



School of Visual Arts

Get your hands on education.





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Welcome to Visual Arts!

The Visual Arts Technology department is recognized for its degree programs in Digital Film and Video, Graphic Design/Illustration, and Photography. The state-of-the-art facility houses seven computer labs with well over a hundred Macintosh computers, color printers, scanners and a digital production center for large format color printing and equipment for mounting and matting of work for presentation. In addition, there is a professional photography studio for portrait and commercial photography, large and medium format cameras, and a traditional wet lab for black and white photography.

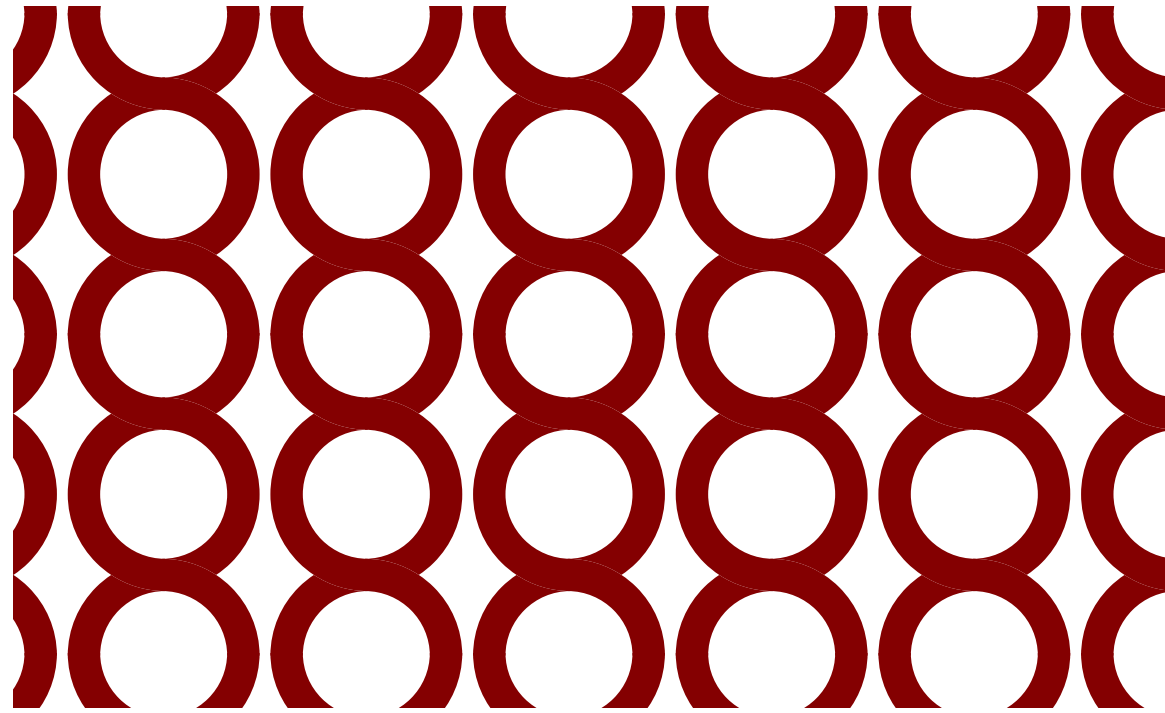
Articulation programs enable students to transfer to colleges and universities such as the College for Creative Studies, Brooks Institute of Photography and Eastern Michigan University.

Professional Advisory Committees assist in maintaining the program's currency relevant to curriculum and technology.

School of Visual Arts

The eyes say it all in the School of Visual Arts. From the classics of photography and graphic design to the developing fields of digital video and 3-D animation, students can learn a variety of skills leading to multiple career options. Washtenaw Community College offers programs at several levels for students who want to begin new careers, or advance in their existing careers.

The first level is the certificate, which can vary from nine to thirty-six credits, depending on the field. Certificates generally prepare students for entry-level jobs. After completing a certificate, students can progress to the next level, the advanced certificate. The credit hours required for these programs also vary. This type of certificate provides a more specialized level of skill development, and often allows students to upgrade their positions at their places of employment. The next level, an Associate in Applied Science, is available for some programs. For some career fields, it is possible to earn a certificate, advanced certificate, and an Associate in Applied Science degree in the same field. In these cases, the credit hours from the certificate and advanced certificate can be applied to the credit hours needed for the Associate in Applied Science degree. Alternatively, students can earn an AAS in Occupational Studies by completing a certificate, advanced certificate and General Education requirements.



