

# Advertising Design

VISUAL COMMUNICATION & DESIGN

Summer 09

## VC&D Degree Sequence

### First Semester

VC&D 1010	Macintosh Basics (1)	1				
VC&D 1100	Design Fundamentals & Layout (2)	2				
VC&D 1200	Typography & Layout (2/2)	3				
VC&D 1060	Design History&Trends (3)	3				
VC&D 1300	Graphic Design Drawing (1)	1				
VC&D 130L	G Design Drawing Studio (0/2)	•				
ENG 1010	College Composition I	3				
BADM 1020	Intro to Business	3				
VCPH 1300	Photography for Designers (1)	1				

Semester Total 17 17 17 16

### Second Semester

VC&D 1400	Imaging & Design (1)	1	•	•	•	•
VC&D 140L	Imaging Design Studio (0/2)	1	•	•	•	•
VC&D 1500	Advertising & Design (3)	3	•	•	•	•
ART 1050	Drawing I or VCGD for Certificate	2/3	•	•	•	•
MATH 1060	See Degree Requirements	3	•	•	•	•
ENG 2150	TechWriting or JMC 1010MassComor Comm*	3/4	•	•	•	•
MARK 2010	Principles of Marketing	3	•			
IT 1010	Intro Micro computer Applctns	3		•		
VCIL 1140	Rendering Techniques (1/2)	2			•	
VCIL 1440	Surface Design (1/2)	2			•	

Certificate Elective  
Select Four Credits of Electives (E): 2130or 2230or 2330or 2430 • 2600or 2700or 2820or 2990 •

Semester Total 17-18 17-18 18 18-19

### Third Semester

VC&D 2200	MultiPg Layout&Design (1/2)	2	•	•	•	•
VC&D 2300	Graphic Design Illustration (1/2)	2	•	•	•	•
VC&D 2400	Designing for Production (1/2)	2	•	•	•	•
Art/Hum/Soc	See Degree Requirements	2/3	•	•		
Art 1060	Drawing II	3			•	
VCAD 2620	Advertising Studio I (1/2)	2	•			
VCAD/VC&D	1800 &or 2800 &or 2820	1/2	•			
MARK 2270	Principles of Advertising	3	•			
MARK 2260	Sales Promo & PR or	3	•			
MARK 2500	Bsns to Bsns Marketing	3				
VCGD 1800 &or 2800 &or 2820 &or VCDP2060		2/3		•		E
VCGD 2330	Corporate Graphics (1/2)	2		•		E
VCGD 2630	Graphic Design Studio I (1/2)	2		•		
VCIL 2140	Illustration PrsmClr (1/2)	2			•	
VCIL 2640	Illustration Studio I (1/2)	2			•	
ART 1060	Drawing II	3			•	
VC&D 2800 &or 2820 &or VCDP2060 &or VCIL		1-3			•	

Semester Total 17-18 14-16 14-16

### Fourth Semester

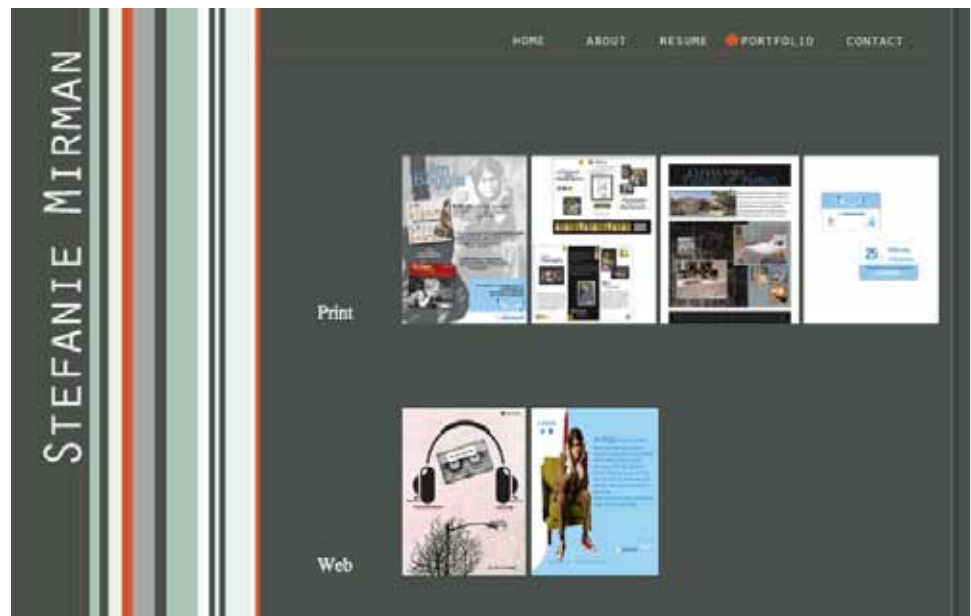
VC&D 2600	Graphic Production (1/2)	2	•	•	•	E
VC&D 2700	Media Design (1/3)	2	•	•	•	E
VC&D 2990	Portfolio Prep (1/3)	2	•	•	•	E
Art/Hum/Soc	See Degree Requirements	2/3	3	2	*	
VCAD1800 &or 2800 &or 2820 &or VCDP2060		1-2	•			
VCAD 2520	Creative Ad Campaign (2/2)	3	•			
VCAD 2720	Advertising Studio II (1/2)	2	•			
VCGD 2130	Magazine Design (1/2)	2		•		E
VCGD 2230	Publication Design (1/2)	2		•		E
VCGD 2430	Package Design (1/2)	2		•		E
VCGD 2730	Graphic Design Studio II (1/2)	2		•		
VCIL 2240	Illustration Pen&ink (1/2)	2			•	
VCIL 2340	Illustration WaterColor (1/2)	2			•	
VCIL 2740	IllustrationStudioII or ElectVC&D	2			•	
ART 2000	Life Drawing I or ART 2050 Painting I	3			•	
VCDP 2060	Portable Document Format (1)	1			•	

