THE PROGRAM

Designed to mirror the creativity and complexity found in industry, VCOM encompasses all the visual arts—drawing, painting, photography. Instead of traditional tools and media, students use Adobe's Creative Suite software for print and web including *Illustrator, Photoshop, InDesign, Acrobat, Dreamweaver and Flash* to design and create print and web work. Students learn composition, typography, digital photographic manipulation, drawing, print and web page layout, and an array of technical skills in the VCOM program.

3 LEARNING PATHS

Associate of Arts Degree (AA)

The VCOM AA degree prepares students for transition into the profession including transfer to a 4-year university program. Required and elective classes teach skills in digital print and web that will be enhanced at the 4-year college level or workplace.

Certificate of Achievement

The Certificate of Achievement program goal is immediate job entry. Students learn digital print and/or multimedia skills,. and are required to complete internships, mostly through the Design Shop. Students may receive two certificates if they complete all web and print coursework.

Drop-in and Learn

Professionals and other students who do not need to obtain a degree or certificate are welcome to join our classes. Enroll in any course listed online and in the Schedule of Classes under the "100" numbered series (credit/no-credit).

the DESIGN shop
LAS POSITAS COLLEGE
work-based learning

VCOM's Design Shop is an award-winning business experience that provides professional-level web and print services at reduced cost for Tri-Valley emerging businesses, non-profits, and most LPC campus marketing needs. VC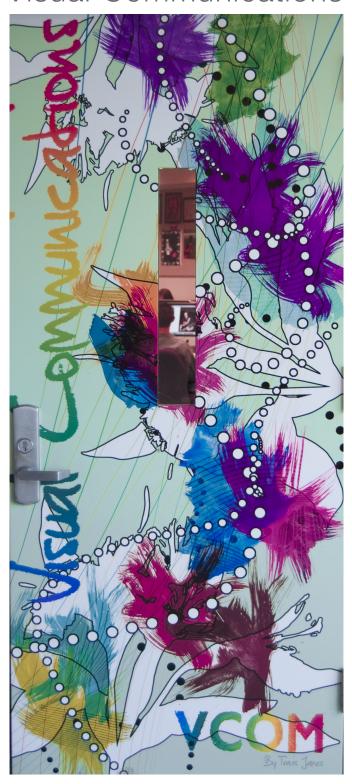OM students gain essential career experience while meeting clients' scope of the work and deadlines. Design Shop work is integrated into all intermediate- and advanced-level classes. During internships, students work one-on-one with clients and manage or participate in student design teams.

for more info
www.lpcdesignshop.com/vcom

Fredda Cassidy, VCOM Coordinator
fcassidy@lapositascollege.edu

WWW.LASPOSITASCOLLEGE.EDU/VCOM

Visual Communications

ENTER THROUGH THE VCOM STUDIO DOOR in Building 300! You'll find a world of creativity, digital "magic" and perhaps, your next career …

LAS POSITAS COLLEGE

Visual Communications

CORE COURSES

Most VCOM students enter the program with little or no graphic design background or experience using a computer as a design tool. These core classes expose students to the industry as a whole, to the aesthetic implications of working in a visual medium, and to the basic skills necessary to complete their work. All VCOM courses are taught hands-on and project-based.

48 Introduction to the Design Studio
Learn how to use the Visual Communications studio — equipped with industry-standard hardware and Adobe Creative Suite software — in a self-paced, tutorial course.

50 VCOM and the Process of Design
Venture into the creative processes, methods and tools used to develop concept-to-final designs for print or web.

51 Color for Digital Design
Explore all aspects of color, from technological and psychological considerations to color perception in an ethnically diverse international audience.

52 Introduction to Typography
Work with type from application of digital type styles, fonts and trends, to use of type as an expressive element.

53 Photoshop I for Design
Learn the basics of Photoshop while creating and manipulating painted and photographic images.

54 Illustrator I for Design
Learn the basics of Illustrator while learning the fundamentals of digital drawing and illustration.

55 Web Design I
Design and develop user-based, visually creative websites using Dreamweaver and its cascading style sheets (css).

56 Design Concepts I
Apply traditional art aesthetics, art theory, and design principles and conventions while creating 2- and 3-dimensional design projects.

INTERMEDIATE AND ADVANCED COURSES

Starting at this level at least one project contracted through the Design Shop is integrated into each of these VCOM courses. Students experience client briefings, Q & A sessions, formal presentation, feedback and critique meetings. Students learn to work individually and in teams as they work one-on-one with clients.

40 The Business of Design
Learn how to work in and run a design business

57 Design Concepts II
Design logos, brand symbols, collateral materials, and packaging with an emphasis on the designer/client relationship and delivering quality service to the end-user. Create compelling materials specific to the client brief, target audience, and deadline. Conduct research, present concept and final design orally and in writing.

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58 Photoshop II for Design
Take an in-depth exploration of the advanced features of Photoshop to create effective visual images and photos.

59 Illustrator II for Design
Explore the advanced features of Illustrator while creating effective visual images and illustrations.

60 Creative Portfolio & Self-Promotion
Create advanced individual projects, develop and refine a portfolio, and learn strategies for effective self-promotion.

62 Web Design II
Take an in-depth exploration of Dreamweaver and Flash while producing creative, user-friendly websites.

63 Website and Multimedia Production
Gain advanced, real world experience developing user-friendly, accessible, client-based websites using Dreamweaver, and Flash.*

64 InDesign I and Layout Techniques
Learn InDesign "work-smart" techniques in layout and design for multi-page projects.

65 Prepress & Print Production
Solve advanced design and color management challenges and how to set files to industry-standard printing specifications, while concentrating on clients' print and press projects.*

63I/65I Internship
Gain professional experience through a directed/evaluated internship in the Design Shop or a design/partner studio.*

*INTERNSHIP must be taken concurrent with VCOM 63 or VCOM 65. Students taking both print and web concentrations must complete two internships.

AFTER ATTENDING LPC...

Most VCOM graduates who earn a certificate successfully enter the lucrative VCOM field, especially those who created a substantial portfolio of client-based work contracted through advanced classes and the Design Shop. Students transferring to complete their upper-level education also report a high rate of success.

"I graduated from the Art Institute of Pasadena on Friday (with Highest Honors), and I am so excited.... I start my first design job on Monday at American Specialty Health.... I would not be where I am today without VCOM."— G.W.

"I had an amazing experience in VCOM. I can't believe how much I learned technically and personally. You have a great program and awesome instructors." —T. M.

"The Design Shop is an outstanding and invaluable work experience program. It allowed me to work with clients within the academic setting to learn how to BE a graphic designer in a real world work experience. Between the Visual Communications Program and the Design Shop I was able to successfully obtain a job reclassification with my employer. The Design Shop is almost (if not) unique in the California College system and deserves widespread recognition for the innovative, progressive, and marketable skills that enable students to successfully compete for good jobs." —S.M.

"In VCOM I learned how to be an artist and businessperson at the same time. After being in the program part-time for two years, with no previous experience, I'm now capable of owning my own business—carrying out a dream of being my own boss and doing what I love to do—design." —K.V-A.

"The team of Visual Communication instructors offer more than a letter grade or credit. The program is an opportunity to unite your artistic, entrepreneurial, and creative skills. I highly recommend the program to anyone interested in exercising her/his interactive and creative prowess." —J.S.

L A S P O S I T A S C O L L E G E