

Design and Visual Communications

2 Year Rotation Program – Brick Center

Multimedia
Photography
Digital Reproduction

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The Design and Visual Communications (D&VC) Career Cluster provides students interested in Photography, Multimedia, and Printing a hands-on environment to create designs for advertising, marketing, and entertainment. Based on choice of career path and industry requirements, students may utilize their D&VC certificate to continue education at the collegiate level or to pursue employment at the introductory level. The D&VC Program offers the opportunity to acquire an Adobe Certified Associates certificate in Photoshop, InDesign, Illustrator and Premiere. Students will complete all components of the 2 year program which consist of conventional and digital skills which provide students an introduction to various visual art and communication careers.

The Multimedia Component emphasizes the creation of digital art for print, video and electronic media. This component of the program includes courses in: Motion Graphics, Designing for Social Media, and Video Production. This component offers classes in the Adobe Certified Associate for Illustrator and Premiere.

The Photography Component covers the techniques of digital photography. Highlighting skills required in advertising, portraiture, multimedia, commercial and fine art. This component of the program includes courses in: Digital Photography, Multimedia Photography, Product Photography, and Studio Lighting. This component offers classes in the Adobe Certified Associate for Photoshop.

The Digital Reproduction Component emphasizes the use of current technologies in both conventional printing and digital reproduction. This component of the program includes courses in: Design and Reproduction, Screen Printing, and Production Graphics. This component offers classes in the Adobe Certified Associate for InDesign.

Continuing Education Opportunities

Ocean County College

Brookdale Community College

Rochester Institute of Technology

Boston University- Center for Digital Arts

Clemson University

School of Visual Arts

Academy for Media Productions (AMP)

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