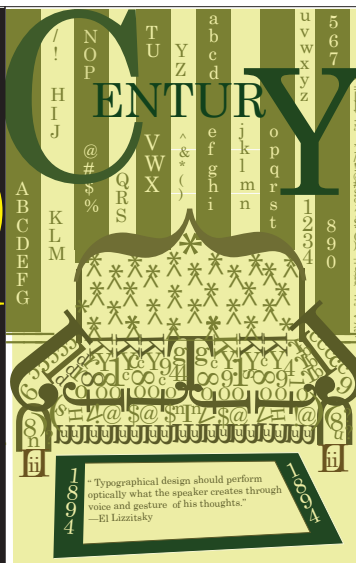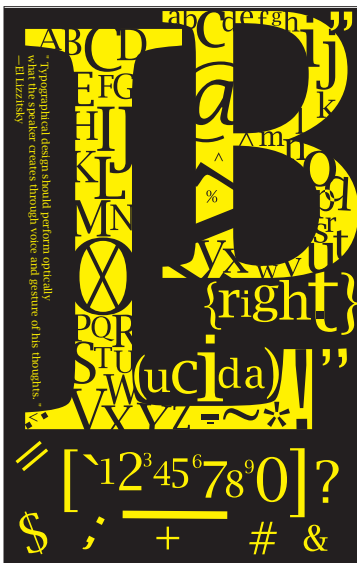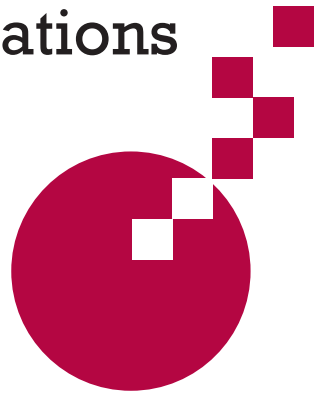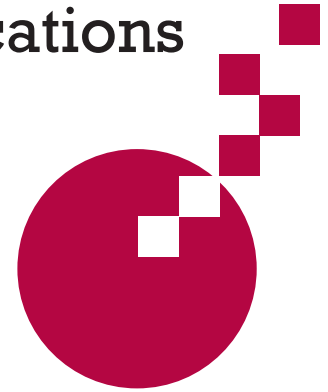# Visual Communications
# @ Kennedy-King



The Visual
Communications
program offers an
interdisciplinary
design curriculum
in print and
digital media
for an Associate
of Applied Science
(A.A.S.) degree.

CITY COLLEGES *of* CHICAGO
## Kennedy-King
Education that Works

# Visual Communications @ Kennedy-King

**VIS COM 101 Introduction to Visual Communications**
Introduction to the history and industry of visual communication. Basic design principles and practical application of visual communication design in illustration, typography, photography and publications.

**VIS COM 103 Commercial Photography**
This course is designed to familiarize the student with the basic procedures of digital image capture of products and people. This course explores the use of digital cameras as related to visual communication. Also included are the basic commercial photography techniques in lighting, editing and effects.

**VIS COM 132 Publication Design**
This course is designed to familiarize the student with page layout principles, info graphics and software used in the visual communication industry. Emphasis is also placed on computer and software systems.

**VIS COM 201 Design Management**
The study of design management practices in the visual communication industry: Sales, marketing, strategic planning, graphic production, job cost, services, studio layouts, purchasing, inventory control, staff positions/management and proposal writing.

**VIS COM 102 Website Design I**
Basic procedures in preparing website design and production; Includes web code techniques, color theory, typography and composing style sheets and photo layout.

**VIS COM 202 Website Design II**
This course is designed to provide the student with an advanced study of website design and production; Includes web code techniques, color theory, typography and composing style sheets and photo layout. It will also explore animation on the web using current web publishing software applications.

**VIS COM 212 Motion Graphics I**
Basic study of electronic publishing animated motion graphics systems. Instruction on the use of Adobe Flash software will be studied. Emphasis is placed on image composition and motion interaction. Typesetting and image design with Actionscript codes will be studied.

**VIS COM 224 Digital Typography**
This course is designed to familiarize the student with the computer hardware and software application used in the visual communication industry. Emphasis is placed on the study of typography font design, specification, effects and copy fitting. Also, the historical developments of typography from ancient to modern times will be studied.

**VIS COM 134 Logo Identity Design**
Students will develop identity design techniques in computer illustration, symbols and logo identity design systems for organizations, businesses and institutions.

**VIS COM 122 Graphic Software**
This course is designed to familiarize the student with hardware and software used in the visual communications industry. Software includes Adobe Illustrator, Photoshop, Indesign and other computer graphic software used for page layout design.Emphasis is also placed on the study and use of computer hardware equipment as: Monitors, keyboards, scanners, printers and digital cameras.

**VIS COM 110 Production Printing**
A study of the digital prepress and print production procedures for commercial printing; Includes planning and problem solving in layout and design, desktop publishing, digital imaging, proofing and digital print work.

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