

Visual Communication Technology

Bachelor of Science in Technology College of Technology

What is Visual Communication Technology?

Visual communication technology is an innovative program for students who are interested in creative and technical problem solving. VCT graduates use print, photography, video, and interactive multimedia as problem-solving tools in a variety of work settings. With a solid background in each of these areas, students also choose one or more of the visual media as a field of specialization. In addition, coursework in the major is complemented by a core of business and liberal arts classes, which differentiate BGSU's program from most others of its kind. The program is fully accredited by the National Association of Industrial Technology (NAIT).

What strengths or skills should I have to major in VCT?

VCT students should have an interest in critical thinking and problem solving, combined with creativity and an appreciation and awareness of modern technology. Some high school courses in graphics, print, photography, video/television, film, media, design or art may be helpful, but these should not take the place of rigorous college-preparatory math, English, science, social studies and foreign language.

What kind of degree will I earn and what can I do with it?

VCT graduates earn a bachelor of science in technology degree. Career opportunities vary depending on each student's area of specialization.

- Print: Print designer, media coordinator, print buyer, advertising coordinator, print sales representative, printing estimator

- Photography: Digital, studio, or commercial photographer, studio manager, digital lab manager, digital photo retoucher, photo acquisitions editor, photography consultant, field research photographer
- Video: Videographer, video technician, video producer, video editor, video software engineer, video support specialist
- Interactive Multimedia: Web master, graphic web designer, java developer, e-commerce web designer, e-training specialist, information architect

How will the College of Technology at BGSU prepare me for this field?

Visual communication technology offers a combination of theory and hands-on practice, including the opportunity to work with personable faculty who are committed to ensuring each student's success. The faculty are leaders in using and teaching emerging technologies.

The College of Technology also has a cooperative education component that requires each VCT student to complete three semester-long, full-time, paid cooperative education work experiences. In addition, students may join the Visual Communication Technology Organization (VCTO), a student group that sponsors activities to assist members with their personal and professional development.

Students who major in visual communication technology also have the opportunity to work with and utilize the services of the College of Technology's Center for Applied Technology. The center houses a variety of applied research initiatives, including a Large Format Digital Imaging Laboratory. Additional information about that laboratory is available by visiting www.bgsu.edu/colleges/technology/cat/

In addition, VCT students receive special access to Web space where they develop and maintain an electronic portfolio that is easily accessed by prospective employers.

Preparation for College

Completing the requirements for high school graduation is necessary for admission to BGSU, but only finishing the minimum coursework will leave you unprepared for college. Consider taking four years of mathematics instead of the three that are required. Two, three or even four years of the same foreign language is excellent for preparation for college. You will also benefit from competency in computer use. Courses that provide exposure to or training in the visual and performing arts are excellent choices.

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 Communication Technology, please check the undergraduate catalog online at www.bgsu.edu/catalog/FIR/FIR24.html