Semester Total 15-16 16 15  
Program Total 66-69 65-67 64-66 34-35

# Illustration

VISUAL COMMUNICATION & DESIGN

Summer 09



Design By: Stefanie Mirman • Project: Point of Contact Website • Class: VC&D 2700 – Media Design

The Visual Communication & Design Department offers degrees in Advertising Design, Illustration and Graphic Design. In addition to degree seeking programs, VC&D also offers a one-year certificate in Graphic Design, college achievement awards in desktop publishing, web design and package design.

The VC&D program offers course work that covers topics that include, Magazine Design, Animation, Web Design, 3D Modeling, Comic Book Design, Storyboard Illustration, Advertising Campaign, Identity Systems, Product Visualization, Creative Business Strategy and other design related solutions.

For more information, contact Bill Whetsel • 216.987.2374  
William.Whetsel@tri-c.edu



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216.987.2374 • [William.Whetsel@tri-c.edu](mailto:William.Whetsel@tri-c.edu)

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Suzanne Levandowski: [levan7@aol.com](mailto:levan7@aol.com)

### Counseling

Bob Bryson: [Robert.Bryson@tri-c.edu](mailto:Robert.Bryson@tri-c.edu)

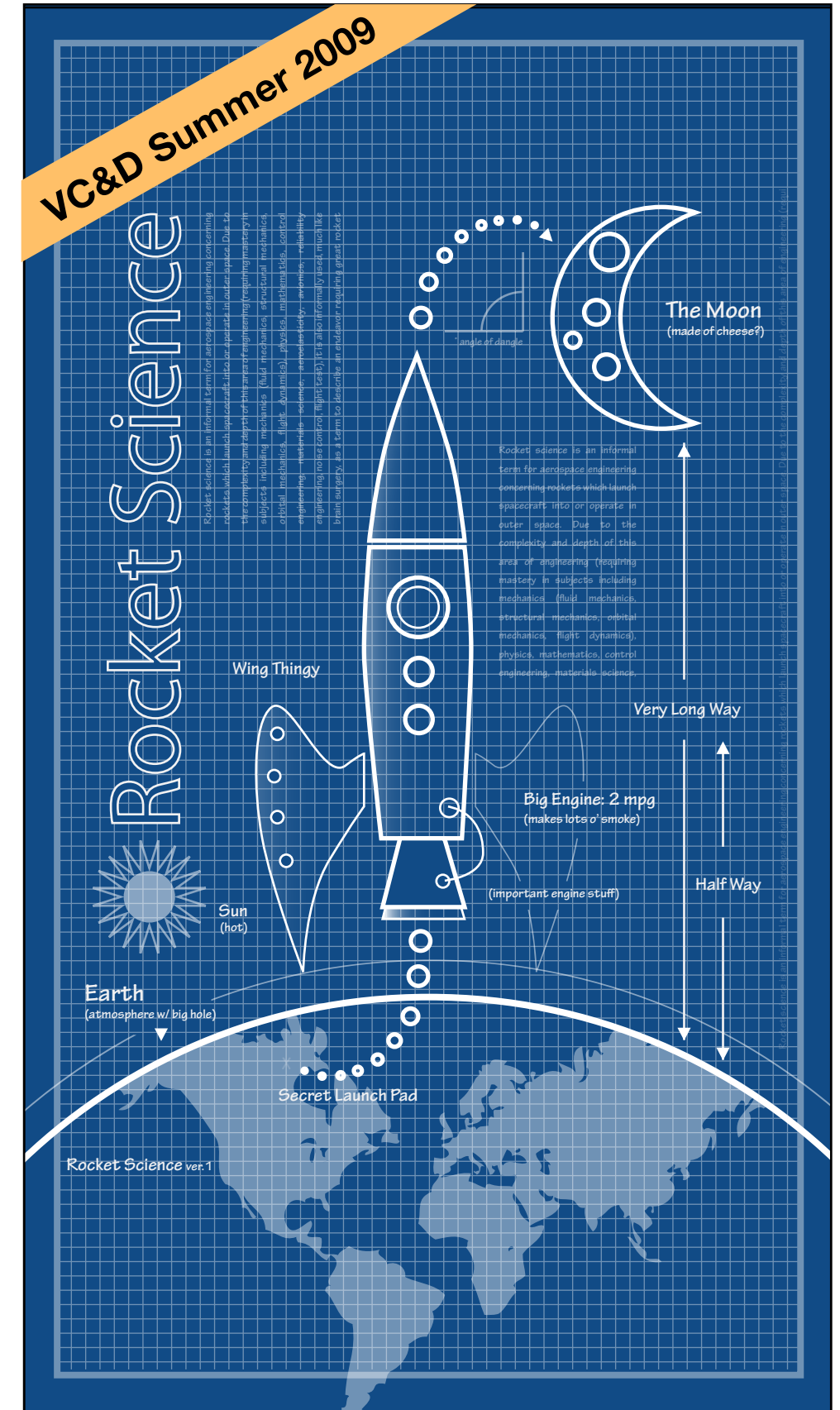
Pam Buchter: [Pamela.Buchter@tri-c.edu](mailto:Pamela.Buchter@tri-c.edu)

