus, and source for information. This course uses HTML and focuses on basics, typography, graphics, page-layout and introduces how to create and incorporate animation, as well as survey automated webpage layout software. Prerequisite: 10-201-181.

10-201-181 Intro to Computer Graphics 3 credits
Introductory course in electronic design, illustration, photo manipulation and publishing, using the Macintosh computer and peripherals. Software applications introduced include raster (e.g. Adobe PhotoShop) and object-oriented programs (e.g. Adobe Illustrator) and page-layout programs (e.g. Adobe InDesign).

10-203-130 Intro to Digital Photography 2 credits
Provides an introduction to the photographic process through the use of digital cameras to produce images for presentations, the World Wide Web, and electronic publication. Covers basic principles of effective composition, light, exposure and control of motion and focus. Basics of portraiture and product photography are studied in a studio environment. Participants provide their own digital camera. Prerequisite: 10-201-181 or concurrent enrollment.

Curriculum

The courses listed below outline the requirements for graduation for students entering this program in the 2012-2013 academic year. Requirements for graduation may vary depending on the semester in which a student is admitted to their program.

Current/continuing students should consult their degree progress report available through their student center account for specific graduation requirements. Program requirements are subject to change.

FIRST YEAR

First Semester	Credits	Hrs/week Lec-Lab
10-201-181 Intro to Computer Graphics	3	3-3
10-203-130 Intro Digital Photography	2	2-2
10-206-107 Presentation Design.....	2	3-3
10-206-108 Digital Drawing and Design Fundamentals	2	3-3
10-206-133 Interface Design.....	2	2-2
10-801-195 Written Communication	3	3-0
10-809-199 Psychology of Human Relations.....	3	3-0
Semester Total	17	

Second Semester

10-201-177 Webpage Design	3	3-3
10-206-130 Video Production.....	3	3-3
10-206-105 Communication Design.....	3	3-3
10-206-131 Sound Production Techniques.....	2	2-2
10-206-180 Advanced Media	3	3-3
10-801-196 Oral/Interpersonal Communication.....	3	3-0
Semester Total	17	

SECOND YEAR

First Semester

10-206-120 Prod, Planning and Control.....	3	3-3
10-206-142 Digital Video Production/Editing	3	3-3
10-206-135 Multimedia Presentations	3	3-3
10-801-197 Technical Reporting.....	3	3-0
10-809-166 Intro to Ethics: Theory & Applications.....	3	3-0
10-809-197 Contemporary American Society.....	3	3-0
Semester Total	18	

Second Semester

10-206-125 Instructional Media Systems.....	3	3-3
10-206-129 Motion Graphics.....	2	2-2
10-206-110 Introduction to 3D.....	3	3-3
10-206-140 Portfolio Preparation	2	2-2
10-804-123 Math with Business Applications	3	3-0
Electives.....	2	E
Semester Total	15	

Note: Students are placed in English or mathematics courses based on their scores on the COMPASS or ASSET test or on completion of the appropriate prerequisites.

Recommended Electives

10-206-104 Visual Comm.-Media Design Internship	1	0-4
10-206-126 Studio Lighting Techniques (8 wk course)	1	1-1
10-206-127 Location Lighting Techniques (8 wk course)	1	1-1
10-206-128 Compositing and Special Effects (8 wk course)	2	2-2
10-206-145 Adv. Audio for Video Production (8 wk course).....	1	1-1
10-206-146 Intro Video/Audio Web Integration (8 wk course).....	1	1-1
10-201-195 Advanced Web Page Design (8 wk course).....	2	2-2
10-201-196 Advanced Web Page Design 2 (8 wk course).....	2	2-2



PROGRAM COURSES

10-206-105 Communication Design 3 credits
Includes projects dealing with typographic and pictorial elements. Projects include single page layouts, mailer design and poster design, brochures, newsletters and letterhead and logo designs. Prerequisites: 10-201-181 and 10-206-108.

10-206-107 Presentation Design 2 credits
Emphasizes presentation design and graphics for projected media including design and use of PowerPoint. Design techniques for various types of data are included.

10-206-108 Digital Drawing and Design Fundamentals 2 credits
This course serves as an introduction to the creative process - through drawing techniques, concept development, storyboarding and the principles of design. Students work with a blend of traditional and digital media. Prerequisite: 10-201-181 or concurrent enrollment.

10-206-110 Introduction to 3D 3 credits
Uses computer 3D Modeling software to create visual displays in full three-dimensional space. An emphasis on 3D visualization, sketches and plan drawings provide preparation for constructing the 3D models. Prerequisites: 10-201-181, 10-206-180 and basic animation techniques.

10-206-120 Prod, Planning and Control 3 credits
The student develops a basic understanding of the media production process, budgeting, task analysis, time management and design team approaches. Prerequisites: 10-201-181, 10-206-107, 10-201-177, and 10-206-133.

