

Bachelor in Visual Communication



A bachelor's degree program is an undergraduate program that usually takes four years to complete. Enrolling in a bachelor's degree program requires that students choose a major area of study, such as finance, history, communications or biology.

A bachelor's in information technology/visual communication will afford you training in the latest technology used to put together effective and dynamic presentations in a variety of arenas. You will learn the ins and outs of computer programs such as Adobe's Illustrator and Final Cut that are made to help you design advertisements, bulletins, and promotions, and you will also delve into website development and entertainment animation. Some business courses such as marketing and communications will be examined as well to give you some footing in the business world. Advantageous attitudes such as attention to client needs and the ability to work with team members will also be developed. You will further cultivate creativity in developing new and improved methods and adaptability in remaining up-to-date on the latest software applications available. Your abilities will also be developed through case-studies and work opportunities with other professionals.

In this major you will garner a strong foundation of knowledge in the media-designing software available to you, as well as how best to utilize them to produce a powerful and/or convincing effect on your audience. You will be able to do so in a clear, concise, and efficient manner so that you can present a dynamic message that is also memorable.

This major will prepare you for:

With this degree, a number of job/career possibilities open up to you, including:

- Graphic design
- Artist/ animator
- Producer/publisher
- Project manager
- Public relations

Further education at the master's or Ph.D. level in any of these areas or other business disciplines such as marketing or administration allow for upper management positions in the business world.