



# Communication Arts Technology Program

## Jefferson Community & Technical College

OFFERING ASSOCIATE OF APPLIED SCIENCE DEGREE TRACKS IN  
 ADVERTISING DESIGN  
 COMMERCIAL PHOTOGRAPHY  
 WEBPAGE DESIGN  
 AND THE  
 MULTIMEDIA CERTIFICATE IN COMMUNICATION ARTS

*All courses are 3 credit hours unless otherwise noted*

### General Education Courses - Required for all CAT Tracks - 15 Credit Hours

ENG	101	Writing I
ART	106	Renaissance to Modern Art History
MAT	110	Applied Mathematics (or any higher math)
***	***	Social Interaction (such as Sociology, Psychology, Geography)
***	***	Physical Science (such as Biology, Chemistry, Physics, Astronomy)

### CORE Courses - Required for all CAT Tracks - 40 Credit Hours

VCC	150	Mac Basics* (or any Digital/Computer Literacy course) (0-3 credits)
VCC	100	Introduction to Visual Communications
ART	110	Drawing I
VCA	160	Commercial Photography I*
VCA	170	Advertising Design I*
VCA	161	Commercial Photography II (spring semester only)
VCA	171	Advertising Design II* (spring semester only)
VCA	132	Illustration for Advertising
VCC	166	Photoshop Basics*
VCM	115	2-D Animation*
VCM	220	Webpage Design*
VCA	290	Folio Seminar (spring semester only)
VCA	298	Practicum (fall semester only - 4 credit hours - MUST pass Folio first)

### Advertising Design Track - 11 Credit Hours (Total 63-66 Credit Hours for AAS)

VCA	106	Creative Typography
VCA	270	Advertising Design III (fall semester only - 4 credit hours)
VCA	271	Advertising Design IV (spring semester only - 4 credit hours)

### Photography Track - 11 Credit Hours (Total 63-66 Credit Hours for AAS)

VCA	260	Commercial Photography III (fall semester only - 4 credit hours)
VCA	261	Commercial Photography IV (spring semester only - 4 credit hours)
VCC	266	Advanced Photoshop

### Webpage Design Track - 12 Credit Hours (Total 64-67 Credit Hours for AAS)

VCC	205	Introduction to HTML (or CIT 155)
IMD	180	Intermediate Web Design
VCM	230	Advanced Webpage Design
CIT	140	Javascript I

\* Indicates courses required for Multimedia Certificate

Total Credit Hours Required for the Multimedia Certificate in Communication Arts, 18-21 credits. Students completing any of the AAS Tracks will also be awarded the Multimedia Certificate in Communication Arts in addition to the AAS diploma.

Students wishing to major in the CAT program should see Terry Lutz in Chestnut Hall, Suite 307 as soon as possible or email Terry.Lutz@kctcs.edu

VISIT OUR PROGRAM WEBSITE AT [WWW.JCTCART.COM](http://WWW.JCTCART.COM)

