

Visual Communications

A Quick Guide to Graphic Design and Interactive Media at Chemeketa 2011–12

Visual Communications includes what is commonly known as graphic design and web design. It is constantly evolving to reflect new media and the general buzz in the field of graphic arts. The Graphic design sequence includes logo design, photography, layout, illustration, and some web design. Interactive media integrates work in web design with photography, and video. The language of design serves as a powerful core of knowledge and skills that will give you the knowledge and skills to begin work in any number of creative fields or transfer to a four-year school for further study. There are many career paths open to those willing to work hard to explore creative solutions and embrace new technologies.

All students share a common first year which includes basic design, software and media, drawing, typography, and general education classes. During spring term of your first year you meet with faculty to determine your degree path. You are welcome to stay for three or more years and complete both program options and take additional classes.

As part of the VC program, you will learn not only the technical skills, but also the teamwork and creative problem solving essential to a growing and changing career. Classes in illustration, animation and filmmaking will open new possibilities for expanding your creative abilities. You will produce a portfolio of work including a personal logo, resumé and web site in preparation for entering the job market. A portfolio show, introducing you to the business community, is part of spring term your final year. Small class sizes allow for one-on-one critiques with instructors and lots of personal attention. You will find instructors who are passionate about what they teach and students who are equally dedicated to their class work. We have two Mac labs with wonderful technical support and the latest software. It is an intense and demanding program. You will be challenged and you will smile as you work harder than you ever thought possible. The program is a great launching pad to wherever your creativity takes you.

We appreciate your interest in our program and hope you find this information helpful as you make decisions about your education. These words will provide a starting place for your research, but we encourage you to visit to learn more. We schedule informal overview sessions many times during the year. At this time, you will have the opportunity to meet with faculty and students, see examples of student work, tour the VC area, and get answers to all of your questions. The current overviews are listed on the other side and on the program web site. Check the web site for any changes.

Flip to the “**B-side**” for contact information and step-by-step instructions for getting into the program

20011-12 DEADLINES:

Completed program applications will be accepted **April 18–June 30, 2011**. Bring your applications to Admissions in Enrollment Services. Incomplete applications will not be accepted. We usually accept up to 30 students for fall enrollment. If slots remain after the application date, we may extend the application deadline. Email the program chair for information. Applications sent by mail must be postmarked by June 30. Digital applications must sent to admissions@chemeketa.edu. Enter *VC application* in the subject line of your digital application to ensure correct processing.

**Please let us know how we can help.
We look forward to meeting you soon.
Complete program information is available at vc.chemeketa.edu**



This is the **B-side** with the fine print. Read on:

IF YOU ARE NEW TO CHEMEKETA

Welcome. Apply to the college by completing a Chemeketa application. You will need to take the ASSET or COMPASS (Placement) tests. Then meet with Financial Aid (Building 2) to see if you qualify for any assistance. If you're eligible for Work Study, let us know. We have students working in our Mac lab right now.

VISUAL COMMUNICATIONS PROGRAM INFORMATION

Attend an *overview session*, even if you are sure that Visual Communications is the right place for you. If you have questions after you have been here and talked with us, make an appointment with Program Chair Christine Linder. You may also visit classes by contacting individual instructors. In addition, most of our evening classes are open to all students and it's a great way to see if the program is a good fit for you. The annual Portfolio Show is also open to everyone and is a good opportunity for you to talk with us and see the work of our amazing students. Complete term-by-term class sequences are on our web site.

PROGRAM APPLICATIONS

1. Enroll in any required prerequisite courses indicated by your placement tests. These may include MTH020 Basic Mathematics, RD115 Academic Thinking and Reading, WR121 English Composition, and ART115 Basic Design B&W. WR121 and ART115 may be taken during the first two terms of the program. You must be currently enrolled in or have successfully completed all other prerequisite classes with a grade of "C" or higher before entering the program. This means you may submit your application, but your acceptance is conditional on having completed any prerequisite courses.
2. Assemble your stuff. Your application materials will include your VC application, entrance portfolio, essay, and transcripts. All the details are available on the web. Submit your application in one impressive package to Admissions in Enrollment Services in building two of the Salem campus.
4. The annual application dates are listed on the other side and on the web site. We usually accept 30 students into the program each fall. We will accept applications after that date only if there are remaining slots in the program. The web site will have updated information on whether or not additional applications are being accepted. Applicants will be notified of their status by email.
5. While the primary sequences of classes begins in fall, you may begin taking general education and some program classes at any time. Most program classes are only offered once a year. It will take a minimum of two academic years to complete your degree, beginning in fall term. You are encouraged to take additional time to complete your course work if possible.

FOR MORE INFORMATION: VISIT, CALL, EMAIL OR CHECK VC.CHEMEKETA.EDU

For general program information, graphic design options, or information about program overviews, contact Program Chair, Christine Linder (christine.linder@chemeketa.edu or 503.399.6473)

For web design and interactive options, contact Peter Hoelter (peter.hoelter@chemeketa.edu or 503.399.6475)

For photography and filmmaking options contact Wayne Knowles (wayne.knowles@chemeketa.edu or 503.589.7816)

For general information or to arrange a tour contact Julian Harkema (julian.harkema@chemeketa.edu or 503.399.5070)

For a current calendar and more information, check us out at: vc.chemeketa.edu.

SPRING 2011 OVERVIEW SESSIONS:

All overviews are held from 4:30–6:00p in Building 4, room 279. Everyone is invited. No reservations are required.

Tuesday March 1

Tuesday April 19

Tuesday May 17

Monday June 13

Accommodations: It is the policy of Chemeketa Community College and its Board that there will be no discrimination or harassment on the basis of race, religion, color, sex, age, national origin, ethnic origin, sexual orientation, gender identity, marital status, citizenship status, pregnancy and related conditions, family relationship, veteran's status, disabilities, tobacco usage during work hours, whistle blowing, victim of domestic violence and genetic information in any educational programs, activities or employment. Persons having questions about equal opportunity/affirmative action should contact the Affirmative Action Officer at 4000 Lancaster Dr. NE, Salem, Oregon 97309-7070, or call 503.399.4784. To request this publication in an alternative format, please call 503.399.5192