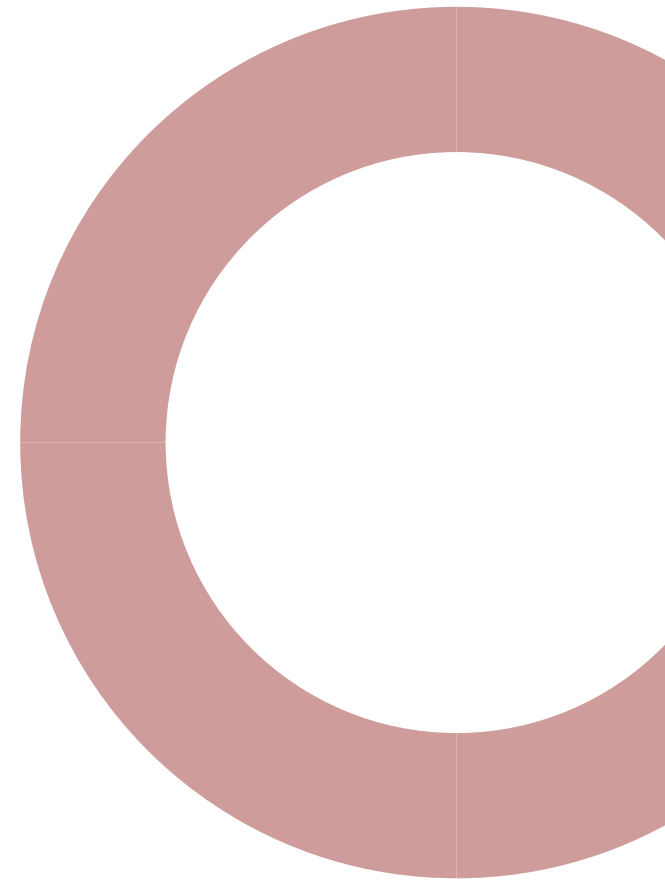
Photography

In addition to exploring photography as a means of personal expression, this program prepares individuals for work in a variety of photographic settings including working as a photographer's assistant, working in a photo lab, starting your own business, and transfer to a four-year art school. Students can tailor the program to their own interests by choosing specialized electives.

The photographic imaging area provides students with access to medium format, large format, and digital cameras, lighting equipment, and image production facilities that represent the highest industry standards. The hands-on learning environment found in all classes provides one-on-one contact with instructors in addition to a dynamic, interactive learning experience created among students. Assignments are completed either individually or collaboratively in small groups, which encourages support and a noncompetitive atmosphere.

There are the two programs available in Photography:

1. Photographic Imaging Certificate (CTPHOI)
2. Photographic Technology Associate in Applied Science Degree (APPHOT)



Photographic Imaging Certificate (CTPHOI)

Program requirements shown below are for 2008–2009.

Description:

This program prepares students for entry-level positions in the photographic industry and is a steppingstone to the Associate Degree in Photographic Technology. Foundation areas of study include: basic camera operation and composition skills; film and digital exposure and processing methods; studio lighting; and printing and presentation techniques.

Contact Information:

Division: Business and Computer Technologies

School: School of Visual Arts

Department: Visual Arts Technology

Advisors: Students should choose the appropriate faculty for academic advising based on their last name: Terry Abrams (A-G), Jennifer Baker (H-O), Donald Werthmann (P-Z).

Major/Area Requirements (20 Credits)

PHO 111	Photography I (4)
PHO 117	Introduction to the Studio (4)
PHO 127	Digital Photo Imaging I (4)
PHO 228	Digital Photo Imaging II (4)
PHO 122 or PHO 129	Darkroom Techniques Black and White Digital Imaging (4)

Minimum Credits Required: 20 Credits

Photographic Technology Associate in Applied Science Degree (APPHOT)

Program requirements shown below are for 2008–2009.

Description:

This program provides a firm foundation in silver-based and digital photographic technologies. Through a combination of required basic courses and specialized elective courses, the student tailors the program to his or her particular interest in the photographic field. The program prepares the student to work behind the camera, in the darkroom, and on the computer. Students shoot with large, medium, and small format cameras in both color and black and white. Graduates of the program find job opportunities in commercial studios, amateur and professional photo labs, and photojournalism. Students also complete the program to use photography as a means of personal expression, and as preparation for transferring to four-year photography programs.

Contact Information:

Division: Business and Computer Technologies

School: School of Visual Arts

Department: Visual Arts Technology

Advisors: Students should choose the appropriate faculty for academic advising based on their last name: Terry Abrams (A-G), Jennifer Baker (H-O), Donald Werthmann (P-Z).

