Visual Communication Design, BFA

Student Learning Outcomes

Students will:

• have the ability to solve visual communication problems, including the skills of identification, research and information gathering, analysis and generation of alternative solutions;

• have the ability to draw on thoughts and ideas in relation to an art historical timeline, apply contemporary concepts in design to their own work and articulate and discuss art within our own culture and the art of other cultures;

• have basic skills to create a response to visual communication problems, including an understanding of the principles of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics and the construction of meaningful images;

• have an understanding of multimedia tools and technology, including their roles in the creation, reproduction and distribution of visual messages;

• be able to describe and respond to audiences and contexts that communication solutions must address, including recognition of the physical, cognitive and social human factors that shape design decisions;

• have an understanding of basic business practices, including the ability to organize design projects and to work productively as members of a team;

• create a cohesive body of work on a level appropriate to entry into both graduate schools and design professions and have the ability to defend their portfolio work both orally and in written statement.