

Visual Media Technology

Associate of Applied Business in Visual Media Technology

The Visual Media Technology Program offers practical and theoretical instruction for students interested in the print and multimedia industries. As electronic media in business and industry continues to grow, so will employment opportunities within these fields. Creative talents are exercised through extensive hands-on computer laboratory experiences and supplemented with theoretical lectures. Two majors are offered in the degree program: interactive media and print media. After successful completion of the associate of applied business in visual media technology, students may continue their education at BGSU Firelands by pursuing the bachelor of science in technology with a major in visual communication technology. This degree is granted through the College of Technology.

Interactive Media

The interactive media major allows students the opportunity to study a number of different types of media, including multimedia and Web design, digital imaging, photography and video editing. The major embraces traditional aspects of communication such as written and visual communication while at the same time providing instruction in the implementation of new media technologies. Career opportunities for graduates include job titles such as imaging specialist, multimedia/Web designer, interactive digital designer/specialist, graphic designer, videographer, photographer and project manager.

Learning Outcomes

Graduates from the program will possess the following knowledge and skills:

- Proficiency in written, verbal and non-verbal presentation and communication skills;
- Proficiency in media design, including multimedia and Web design and implementation, graphics production and computer presentation skills;

- Proficiency in industry-standard communication and imaging software tools;
- Knowledge of team-building skills and demonstrated proficiency at teamwork within a business environment.

First year

BG Perspective and support courses
English 3-6 hours
Math 3 hours
Computer Science 3 hours
Economics 3 hours
Interpersonal Communications 3 hours

Core courses

VCT 103, 104, 266, 268, 282, 382 18 hours

Second year

BG Perspective and support courses
Business Communication or English 3 hours
Business electives 9 hours
General education electives 6 hours

Core courses

VCT 204, 308, 369, 466, 482 12 hours

Print Media

Print media is everywhere. Newspapers, directories, magazines, newspaper inserts, catalogs and business forms are encountered everyday in our professional and personal pursuits. The print media major provides an understanding of the processes used in the design, preparation and printing of product. Graduates will be prepared for employment in pre-production processes, such as page layout and graphic design. In addition, students will be employable as press operators and, with experience, may advance to front line supervision. Graduates may also be employed in jobs related to the sale of printing equipment and supplies.

Learning Outcomes

Graduates from the program will possess the following knowledge and skills:

- Proficiency in written, verbal and non-verbal presentation and communication skills;

- Proficiency in different print process, including offset and screen printing;
- Proficiency in the pre-production process, including page layout, desktop publishing, graphic design and color management;
- Proficiency in industry-standard page layout software tools;
- Knowledge of team-building skills and demonstrated proficiency at teamwork within a business and industry environment.

First year

BG Perspective and support courses
English 3-6 hours
Math 3 hours
General education elective 3 hours
Economics 3 hours
Management Information System 3 hours

Core courses

VCT 103, 104, 208, 204, 308 (15)
Environmental Health Technology 3 hours

Second year

BG Perspective and support courses
Business Administration or English 3 hours
Marketing 3 hours
Management 3 hours
Statistics 3 hours
Interpersonal Communications 3 hours
General education elective 3 hours
Accounting 3 hours

Core Courses

VCT 282, 309, 310, 456 (12)

For Further Information

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Your University Opportunity

BGSU Firelands, located in Huron, Ohio, is a regional campus and one of the seven undergraduate colleges of Bowling Green State University. We offer many of the advantages and resources of a major university, but in a smaller, more personal environment.

Generally, students are able to complete at least two years of coursework toward most of the 200-degree programs at BGSU before transferring to the main campus, or to another college or university.

BGSU Firelands offers students a wireless environment campus wide. Kiosks and public-access computers located in most campus buildings provide easy Internet access. In addition, there are several on-campus computer labs with a variety of computers and software programs.

The library, containing more than 30,000 volumes, is computer-linked to the more than 4 million items available through BGSU's libraries to provide excellent research opportunities.

Academic advisors work individually with students to plan their degree programs and small class sizes allow students to have close, personal contact with their professors. Free tutoring is readily available through the Teaching and Learning Center. Scholarships, grants and loans are available to assist students with tuition.

NOTE: Information in this guide is subject to change without notice. To learn more about the official program of study for Visual Media Technology, please check the undergraduate catalog online at:
www.bgsu.edu/catalog/FIR/FIR35.html