



**VISUAL
COMMUNICATION**
College of Architecture, Art and Design
www.aus.edu/caad



Visual communication uses design to communicate visual messages through graphic design applications, typography, photos, illustrations, prints and audio visual media to create a coherent message. The use of digital technology as well as traditional media allows visual communication graduates to envision, create, plan, control, and produce visual images and text. Visual communication graduates are educated to confidently find solutions to complex communication problems.



Possible Career Options

- Creative Department within an Advertising Agency
- Designer (public/private sector)
- Design Consultant
- Graphic Designer
- Illustrator
- Photographer
- Freelance Designer
- Art Director
- Layout Artist



Possible Employers

- Advertising Agencies
- Media Industry
- Web Design Firms
- Publication Companies
- Design Consulting Firms
- Colleges and Universities
- Government Organizations
- Magazines
- Marketing Companies



Skills Required

- Interest in design for media
- Aptitude for creative and imaginative thinking
- Ability to research and find solutions to complex problems
- Ability to understand a problem and to solve it using design and technology
- Ability to analyze and satisfy the visual communication needs of individuals and corporations
- Ability to make sound judgments and decisions.
- Ability to communicate ideas and solutions
- Ability to communicate and work with people
- Proficiency in written and oral communication
- Drawing for communication



Personal Attributes

- Achievement-oriented
- Has integrity
- Capacity for detail and order
- Ability to solve complex problems
- Analytical and creative thinking
- Artistic and designing skills
- Creative
- Organized and confident
- Capacity for precision
- Interest in working with people
- Imaginative
- Logical
- Excellent communication skills
- Good team player
- Alert
- Good time management skills



Ways to Get Experience

- Doing an internship
- Becoming involved with design and media projects
- Joining a design, marketing or an advertising firm
- Volunteering your design services to a non-profit organization or club
- Working part-time or volunteering in a school or university design department
- Attending design, media, marketing and advertising related lectures, workshops or conventions