

# VISUAL CONTENT CREATION (VCC)

## About the Program

This two-year diploma program prepares you to become an innovative entrepreneur in a variety of industries where visual content creation is in high demand. Building on the basic principles of photography, videography and storytelling, it incorporates visual communication strategies, with a strong emphasis on social media, to prepare you for a successful career.

The program's innovative curriculum blends photography, in the studio and on location, with a wide range of modern applications and technologies. This allows you to develop a comprehensive foundation in both traditional platforms and digital media. In addition, you will explore emerging visual content technologies like virtual reality, artificial intelligence (AI) image generation and drone photography.

Through a unique capstone project that incorporates photography, moving images and alternative media, this program will help you refine your skills, flex your creativity and develop a strong portfolio you can use for your career.

### Credential

Ontario College Diploma

### Duration

4 Semesters (2 Years)

### Starts

January, September

## Program and Course Delivery

This program is offered in Seneca's hybrid delivery format with some courses available in Seneca's flexible delivery format. Some coursework is online and some must be completed in person. Students will need to come on campus to complete in-person learning requirements. For courses offered in the flexible delivery format, professors use innovative learning spaces and technology to teach students in a classroom or lab and broadcast in real time to students attending remotely. In flexible courses, students have the choice of coming on campus or learning online.

## Skills

Throughout this program you will develop the following skills:

- photography and videography
- multimedia editing
- business skills
- visual storytelling
- social media and multi-platform strategies
- project management
- entrepreneurship

## Your Career

Graduates of this program will have the skills to work in marketing, advertising, photography or graphic arts as a self-employed entrepreneur or as part of an organization.

When you graduate from this program, these are the types of career options you can explore:

- content creator
- professional photographer
- professional videographer
- creative director
- digital content editor
- entrepreneur

## Technology Partners

- Seneca was the first Adobe Creative Campus in Canada — giving all students free access to Adobe Creative Cloud software such as Photoshop, Illustrator and After Effects.
- As an official Avid Media Campus, Seneca provides access to Avid's software, hardware and infrastructure. You'll learn using the same platforms as the professionals.

## Program of Study

Course Code	Course Name	Weekly Hours
<b>Semester 1</b>		
COM101 or COM111	Communicating Across Contexts Communicating Across Contexts (Enriched)	3
VCC100	Capture Lab - Photography	4
VCC101	Capture Lab - Video	4
VCC102	Content Editing I	3
VCC103	Creativity and Visual Communications	3
VCC104	Visual Foundation Professional Practices	3
VCC105	Reading Visual Culture	3
<b>Semester 2</b>		
VCC200	Capture Lab - Sound	3
VCC201	Capture Lab - Lighting	3
VCC202	Introduction to Business Practices	3
VCC203	Content Editing II	3
VCC204	Project Production	3
VCC205	Emerging and Alternate Technologies	3
plus: General Education Course (1)		3
<b>Semester 3</b>		
VCC300	Specialized Advanced Skills Training	6
VCC301	Multi-Platform Strategy Design	3
VCC302	Content Editing III	3
VCC303	Capstone Project Pre-Production	3
VCC304	Personal Branding	3
plus: General Education Course (1)		3

Semester 4		
VCC400	Capstone Project: Mentoring and Feedback	3
VCC402	Capstone Project: Production	6
VCC410	Capstone Project: Presentation	3
VCC420	Networking: Strategies and Career Preparation	3
VCC430	Entrepreneurship	3
plus: General Education Course (1)		3

This Seneca program has been validated by the Credential Validation Service as an Ontario College Credential as required by the Ministry of Colleges and Universities.

As a graduate, you will be prepared to reliably demonstrate the ability to:

- Manipulate captured image content using software tools to produce finished work that reflects industry best practices.
- Execute a plan necessary for the display of visual content that tells a story to evoke an intended emotional response from the audience.
- Synthesize target audience feedback, when appropriate, in order to improve content that communicates an idea.
- Develop a branding and promotion strategy, including an evolving visual portfolio, to enable career and business opportunities.
- Create, edit and enhance images, sound and videos to create engaging visual content that reflects industry best practices.
- Discuss the visual sources across time and cultures to increase awareness of contemporary visual literacy.
- Develop a business plan that includes legal, financial and operational elements for creative entrepreneurial goals.
- Build a strategic plan covering technical and/or creative elements to gain support from the client and target audience.
- Produce content with limited resources to complete a project on time and on budget.

## Admission Requirements

- Ontario Secondary School Diploma (OSSD), or equivalent, or a mature applicant (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)
- English: Grade 12 C or U, or equivalent course

Canadian citizens and permanent residents may satisfy the English requirements for this program through successful Seneca pre-admission testing. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/mature-applicants.html>)

Recommended upgrading for applicants who do not meet academic subject requirements. (<https://www.senecapolytechnic.ca/registrar/canadian-applicants/admission-requirements/upgrading-options.html>)

## International Student Information

International admissions requirements vary by program and in addition to English requirements (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/english-requirements.html>), programs may require credits in mathematics, biology, and chemistry at a level equivalent to Ontario's curriculum, or a postsecondary degree or diploma, equivalent to an Ontario university or college. Program-specific pre-requisite courses and credentials are listed with the admission requirements on each program page. To review the academic requirements please visit: Academic Requirements - Seneca, Toronto, Canada ([senecapolytechnic.ca](https://www.senecapolytechnic.ca)) (<https://www.senecapolytechnic.ca/international/apply/how-to-apply/admission-requirements/academic-requirements.html>).

## Pathways

As a leader in academic pathways, we offer a range of options that will allow you to take your credential further in another Seneca program or a program at a partner institution.

To learn more about your eligibility, visit the Academic Pathways (<https://www.senecapolytechnic.ca/pathways.html>) web page.

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