

The Visual Communications program at Lyndon is a dynamic mix of graphic design and marketing courses that prepare graduates for a wide-range of career paths. Students tailor their degree plan by pursuing one of three concentrations. In the final year of study, students design their own thesis project and develop a portfolio specific to their specialty.

New for 2015/2016

Three exciting concentrations have been incorporated into the BA Visual Communications program;

Graphic Design & Advertising:

A dynamic sequence of courses that prepare graduates to design for print media and package design.

Photography: A powerful blend of traditional darkroom photography and digital photo coursework that prepare graduates for integrated careers in photography and design.

Social Media: An inventive combination of courses that prepares graduates to design for and manage social media marketing campaigns.

For More Information

All Visual Arts degree programs and portfolios of our students' artwork can be viewed on our website:

www.lyndon-visualarts.net

Student Learning Outcomes for the Bachelor of Arts in Visual Communications

Students will demonstrate:

- An ability to work collaboratively and/or independently in solving advanced problems in visual communications.
- An advanced understanding of aesthetic principles in the context of visual communications.
- A proficiency in the use of appropriate creative tools for specific visual communications projects.

Purpose

This advising sheet lists all of the program requirements for the BA in Visual Communications. This applies to students enrolled in the 2015/2016 course catalog. Refer to Lyndon's online catalog for an official listing of all graduation policies and degree requirements.



Justin
O'Riordon

Design Concept by

Justin O'Riordon | Class of 2016

Visual Communications

A four-year degree program that prepares students pursuing careers in the fields of graphic design, marketing and advertising.



3 New Concentrations for 2015/2016!

- Graphic Design & Advertising
- Photography
- Social Media

Already pursuing a four-year degree at Lyndon? Add the **AS in Visual Communications** to your degree plan!



BA Visual Communications

2015/2016 Lyndon State College Course Catalog

★ = Prerequisite(s) required

■ Fall | ▣ Even #’d Fall | □ Odd #’d Fall

▲ Spring | △ Even #’d Spring | △ Odd #’d Spring

Complete all core courses and one concentration.

Core Courses:

	Advised Year	Offered	Credits
ART 1011 - Drawing I	1st	■ ▲	3
ART 2020 - Color Theory (Must be taken simultaneously with DES 1035)	1st	■ ▲	2
DES 1015 - Typography	1st	■ ▲	3
DES 1020 - Design (Must be taken simultaneously with DES 1025)	1st	■ ▲	2
DES 1025 - Image Manipulation (Must be taken simultaneously with DES 1020)	1st	■ ▲	2
DES 1035 - Digital Illustration (Must be taken simultaneously with ART 2020)	1st	■ ▲	2
ART 2301 - Photography I	2nd	■ ▲	3
BUS 2230 - Principles of Marketing	2nd	■ ▲	3
DES 1045 - Page Layout ★ DES 1015, DES 1020 and DES 1025	2nd	■ ▲	3
DES 2015 - Web Design I ★	2nd	■ ▲	4
★ ART 1011, ART 2020, DES 1015, DES 1020, DES 1025 and DES 1035			
ENG 2000 - Public Relations, Advertising, and Marketing ★	2nd or 3rd	△	3
ART 3000 - Commercial Photography ★	3rd	■	3
★ Either ART 1410 or ART 2301 and DES 1020 and DES 1025			
ART 4611 - Senior Thesis I ★ Senior standing and permission	4th	■ ▲	

Concentration in Graphic Design & Advertising:

3-credit ARH course as approved by the academic advisor	3rd	■ ▲	3
DES 3111 - Print Production ★ DES 1045	3rd	▲	3
BUS 3000 - Social Media Marketing ★ BUS 2230	3rd or 4th	□	3
DES 3150 - Package Design ★ DES 3111	3rd or 4th	▲	3
Select two courses from the following:	3rd & 4th		6
BUS 3160 - Sales Management and Selling ★ BUS 2230		△	
DES 4020 - Advanced Typography ★ DES 3111		■	
ENG 3080 - Strategic Media Communications ★ ENG 1082		▲	

Concentration in Photography:

ARH 2000 - History of Photography ★ ENG 1082	3rd	▲	3
ART 2000 - Advanced Digital Photography ★	3rd	▲	3
★ Either ART 1410 or ART 2301 and DES 1020 and DES 1025			
VID 1060 - Video Production I	3rd	□	3
ART 3270 - Advanced Photography ★ ART 2301	4th	□	3
Select two courses from the following:	4th		6
BUS 3000 - Social Media Marketing ★ BUS 2230		□	
BUS 3160 - Sales Management and Selling ★ BUS 2230		△	
DES 3111 - Print Production ★ DES 1045		▲	

Concentration in Social Media:

3-credit ARH course as approved by the academic advisor	3rd	■ ▲	3
VID 1060 - Video Production I	3rd	▲	3
BUS 3000 - Social Media Marketing ★ BUS 2230	3rd or 4th	□	3
DES 4000 - Designing for Social Media ★ BUS 2230	3rd or 4th	△	3
Select two courses from the following:	3rd & 4th		6
BUS 3160 - Sales Management and Selling ★ BUS 2230		△	
ENG 2155 - Introduction to Multimedia Storytelling ★ ENG 1082		■ ▲	
ENG 3080 - Strategic Media Communications ★ ENG 1082		▲	

Required Credits for Major: 53-54