Articulation:

Brooks Institute of Photography, BA degree; College for Creative Studies, BFA degree; Eastern Michigan University, BS degree.

Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site:

<http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

General Education Requirements (18 - 21 Credits)

Writing	Elective(s)* (3–4)
Speech	Elective(s)** (3)
Math	Elective(s)*** (3–4)
Nat. Sci.	Elective(s) (3–4)
Soc. Sci.	Elective(s) (3)
Arts/Hum.	Elective(s)**** (3)

Major/Area Requirements (42 - 45 Credits)

PHO 103	History of Photography (3)
PHO 111	Photography I (4)
PHO 117	Introduction to the Studio (4)
PHO 127	Digital Photo Imaging I (4)
PHO 228	Digital Photo Imaging II (4)
PHO 230	Portfolio Projects (3)
PHO 231	Portfolio Seminar (4)
PHO 122 or PHO 129	Darkroom Techniques Black and White Digital Imaging (4)
PHO 211 or PHO 220	Large Format Photography Advanced Studio Techniques (3)
Elective:	Complete an additional 9–12 credits of PHO electives (100 level and above)

Minimum Credits Required: 60–66 Credits

Footnotes:

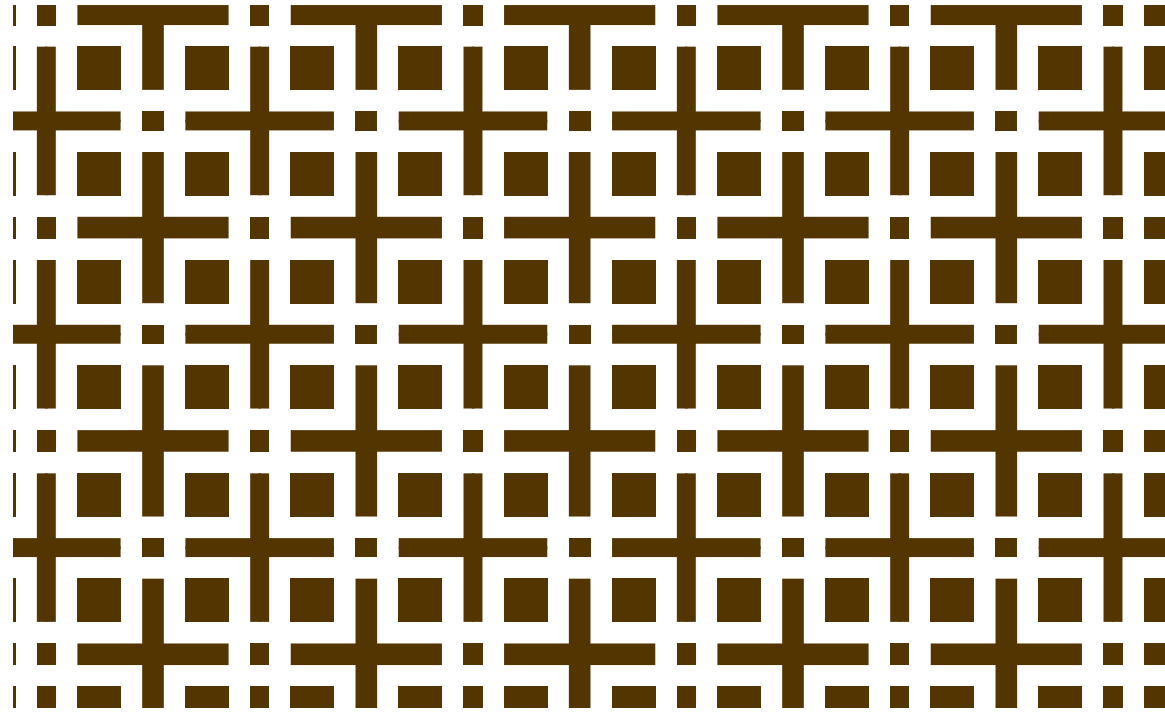
*ENG 100 or ENG 111 is recommended

**COM 101 or COM 102 is recommended

***MTH 151, MTH 157, MTH 160, or MTH 169 is recommended

****fulfilled upon completion of major/area requirement PHO 103

Students must meet the Computer and Information Literacy Graduation Requirement. See General Education Graduation Requirements in the WCC Bulletin.



