

VISCOM



Visual Communications



Program Description

This course is intended to engage student learning in the field of Visual Communication with hands on projects and “real world” activities. This course is based upon the development of a specific set of skills that would be required in the field of Visual Communication. Three specific competencies or skills areas will be covered: Video production, Photography, and Web/Graphic design

Students will learn to use photography, audio and video production, along with other multimedia tools. Viscom students produce a weekly television show, which is broadcasted throughout the building and locally through social media. Students will develop strong communication and digital multimedia skills.

Program Highlights

- ▶ Weekly Live TV Show
- ▶ Real World Project For Real Clients
- ▶ Hands On Learning



This program is for those students interested in the following career exploration:

- Photography
- Graphic Design
- Audio & Video Editing/Production
- Web Design/Development
- Communication Skills

Students learn communication techniques along with teamwork as they produce audio and visual pieces. Various computer skills are utilized in design programs. Collaboration to complete work and meet deadlines is a crucial professional skill honed in on during this course.

I LOVE VISCOM BECAUSE IT HELPS ME WITH THE CAREER I WANT TO DO IN THE FUTURE, WHICH IS TO BE A PHOTOGRAPHER. I'VE LEARNED HOW TO USE A CAMERA, EDIT PICTURES IN ADOBE SOFTWARE, AND I MADE A LOT OF NEW FRIENDS.

-Haylee Simmons, Junior

Meet Your Instructor

Mr. Casey Turner graduated from Spring Arbor College with a Bachelors Degree in Communication Broadcasting. He has over 20 years of visual communication experience with his digital media company TurnerArts. From filming promotion videos across the country, documentaries around the globe, and photography for clients and art; his experiences will help you learn in a real world mindset. His favorite part of teaching the Visual Communication program is helping his students find their passions in the digital arts.



What Second Year Students Want To Tell You

If you don't know what you want to do in life and college then this class is a good way to spend your time. It opens you up to countless possibilities. You learn valuable skills and make great friends!

Kelsey Mein

This class is a great way to make new friends and explore different creative fields. It really opens your eyes and makes you a more creative person all around.

Ashley Dennis



Articulation Agreements

Articulation agreements are made between colleges and the HATC, which allows students to receive college credit at an institution for completing the HATC program.

The following agreements are in place for this program at this time:

[Delta College](#)
[Ferris State University](#)
[Mid-Michigan College](#)

Huron Area Technical Center

1160 South Van Dyke Road
Bad Axe, MI 48413
(989) 269-9284

For more information or to enroll, please contact:

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