Bob Berger: [Robert.Berger@tri-c.edu](mailto:Robert.Berger@tri-c.edu)

# Graphic Design

VISUAL COMMUNICATION & DESIGN

Graphic Design • Advertising • Illustration • Interactive Media • 3D Modeling & Animation





## Morning



## Afternoon



## Evening

Monday

VC&D 1400 Imaging Design • 1cr • 1st 5 • M&W 8:30 am - 8:55 am • CRN: 53150  
VC&D 140L Imaging Design Studio • 1cr • 1st 5 • M&W 9:00 am - 9:45 am • CRN: 53153

VCPH 1300 Photo for Designers • 1cr • 1st 5 wks • M Hybrid 10:00am - 10:45am • CRN: 51631

VC&D 1300 GD Drawing • 1cr • 1st 5 • M&W 11:00pm - 12:15pm • CRN: 50910  
VC&D 130L GD Drawing Studio • 1cr • 1st 5 • M&W 12:30pm - 3:00pm • CRN: 50911

VCGD 2130 Magazine Design. • 2cr • 2nd 5 • M&W 12:00pm - 3:45pm • CRN: 51803

Tuesday

VC&D 1010 Macintosh Basics • 1cr • 1st 5 weeks • T Hybrid 8:30am - 9:25am • CRN: 53149  
VC&D 1100 Design Fund. • 2cr • 1st 5 weeks • T Hybrid 9:30am - 11:15am • CRN: 51627  
VC&D 1200 Type & Layout • 3cr • 2nd 5 weeks • T&Th 8:30am - 1:50pm • CRN: 51053

VC&D 2700 Media Design • 2cr • 8 wks • T&H 12:00pm - 4:05pm • CRN: 51396

VC&D 1400 Imaging & Design • 1cr • 2nd 5 week • T&R 5:30 pm - 5:45pm • CRN: 53359  
VC&D 140L Imaging & Design Studio • 1cr • 2nd 5 weeks • T&R 6:00pm - 8:30pm • CRN: 53360  
VC&D 2815 3D Studio W/ Cinema 4D • 3cr • 8wks • T&H 5:30 pm - 8:40 pm • CRN: 52968

Wednesday

VC&D 1400 Imaging Design • 1cr • 2nd 5 • M&W 8:30 am - 9:45 am  
VC&D 140L Imaging Design Studio • 1cr • 2nd 5 • M&W 8:30 am - 9:45 am

VCGD 2130 Magazine Design. • 2cr • 2nd 5 • M&W 12:00pm - 3:45pm

VC&D 2990 Portfolio • 2cr • 8 wks • W Hybrid 5:30 pm - 8:30 pm • CRN: 53152

Thursday

VC&D 1200 Type & Layout • 3cr • 2nd 5 weeks • T&Th 8:30am - 1:50pm

VC&D 2700 Media Design • 2cr • 8 wks • T&H 12:00pm - 4:05pm

VC&D 2815 3D Studio W/ Cinema 4D • 3cr • 8wks • T&H 5:30 pm - 8:40 pm

Friday

Saturday

Online

VC&D 2200 Multipage Design • 2cr • 1st 5 • Web Based • CRN: 53151  
VC&D 2300 DG & Illustration • 2cr • 1st 5 • Web Based • CRN: 51628

Visual Communication & Design  
**Summer 2009**