Graphic Design

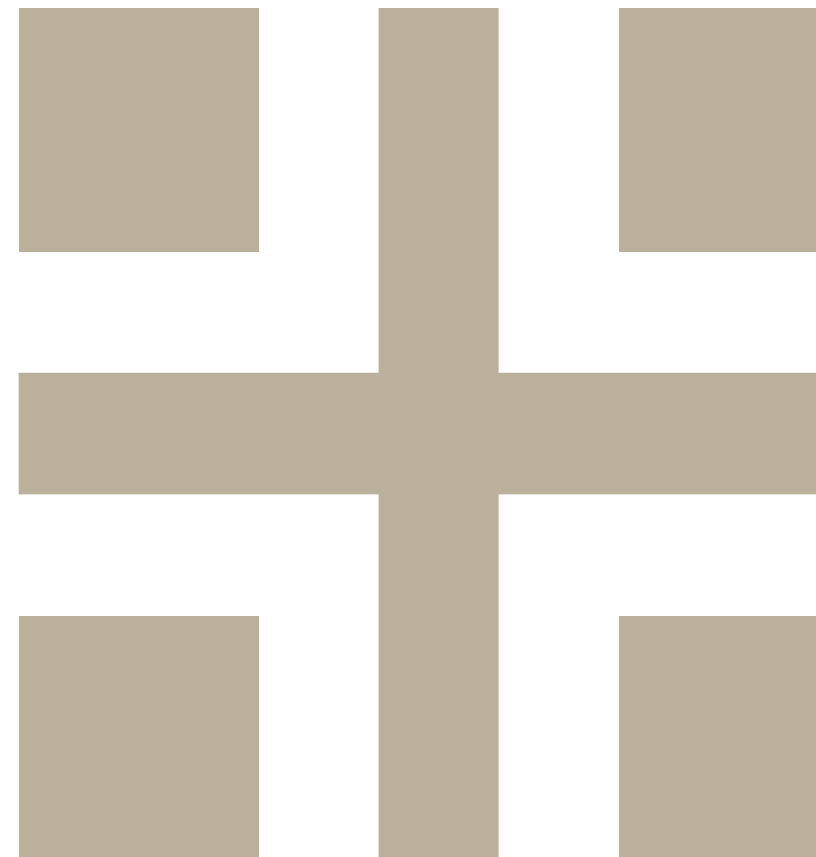
The graphic design program will provide an opportunity for students to develop their creativity in both the illustration and design components of graphic design and prepare them to start a career in the commercial, technical and free-lance industries using state-of-the-art equipment and the latest techniques.

The Graphic Design Technology curriculum focus on graphic communication; visual-problem solving, computer software instruction; and study in theories of visual communication for print and the Web.

Students get individual attention from the instructors and the opportunity to create their own portfolios of finished art, which can be used to present to future employers.

There are the two programs available in Graphic Design:

1. Graphic Design Certificate (CFGDTC)
2. Graphic Design Associate in Applied Science Degree (APGRD)



Graphic Design Certificate (CFGDTC)

Program requirements shown below are for 2008–2009.

Description:

This program provides students with entry-level skills in graphic design and allows students to upgrade or expand their present skills. Students will focus on 0 typography and the foundations of visual communication design for both print and on-screen media, and build skills in the most widely used graphic design software applications. This program provides credits towards the Associate in Applied Science Degree in Graphic Design.

Contact Information:

Division: Business and Computer Technologies

School: School of Visual Arts

Department: Visual Arts Technology

Advisors: Students should choose the appropriate faculty for academic advising based on their last name: Lind Babcock (A-G), Dennis Guastella (H-O), Kristine Willimann (P-Z).

Articulation:

Eastern Michigan University, several BS degrees. Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site:
<http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

Major/Area Requirements (31 Credits)

GDT 100	Typography I (4)
GDT 112	Graphic Communication I (4)
GDT 127	QuarkXPress for Print Publishing (4)
GDT 139	Illustrator Graphics (4)
GDT 140	Photoshop Graphics (4)
GDT 220	Publication Design (4)
GDT 239	Imaging and Illustration (4)
INP 140	Building a Web Site (3)

Minimum Credits Required: 31 Credits

Footnotes:

*Students must complete GDT 139 and either complete or concurrently enroll in GDT 127 before enrolling in GDT 100. GDT 139 or GDT 140 must be completed before enrolling in GDT 112. See a Graphic Design faculty advisor to assist in planning a program of study.

Graphic Design

Associate in Applied Science Degree (APGRD)

Program requirements shown below are for 2008–2009.