10-206-125 Instructional Media Systems 3 credits
This advanced course serves as a continuation of Multimedia Presentation. Media integration and various delivery types are addressed with an emphasis on instructional use. Concepts include identifying a target demographic, learner styles, designing interactivity, and planning non-linear projects. Prerequisites: 10-201-181, 10-206-107, 10-206-120, 10-206-133, 10-201-177 and 10-206-135.

10-206-129 Motion Graphics 2 credits
This is an introductory course in the creation of animation for video and web applications. Students will use software "After Effects" make compositions - incorporating text, images, video clips and audio. Asset creation, file management, the timeline, working in three-dimensional space, and rendering will be covered in detail. Prerequisite: 10-201-181.

10-206-130 Video Production 3 credits
The student will become familiar with basic video production techniques for studio and fieldwork. Learning the basics of camera techniques, studio and field experiences, live studio recording and video team productions will be covered. In addition, the student will learn digital editing software to produce finished video projects, such as educational, promotional and service videos. Prerequisites: 10-201-181.

10-206-131 Sound Production Techniques 2 credits
Teaches the techniques of sound recording and multi-track track mixing for productions, including narration, location recording and music mixing. Digital sound mixing for computer presentations is included in this course. Prerequisites: 10-201-181.

10-206-133 Interface Design 2 credits
This course introduces students to the planning process of graphic interface design for multimedia formats. Topics to include learner style identification, information design, interactive relationships, interface layouts and beta testing. Prerequisite: 10-201-181 or concurrent enrollment.

10-206-135 Multimedia Presentations 3 credits
Students are trained in the design, integration and production of interactive multimedia applications. This course is an introduction to Flash - both as a 2D animation tool and an application to build dynamic content. It includes a project driven curriculum incorporating various media types and an introduction to ActionScript 3.0. Prerequisites: 10-203-130, 10-206-180, 10-206-137, 10-206-131 and 10-201-177.

10-206-140 Portfolio Preparation 2 credits
Students work to prepare a sample portfolio of their work for prospective employers. Students are supervised and assisted in the choice of samples, number of samples and design of portfolio. Lectures are given on job interviewing and job markets. Departmental approval of a finished portfolio is required for graduation. Prerequisites: 10-206-135, 10-201-177 and students must be in the final semester of the Visual Communications Program.

10-206-142 Digital Video Prod and Editing 3 credits
Digital Video Production and Editing is an advanced course in documentary, short film and motion graphics production. Building on the skills learned in Video Production 1. This course emphasizes advanced editing and video graphics. Prerequisites: 10-201-181, 10-206-107, 10-206-130 and 10-206-131.

10-206-180 Advanced Media 3 credits
Students create visual solutions using image manipulation, compositing and illustration. Photoshop and illustrator are explored in greater detail, with emphasis on delivery types of print, animation, and package design. Prerequisites: 10-201-181 and 10-206-105.

Recommended Electives:

10-206-104 Visual Communications-Media Design Internship 1 credit
Students work for a total of 72 hours in a professional setting to gain experience outside of the classroom. Prerequisites: 10-206-180, 10-206-120, 10-206-130, 10-206-135, 10-201-177, 10-206-107 and fourth semester standing.

10-206-126 Studio Lighting Techniques 1 credit
This is an introductory course to the laws of light, learning the qualities of natural and artificial light sources. Students will acquire specific skills in these areas: hard and soft light; lighting direction; color temperature of light; lighting for shape and texture; managing electrical power for lighting and operation of professional lighting equipment in the studio. Prerequisites: 10-206-130 and 10-206-142.

10-206-127 Location Lighting Techniques 1 credit

This is an introductory course to the tools of location lighting including lighting instruments, lighting modification tools, and grip equipment. Exercises will challenge students to create images in typical location situations including single and multi-person interviews, lectures, product shots, and reality-tv. Students will learn how the director of photography works with the video director and the rest of the crew to achieve the communication objectives of the project. Prerequisites: 10-206-130 and 10-206-142.

10-206-128 Compositing and Special Effects 2 credits

Chroma keying, 3D, expressions, mattes, rotoscoping, motion tracking, particles and advanced camera effects are the main focus of this course. Students will use After Effects and Motion to create movies for various delivery methods, using storyboarding and pre-visualization techniques prior to development. Prerequisites: 10-206-130 and 10-206-129.

10-206-145 Adv. Audio for Video Production 1 credit

This course covers the techniques used for the enhancement of video/audio production through the use of special effects, background noise elimination, and the addition of sound tracks and narratives. Prerequisites: 10-206-130 and 10-206-131.

10-206-146 Intro Video/Audio Web Integration 1 credit

This course will explore various types of digital video and audio techniques that can be integrated into web page design. Prerequisites: 10-206-130, 10-206-131, 10-206-135 and 10-201-177.

Career Potential:

- Multimedia Design
- Interactive Design
- Webpage Design
- Video Production
- Computer Animation
- Display Design
- Media Design/ Production
- 3-D Design

More detailed and updated information on this program may be available at: madisoncollege.org. The college reserves the right to make changes in the regulations and courses announced in this publication without notice.

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