



Northwestern
Michigan
College

Associate in Applied Science Degree Visual Communications-Management in Art Direction Course Sequence Guide

YEAR 1 - FALL SEMESTER			Credits	Contacts	Grade	Comments
ENG	221	Creative Writing OR				
ENG	220	Technical Writing	3	3		
MKT	201	Principles of Marketing OR				
MKT	241	Principles of Advertising	3	3		
ART	174	Digital Photography OR				
VCA	146	Interactive Animation	3	4		
CIT	180	HTML and CSS Programming	3	3		
Total			12	13		
YEAR 1 - SPRING SEMESTER			Credits	Contacts	Grade	Comments
ENG	266	Popular Culture OR				
COM	201	Mass Communications and Culture	4	4		
BUS	155	Interpersonal Communications OR				
BUS	231	Professional Communications	3	3		
ART	175	Color Photography	3	3		
ART	132	3-D Design OR				
ART	181	Printmaking	3	4		
ART	213	Modern Art History	3	3		
Total			16	17		
YEAR 1 - SUMMER SEMESTER			Credits	Contacts	Grade	Comments
VCA	290	Visual Communications Internship	4	4		12 hr./wk 180 hr. total
Total			4	4		

**32 credits additional after VCA Applied Science Degree (This program is only available to students that have completed the NMC AAS in Visual Communications.)*

Students completing the Visual Communications program at NMC earn an Associate of Applied Science degree. After completion of the AAS Degree, students can take this third-year option in Visual Communications and earn an AAS in CREATIVE MANAGEMENT ART DIRECTION that will aid in local employment while exposing the student to marketing and business classes that provide an opportunity to develop their own studio.

Contact the Humanities Academic Area office for more information

Phone: 231.995.1325

www.nmc.edu/humanities