Description:

This program prepares students for a career as a graphic designer. Graphic designers work with writers, publishers, photographers, printers, and other specialists in the field of visual communication design to communicate, inform, instruct, or sell. Students may work on publications, advertising, or the Internet. The program focuses on developing skills in basic design theory, concept development, typography, the major graphic design software, and knowledge of production techniques for print and electronic media as exhibited in a portfolio. Creative and artistic ability is required for careers in graphic design, as well as originality and capacity for experimentation in visual problem-solving. Students also need an aptitude for developing strong skills with desktop computers and graphics software programs.

Contact Information:

Division: Business and Computer Technologies

School: School of Visual Arts

Department: Visual Arts Technology

Advisors: Lind Babcock, Dennis Guastella, Kristine Willimann
Graphic Design majors should see GDT faculty for academic advisors according to the first letter of their last name: (A-G) Lind Babcock, (H-O) Dennis Guastella, (P-Z) Kristine Willimann.

Articulation:

College for Creative Studies, BFA degree;
Eastern Michigan University, several BS degrees. Copies can be obtained from the Counseling Office, a program advisor, or from the Curriculum and Assessment Office Web site:
<http://www.wccnet.edu/departments/curriculum/articulation.php?levelone=colleges>.

Admission Requirements:

Basic proficiency with desktop computers is required to enroll in GDT computer-based courses. Students with no or minimal computer skills are encouraged to take GDT 105, Introduction to Mac Graphics.

Note: Graphic Design computer-based courses are taught on Macintosh computers.

General Education Requirements (18 - 21 Credits)

ENG 107 or	Technical Writing I
ENG 111	Composition I (3 - 4)
COM 101	Fundamentals of Speaking (3)
MTH 125 or	Everyday College Math
MTH 151	Technical Algebra (3 - 4)
Nat. Sci.	Elective(s) (3 - 4)
Soc. Sci.	Elective(s) (3)
GDT 101	History of Graphic Design (3)

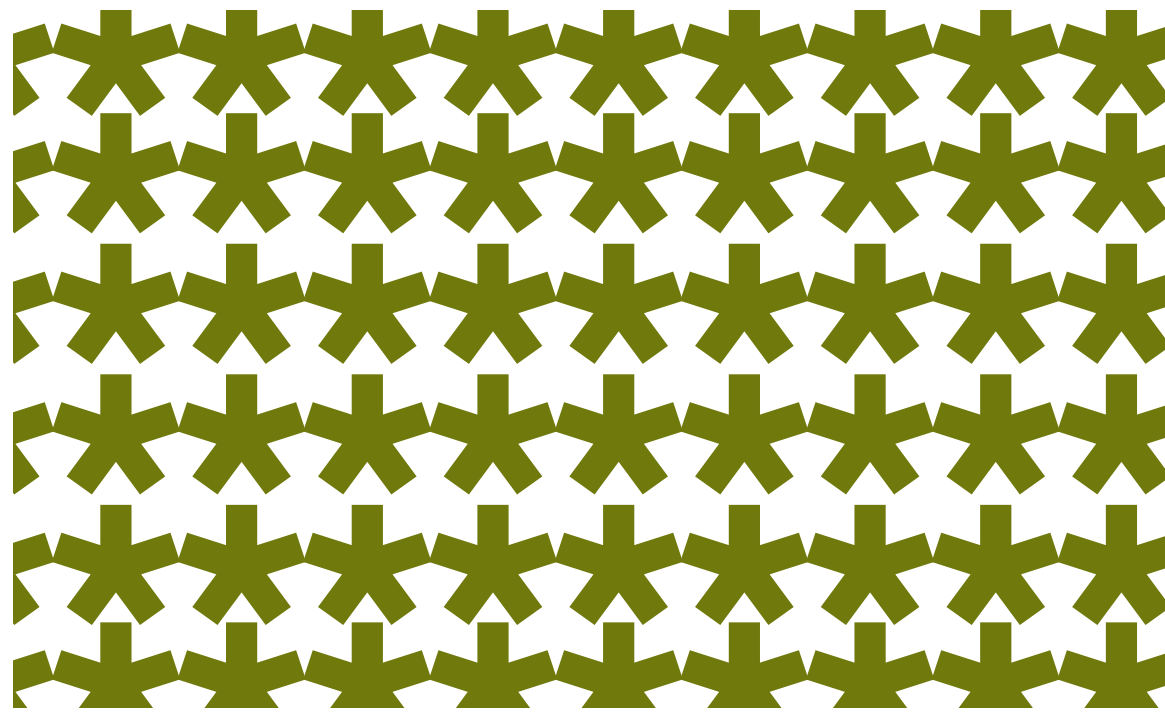
Major/Area Requirements (47 Credits)

