

Visual Communication

MAJOR @ VITERBO UNIVERSITY



2/11

Overview

The Viterbo visual communication program prepares students for the rapidly evolving communication needs of industry and society by providing a diverse educational experience within a professional context. It is an interdisciplinary program that integrates research, analysis, strategy, concept, design, and production of distinctive visual solutions to communication challenges across a broad range of print and screen-based media.

Why Viterbo?

The Viterbo University visual communication program features:

- an emphasis on communication theory.
- a liberal arts foundation.
- cutting edge Mac and PC labs.
- experiential learning opportunities on and off campus.
- personalized attention to students with a low faculty/student ratio.

Career Options

In a society that is becoming more and more reliant on—and saturated with—visual information, the need for strong visual communicators is only going to increase. A degree in visual communication will prepare students to think critically about visual media and create solutions that persuade and inform a variety of audiences. Some possibilities include:

- advertising design
- brand identity
- corporate communication
- editorial design
- graphic design
- illustration promotion
- media relations
- package design
- public affairs
- social media
- video production
- Web design

Features of the Curriculum

- 3D modeling and animation
- advertising design
- communication law and ethics
- computer illustration
- digital video production
- media, technology, and culture
- principles of visual communication
- Web design and development

For More Information www.viterbo.edu/viscomm

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Course Requirements

General education requirements

See general education section of the catalog.

Visual Communication Studies requirements

Communication Studies core – minimum 33 credits			
ENGL 273		Rhetorical Studies	3 credits
PSYC 100 or 171		General Psychology	3–4 credits
SOCL 125		Introduction to Sociology	3 credits
PSYC 250		Social Psychology	3 credits
COMM 305		Communication Theory	3 credits
COMM 230		Media, Technology, and Culture	3 credits
COMM or ARTS118		Intro to Digital Media	3 credits
COMM 140		Principles of Visual Communication	3 credits
SOCL 338 or PSYC 332		Quantitative Research Methods or Qualitative Research	3 credits
MATH 130, MATH 230, MGMT 230*, or MATH 155 AND Applied Stats			3–6 credits
COMM 414		Communication Law and Ethics	3 credits
Portfolio will be required by all students			
*Note: Will not satisfy math competency for the general education requirements without an additional math course.			
Visual Communication core – minimum 14 credits			
ARTS 105		Introduction to Art	2 credits
ARTS 111		Foundations in Drawing	3 credits
COMM 220		Layout Design	3 credits
COMM 330		Computer Illustration	3 credits
COMM 223		Web Design and Development	3 credits
Communication Studies: Visual Communication major – 16 credits			
<i>Student chooses either graphic design or digital media emphasis</i>			
Communication Design		Digital Media	
COMM 141 Typography	3	COMM 222 3D Modeling and Animation I	3
COMM 332 Advertising Design	3	COMM 475 Topics in Digital Media	3
COMM 450 Web Design and Animation	3	COMM 321 Digital Video I	3
COMM 331 Illustration Techniques	3	COMM 421 Digital Video II	3
COMM 460 Portfolio Design	3	COMM 441 Advanced Production Lab	3
COMM 490 Field Internship	1–12	COMM 490 Field Internship	1–12

This is an unofficial course outline. For complete degree requirements, refer to the course catalog.