



VISUAL COMMUNICATION TECHNOLOGY

BGSU COLLEGE OF TECHNOLOGY, ARCHITECTURE AND APPLIED ENGINEERING

Since 1973, Visual Communication Technology's (VCT) approach to educating our students about visual media is unique and successful. We solve visual media problems and innovate cutting edge systems and results. Graduates acquire positions in areas of management, sales, design and production within the web, print, photo and video industries. VCT graduates utilize visual media technology in a way that emphasizes both their uniqueness and dependence on one another.

College of Technology, Architecture and Applied Engineering – Visual Communication Technology (VCT)

Points of Pride

- Students experience evolving cross-media applications and learn about leading-edge visual communication technology
- Career opportunities are vast and include positions in web development, project management, photography, social media applications, packaging, design, print and videography
- Our cooperative education program provides students the opportunity to apply their skills in a real-world setting
- VCT is one of the largest programs of its kind in the country
- Program facilities feature a state of the art packaging and display lab, photo and video studios, interactive media labs, and a large format print lab
- Accredited by the Association of Technology, Management, and Applied Engineering (ATMAE)



Faculty Success

Visual Communication Technology (VCT) faculty create a strong foundation and provide support for students as they develop their skills and pursue their education. The faculty and student dynamic is unique to the VCT program and provides personal guidance during a student's academic career at BGSU and beyond.

Students work with faculty, who are experts in their field. Faculty excellence is evident through their extensive knowledge and experience in visual and cross media and their teaching connection with students in and out of the classroom. In addition to serving as mentors, faculty also act as co-op supervisors to be the link between campus and students as they begin to apply their skills in the workplace.

For more information
Visual Communication Technology
419-372-2437
bgsu.edu/vct

Our Students Find Jobs
 Co-op and permanent positions at innovative companies, large and small, are at your fingertips.






MAJOR MAP

VISUAL COMMUNICATION TECHNOLOGY – Bachelor of Science in Technology

No minor required, Career Clusters are developed with faculty advisors

CLASS OPTIONS	Freshman	Sophomore	Junior	Senior
CLASS OPTIONS	VCT 1030: Introduction to VCT, VCT 1040: Problem Solving for Visual Media. One course from VCT 2820, 2080, 2660 or 2680. CS 1010 or CS 1000, BG Perspective Courses, Math 1210, Comm 1020.	Complete VCT 2820, 2080, 2660 and 2680; VCT 2040 Concepts of VCT, provides information about this exciting industry. ARTD 2010, ACCT 2000, STAT 2000, and ECON 2000 provide creative and business applications.	Begin taking 2 courses per semester in your individualized Career Cluster and TECH 3020 & ENG 3880, as well as any remaining BG perspective courses. TECH 3890, the second co-op, should be completed during this year.	Continue taking at least 2 courses per semester in Career Cluster and finish business courses. Take VCT 4670 your last semester as your synthesis experience. This is an intense course to wrap up and demonstrate your expertise.
GOOD ADVICE	Get involved with VCTO, the student organization, right away! Meet with an Advisor to keep on track. Talk with VCT faculty at every opportunity to learn more about the VCT industry and co-ops.	Make sure you are taking all the bold courses on the check sheet by the end of your sophomore year — fill out the matriculation application with your advisor. Start to plan your career cluster so you can plan the path to achieve your degree.	It is extremely important to communicate with VCT faculty and further develop your niche in one or two of the course sequence tracks. Utilize your experiences to plan your complete career cluster. Continue to build your portfolio.	Make sure to meet with your advisor early in your senior year to have a solid plan for completing your degree. Prepare your portfolio for your last co-op and permanent position. Get lots of feedback on the quality and quantity of examples.
RELEVANT EXPERIENCE	Use your valuable VCT knowledge to help in service activities on and off campus. Dance Marathon, Tech Ambassadors, WBGU, VCT Via Media and BG News are just a few outstanding opportunities.	As you take the VCT courses, be aware of your skills and passion for visual media. Use what you learn every day — think and design, photograph something, innovate! Be aware of all visual media you encounter and think about making it better!	This is the time of your program that you have many opportunities to apply your VCT knowledge and skills to many situations. Think about service learning opportunities and community engagement.	VCT is a program that allows each person to excel using their unique passions, skills and experiences. Now is the time to articulate them to others and prepare to do what you love and make a living doing so.
USEFUL CONNECTIONS	VCTO is the premier organization, founded by students and run by students, to foster professional opportunities to collaborate with your peers on special projects, attend trade shows and have fun outside of the classroom!	Continue to engage with VCTO and take on leadership responsibilities through the special projects, being an officer, or building your portfolio through community service opportunities.	Getting feedback about your work from your peers plays an important part of your education. Collaborating on special projects and giving/getting feedback on the quality of portfolio pieces is a great way to continually improve.	Engage with your peers on special projects. Learn from their co-op experiences as well. Stay involved with VCTO to share your wealth of info with those just entering the program. You have made life-long connections.
GLOBAL VIEWS	Talk with advisors and VCT faculty about examples of opportunities for international experiences that prior students have completed.	Be aware of the international impact VCT has on communication. Check out opportunities to study abroad for future semesters.	TECH 3020, Technology and Society is an international perspective course and acts to expand your knowledge of the implications visual media has on politics, entertainment and communication.	You will continue to add to your international perspective through coursework and experiences. If you completed a study abroad semester, make sure to include it on your resume.
CAREER PREP	VCT is an applied program. Lecture/lab coursework prepares you for a career in the visual media industry. Co-op coursework is a part of the experiential learning base of our program. Register for the Falcon Internship Guarantee at the BGSU Career Center.	Apply for and complete your first co-op TECH 2890. A portfolio is your key to demonstrating your knowledge and skills to others — make yours a reflection of you! Attend the Co-op Fair.	Completing your second co-op (TECH 3890) is a huge step toward identifying your niche in a VCT industry. Network with as many professionals as possible through your co-op, BGSU Job Fair, faculty and any industry presentations on campus.	Finish with a strong third co-op (TECH 4890) and prepare your resume and portfolio for a position that you have a passion to work professionally. With a year's worth of experience, capitalize on the problem solving and creativity you bring to the industry.