GDT 100	Typography I (4)
GDT 112	Graphic Communication I (4)
GDT 127 or	QuarkXPress for Print Publishing
GDT 130	InDesign for Print Publishing (4)
GDT 139	Illustrator Graphics (4)
GDT 140	Photoshop Graphics (4)
GDT 150	Design for the Internet (4)
GDT 220	Publication Design (4)
GDT 239	Imaging and Illustration (4)
GDT 252	Advanced Digital Studio (4)
GDT 259	Graphic Communication II (4)
GDT 290	Professional Practices (4)
INP 152	Web Graphics I (3)

Minimum Credits Required: 65–68 Credits

Footnotes:

Students must meet the Computer and Information Literacy Graduation Requirement. See General Education Graduation Requirements in the WCC Bulletin.



Digital Video

Everything is turning digital! Even Hollywood has its eye on the digital future. At Washtenaw Community College we see this trend and have developed a program that is at the pinnacle of the digital art world.

Students in the Digital Video/Film Technology program will learn to create short subject video pieces and learn all facets of video production from program design (pre-production), hands-on recording (production), through the editing process (post-production). Students will take courses in Webcasting and streaming media, using state-of-the-art digital technology, facilities, and instruction. By the end of the program students will have basic knowledge of lighting, storyboarding and basic scripting, editing, sound, and directing techniques.

After being exposed to the latest equipment, the best facilities and a committed, hands-on faculty, students will be prepared for entry level media production positions in organizations that create information, documentary, instructional commercial, or artistic digital video productions, which include the integration of video, audio, graphics, and text.

This is a two semester certificate program that will begin in Fall 2001 (29-31 credits). Additional degree offerings are being considered.

There are the two programs available in Digital Video:

1. Digital Video Film Production Certificate (CFVID)
2. Digital Video Production Associate in Arts Degree (AADVP)



Digital Video Film Production Certificate (CFVID)

Program requirements shown below are for 2008–2009.

Description:

This program prepares students for entry-level media production positions in organizations where they will create digitized video productions for the Web and other presentation forms that may be used for informational, documentary, instructional, commercial, artistic, or other purposes. The program provides instruction in all facets of video production from program design to hands-on recording through the editing process. Students also gain skills in the use of computer software applications.

Contact Information:

Division: Business and Computer Technologies

School: School of Visual Arts

Department: Visual Arts Technology

Advisors: Dan Kier

Admission Requirements:

A high school Macintosh-based course, or GDT 105 with a "C-" or better, or instructor permission is required to enroll in GDT software courses.

Major/Area Requirements (30 - 32 Credits)

ENG 115	Writing for Visual Media (3)
GDT 140	Photoshop Graphics (4)
GDT 150	Design for the Internet (4)
VID 101	Video Production I (3)
VID 102	Video Production II (3)
VID 110	Digital Video Editing I (3)
VID 112	Digital Video Editing II (4)
Complete two:	VID 174, VID 276, or VID 280 (6–8)

Minimum Credits Required: 30 - 32 Credits

Digital Video Production Associate in Arts Degree (AADVP)

Program requirements shown below are for 2008–2009.

Description:

The Associate in Arts Degree in Digital Video Production provides students with specialized training to develop proficiency in advanced and professional video production. Emphasis is placed on integrating content creation with Web skills.

Contact Information:

Division: Business and Computer Technologies

School: School of Visual Arts

Department: Visual Arts Technology

Advisors: Dennis Guastella, Dan Kier

General Education Requirements (28 - 30 Credits)

ENG 111	Composition I (4)
ENG 226	Composition II (3)
COM 101	Fundamentals of Speaking (3)
Math	Elective(s) (3–4)
Nat. Sci.	Elective(s) (3–4)
Soc. Sci.	Elective(s) (6)
HUM 150	International Cinema (3)
HUM 160	American Film (3)

