

DESIGN & VISUAL COMMUNICATIONS

2 YEARS / 900 HOURS / OCVTS BRICK CAMPUS
ADULT OPTION: 10-MONTH/ MON-FRI / 7:45AM-1:15PM

Begin your creative journey with a strong foundation in design and visual marketing. This hands-on, project-based program introduces students to core principles of design theory, photographic narrative, multimedia production, and professional print workflows. Students will be able to enhance their expertise and remain competitive in the evolving world of design & visual communications.



Related Job Titles

- Graphic Designer
- Photographer
- Video Editor
- Print Production
- Press Operator
- Prepress Technician
- Social Media Specialist
- Content Creator
- Marketing
- Brand Identity Specialist



Career Ladder

Entry-level designers often start their careers in roles such as production assistants, junior designers, print technician, screen printer or assistant photographers. As they gain experience and develop their skills, they may move into mid-level positions like multimedia specialists, bindery technicians, prepress supervisor or photo editors. With continued growth and a strong portfolio, many advance to senior-level roles such as creative directors, senior brand strategists, print production director, or lead studio managers. Along the way, professionals may also explore opportunities in freelancing, join creative agencies, or establish their own independent studios.



Certificates

OCVTS Certificate of Completion
Adobe Certified Associate: Photoshop, InDesign, Illustrator, Premiere.

By the end of the program, participants will be prepared for positions in the marketing, design & print production industry, or continue their education on the collegiate level.

LEARN MORE ABOUT THIS PROGRAM
CONTACT US!

phone: (732) 244 - 1122
email: admissions@ocvts.org



Skills You Will Learn

- Design & layout principles using industry software
- Vector illustration and typography techniques
- Portrait, product, and environmental photography
- Video editing and motion graphics for digital media
- File prep for print and digital reproduction
- Client presentation and critique workflows
- Collaborative project planning and revision cycles
- Color theory, file types and resolution settings



Preferred Skills for Career Field

You should prefer:

- Working with visuals, machines, and digital media
- Translating ideas into polished assets

You should be able to:

- Collaborate in creative teams
- Use hand tools, cameras, and editing software
- Pay attention to detail and work under deadlines
- Plan and organize layered design projects
- Interpret creative briefs and visual cues accurately
- Ability to network and communicate effectively



Continuing Education

School of Visual Arts (SVA)
Savannah College of Art & Design
Rochester Institute of Technology
Rhode Island School of Design
Monmouth University

Rowan University
Stockton University
Rutgers University
Fairleigh Dickinson
Rider University

Pratt Institute
Kean University