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
- Publication Companies
- Media Industry
- Design Consulting Firms
- Web Design 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
- Creative
- Has integrity
- Organized and confident
- Capacity for detail and order
- Capacity for precision
- Ability to solve complex problems
- Interest in working with people
- Analytical and creative thinking
- Imaginative
- Artistic and designing skills
- Logical
- Excellent communication skills
- Good team player
- Alert
- Good time management skills

Ways to Get Experience

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