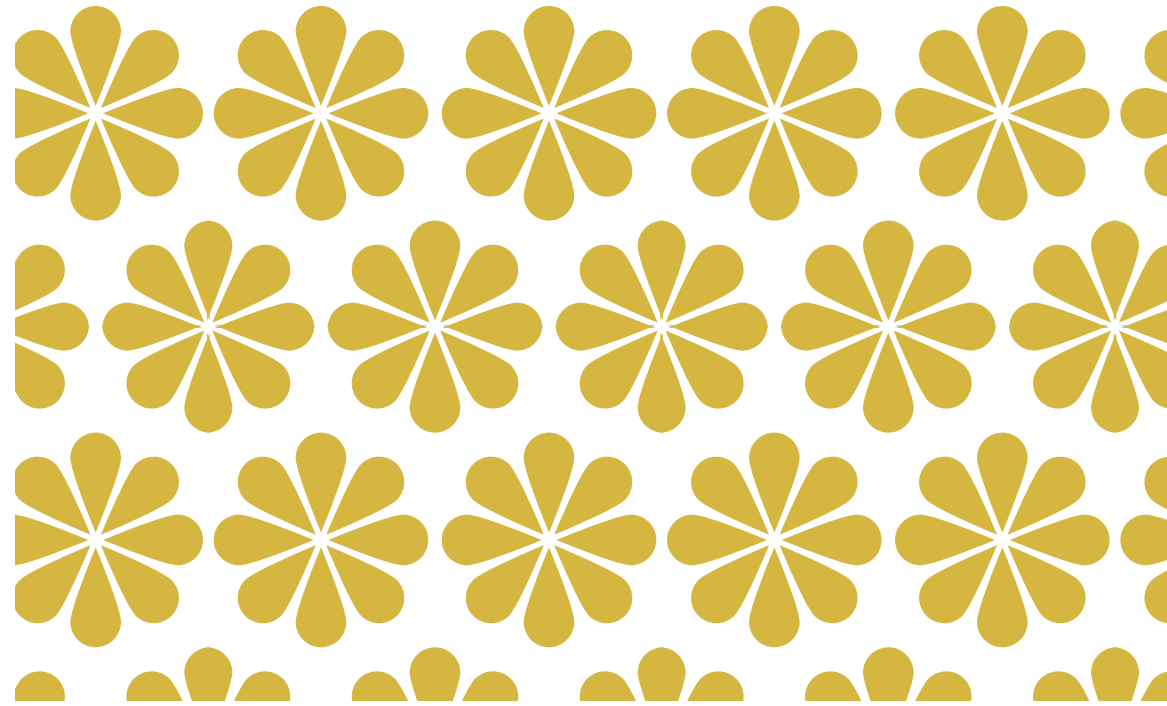
Major/Area Requirements (34 Credits)

INP 140	Building a Web Site (3)
VID 101	Video Production I (3)
VID 102	Video Production II (3)
VID 110	Digital Video Editing I (3)
VID 112	Digital Video Editing II (4)
VID 203	Web Video (3)
VID 255	Video Studio/ Green Screen Effects (3)
VID 276	Advanced Video Graphics I (3)
VID 280	DVD Authoring (3)
VID 295	Professional Portfolio (3)
VID 200	Lighting (3)
VID 270	Documentary and Reality Videos (3)

Minimum Credits Required: 62–64 Credits

Footnotes:

Students must meet the Computer and Information Literacy Graduation Requirement. See General Education Graduation Requirements in the WCC Bulletin.



3D Animation

Associate in Applied Science Degree (APANIM)

Program requirements shown below are for 2008–2009.

Description:

The Digital Animation program prepares students for entry-level positions in digital 3D modeling and animation for use in video, CD-ROM and DVD presentations, broadcast graphics, video game design, kiosks, print (still views), and the Web. Emphasis is on visual perception of 3D form and shape, volume/weight, surface mapping and lighting, basic 3D animation and motion graphic composition for video and internet ready applications

Contact Information:

Division: Business and Computer Technologies

School: School of Visual Arts

Department: Visual Arts Technology

Advisors: Randy Van Wagnen

Admission Requirements:

High school Macintosh-based course, or GDT 105 with a "C" or better, or instructor permission.

General Education Requirements

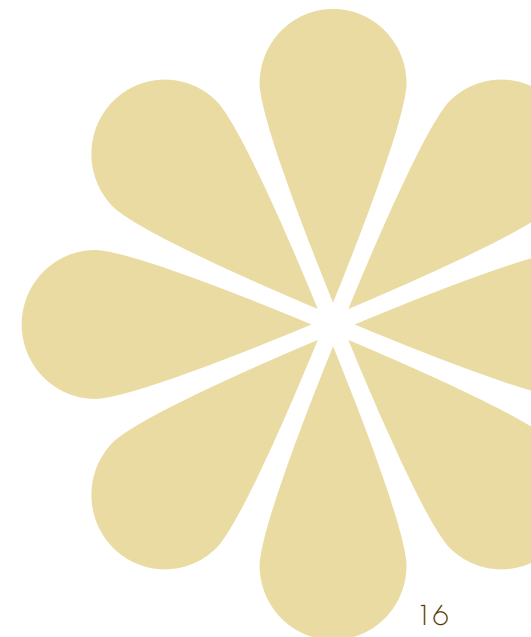
(18 - 20 Credits)

