

Students must be prepared to make a major commitment. It is our assumption that students entering the program are here to lay a foundation for a career in a design field and will be required to meet rigorous and stringent standards. Strong communication skills, both verbal and written, are required as is the ability to read and analyze. Serious students will find that the program will provide them with an excellent opportunity to develop the skills necessary to succeed in the job market or advance in education. Most of the students graduating from the program continue their education.



FOUNDATION
YEAR - L1

"Level One" is considered our "Foundation Year" Students will incorporate a broad spectrum of disciplines integrating art, technology, and academics.

"Level Two" is considered our "Portfolio Year" Students will implement what they have learned in "Level One" and work on real-world projects.



PORTFOLIO
YEAR - L2



ENTREPRENEURIAL
CAREER FOCUS - L3

"Level Three" is considered our "Entrepreneurial Year" Students will focus their efforts on developing a freelance business model.

In the Visual Communications program, you'll catapult yourself into an influential career, whether you work for yourself or with industry leaders. Here you'll learn to take risks, influence decision makers, and propel social movements through distinctive branding and design solutions.

www.cmthsviscom.com | [@cmthsviscom](https://www.instagram.com/cmthsviscom)



INSTAGRAM



FACEBOOK



TIKTOK



WEBSITE



TRADITIONAL



PHOTOGRAPHY



VIDEO



SOFTWARE



SEO & WEB



MARKETING



WEB DESIGN



TRADITIONAL ARTS & ILLUSTRATION



TRADITIONAL

Illustrator

Illustrators are artists that use their creative skills to create original images for a range of printed and digital products. They work closely with clients and the marketing team to turn ideas and printed media into inspiring illustrations.

Fine Arts

Creates original artistic work in a variety of mediums, such as painting, drawing, sculpture, video, film or performance. Fine Art is the traditional term used to embrace painting, sculpture and printmaking, produced for its own sake and not concerned with whether it is functional or practical.

PHOTOGRAPHY, VIDEO & MEDIA



PHOTOGRAPHY

Video

A videographer is someone who is responsible for recording live events and small scale video productions. Videographers focus on smaller productions like documentaries, live events, short films, legal depositions, weddings, birthday parties, sports events, commercials, and training videos. For smaller productions, a videographer often works alone with a single-camera setup or with a small team of light technicians and sound technicians.

Photography

Photographers often specialize in a type of photography. Portrait photographers take pictures of people in studios or on-site at various locations. Commercial photographers take pictures that are used in books, advertisements, and catalogs.



VIDEO

Production Designers

Production Designers are responsible for creating and managing the visual aspects of a film, television or theatre production. They work closely with the Director and Producer to create the design style for aspects such as sets, graphics, props, lighting and costumes.

Interactive Media Directors

Interactive media refers to the trans-formative ways that people share information and ideas through creative uses of technology. ... Examples of interactive media include web sites, user-generated content, interactive television, gaming, interactive advertising, blogs and mobile telephony.

DIGITAL LAYOUT & WEB DESIGN



SOFTWARE

Digital Designer

A Digital Designer creates, manages, and produces digital design solutions for a variety of uses: websites, product graphics, email templates, social media graphics, brand campaigns, and photography.

Graphic Design

Graphic designers create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers. They develop the overall layout and production design for applications such as advertisements, brochures, magazines, and reports.



SEO & WEB

Web Designer

Web Designer - The role is responsible for designing, coding and modifying websites, from layout to function and according to a client's specifications. Strive to create visually appealing sites that feature user-friendly design and clear navigation.

Social Media Manager

A Social Media Manager, or Community Manager, oversees a company's interactions with the public through implementing content strategies on social media platforms. Their duties include analyzing engagement data, identifying trends in customer interactions and planning digital campaigns to build community online.



MARKETING

Art Directors

Art directors are responsible for the visual style and images in magazines, newspapers, product packaging, and movie and television productions. They create the overall design and direct others who develop artwork or layouts.

Creative Director

A creative director is in charge of the creative department at advertising and marketing companies. Their duties include planning company advertisements, monitoring brand campaigns, revising presentations, and shaping brand standards. Also referred to as a design director.