

# VISUAL COMMUNICATION DESIGN B.A. (FORMERLY GRAPHIC DESIGN)

## Student Learning Outcomes

- Students will demonstrate fundamental visual communication principles, theories, and processes. (APPLICATION)
  - With a continued emphasis on the basic elements and principles of design throughout the coursework, students can effectively manipulate space, typography, imagery, and time to communicate. The ability to develop a solid hierarchy of information to facilitate effective visual communication has been developed.
- Students will research, analyze, and develop strong design solutions for defined audiences. (RESEARCH)
  - When presented with a visual communication problem, students are prepared to analyze the relevant issues, conduct research, and develop an original approach to the problem for defined audiences. Multiple techniques in iterative problem-solving, collaboration, systematic thinking, and creative brainstorming are introduced and expanded upon through successive projects to enable students to respond to increasingly complex problems with creative and appropriate solutions.
- Students will recognize the role of visual communication design in business, industry, society, culture, and technology. (CONTEXT)
  - Students have been exposed to historical and contemporary issues in design and have an understanding of its role in business, industry, society, culture, and technology. There is comprehension of how design can serve, support, and/or lead a specific cause. This knowledge base reinforces the development of both oral and written communication skills used to support proposed design directions when presenting work, as evidenced by peer critiques and the development of professional presentation materials.
- Students will describe visual communication design industry tools, technology, ethics, and practices; and employ skills to effectively use those tools. (TECHNOLOGY AND PROFESSIONAL PRACTICE)
  - A working knowledge of current professional practices, industry tools and technology has been developed and can be described, and students can articulate design ethics and the appropriate uses for each tool as informed by industry practice. Students can identify resources for self-driven learning of this knowledge base and graduate with the skills necessary to respond to a rapidly evolving industry tool set.

Once all the above coursework is completed and before proceeding with an internship or the Portfolio/Capstone course, students must participate in a faculty review, have a 2.5 GPA, and meet standards consistent with the graphic design profession.

Core 2 Requirements		
GD 398	Graphic Design IV	3
VCD 430	Graphic Design Internship I	3
VCD 440	Graphic Design Port/Capstone	3
Electives - choice of three		
ART 102	FD:T1:Visual Order	
ARHI 200+ Elective		
ART 103	FD:T1:Drawing I	
ART 200+ Elective		
COM 292	Digital Photojournalism	
COM 330	Desktop Publishing	
COM 402	Advanced Desktop Publishing	
CS 251	Web Publishing	
GD 385	Special Topics in Graphic Design	
VCD 431	Graphic Design Internship II	

Additional relevant courses may be applied toward the electives on a case-by-case basis, with approval from the Chair of the Program.

**Total Hours** **39**

Code	Title	Hours
Core 1 Requirements		
ARHI 101	FD:T1:DV:History of Art	3
COM 175	Digital CreativityApplications	3
COM 230	Design for Interactive Media	3
COM 285	DM:Visual Communication	3
GD 295	Graphic Design	3
or COM 295	Graphic Design	
GD 296	Graphic Design II	3
or COM 296	Graphic Design II	
GD 397	Graphic Design III	3