ENG 107 or	Technical Writing I
ENG 111	Composition I (3–4)
COM 101	Fundamentals of Speaking (3)
MTH 157	Practical Geometry and Trigonometry (3)
Nat. Sci.	Elective(s) (3–4)
Soc. Sci.	Elective(s) (3)
Arts/Hum.	Elective(s) (3)

Major/Area Requirements (45 Credits)

ANI 145	Concept Development for Animation (2)
ANI 150	3D Animation I: Modeling (4)
ANI 155	Textures and Studio Lighting for Animation (4)
ANI 230	Motion and Sound (2)
ANI 250	3D Animation II (4)
ANI 260	3D Animation III (4)
ART 111	Basic Drawing I (4)
ART 127	Life Drawing I (4)
GDT 140	Photoshop Graphics (4)
INP 176	Web Animation I (3)
INP 276	Web Animation II (4)
VID 276	Advanced Video Graphics I (3)
VID 280	DVD Authoring (3)

Minimum Credits Required: 63–65 Credits







Interactive Web Design

Advanced Certificate (CVIWBD)

Description:

This program is designed for students who wish to develop skills in interactive Web design, and provides the knowledge and skills necessary to develop a specialization in creating interactive interfaces for the Web and streaming media. Potential jobs include interactive Web designer, Flash designer, interaction designer, and multimedia Web designer. Emphasizing visual communication, the program develops students skills in creating effective layouts and navigational systems. The student will learn to create and optimize graphics, and non-linear interfaces for the web user, as well as developing teamwork skills. The student will apply industry-standard Web technologies, protocols, concepts, and practices in interactive Web page design. Successful completion of the Web Technology Certificate is a prerequisite for enrolling the Interactive Web Design Advanced Certificate.

Contact Information:

Division: Business and Computer Technologies

Department: Internet Professional

Advisors: Kelley Gottschang,
Laurence Krieg, Jason Withrow

Admission Requirements:

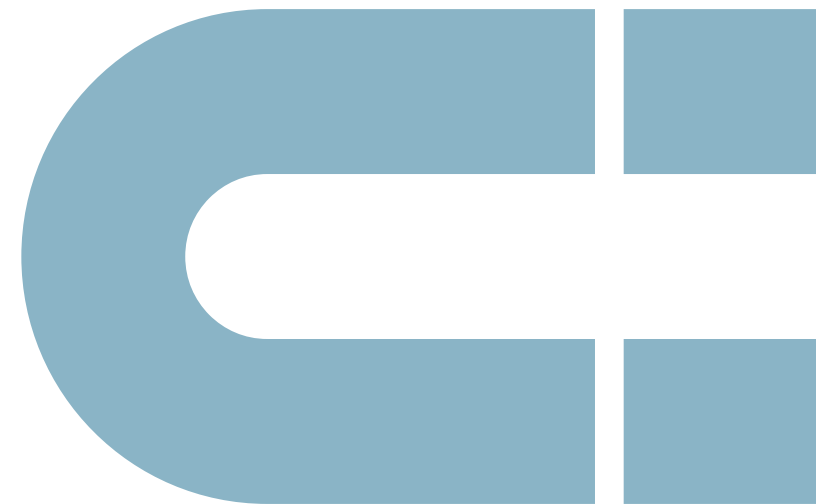
Students must complete the Web Technology Certificate or have significant industry experience prior to starting this certificate.

Major/Area Requirements

(19 Credits)

INP 176	Web Animation I (3)
INP 182	Photoshop for the Web (3)
INP 212	Web Imaging II (3)
NP 276	Web Animation II (4)
INP 282	Web Audio/Video I (3)
INP 290	Web Development II (3)

Minimum Credits Required: 19 Credits



Student Testimonials



"I love using our cutting edge photography studio and dark room to prepare professional quality prints."

Karrie Shaw, CTPHOI student

"Inspiring instructors in the Graphic Design department challenge us each class with thought-provoking assignments!"

Josh Tuttle, APGRD student

"Participating in constructive critiques have immensely helped my web design skills."

Angela Manzetti, CVIWB student

"The video program has definitely prepared me to gain employment in the film industry. I can't wait to be part of this hot, new field in Michigan!"

Devon Bozkowski, AADVP student

"Designing video game interfaces has always been my passion and now I have the tools to make it a reality!"

Mike O'Connor, APANIM student



Join us!

Washtenaw Community College

