

Visual Communication Design

Visual communication design professional activities contain many subcategories of specialization. One large area of specialization is print media, which is concerned with the design of printed materials such as books, magazines, brochures, posters, corporate literature, and annual reports. Packaging graphics, exhibit design, and way-finding systems are other areas of focus. Hypermedia, or interactive computer-based media, is a direction in visual communication design that is becoming increasingly important.

Pursuing Visual Communication Design at Ohio State

All freshman applicants are considered within a competitive admission process for the Columbus campus. The primary criteria for admission are the completion of the applicant's high school college preparatory program, performance in that program as indicated by class rank and/or grade-point average, and performance on either the ACT or SAT.

Admitted student who indicate their major as visual communication design will be directly enrolled as pre-design students in the Arts and Humanities. Entrance into the Department of Interior, Industrial, and Visual Communications is by examination.

Students apply by submitting the examination portfolio, a standardized exam that includes drawing assignments as well as written material. The exam is offered once per year during winter quarter and a three-week time period is allowed for completion of the exam, which is evaluated by the department's faculty. Contact the department at (614) 292-6746 for the dates of exam availability. The visual communication design major accepts only 18 undergraduate students each year.

Talented high school students are encouraged to apply through the submission of an examination portfolio in their senior year of high school. Accepted high school students would begin the design curriculum during their sophomore year after completing the program prerequisites during the freshman year at Ohio State.

Since admission to the major is highly selective, applicants are advised that maintaining a 2.0 cumulative point-hour ratio (CPHR) is a minimum level for acceptance and that students qualifying for the program will be selected on the basis of highest qualifications in CPHR, assessment of quality in the examination portfolio, and assessment of overall aptitude for studies in the design program.

Once admitted through the examination portfolio review process, students must meet the following minimum requirements to successfully attain enrolled status within the department:

- Maintain a minimum cumulative point-hour ratio (CPHR) of 2.0
- Pass English 110 or equivalent, or higher-level course
- Pass Mathematics 116 or equivalent, or higher-level course

- Pass Design 200, Introduction to Design
- Pass Design 203, Graphic Thinking for Designers

Successful completion of these courses and the attainment of the requirements listed above are prerequisite to enrollment in Design 251 (first course in the design sequence) and will enable the student to be advised by faculty.

Educational Objectives

Students majoring in visual communication design will achieve the following learning outcomes:

- Students will gain a lifelong desire and ability to create new knowledge and foster problem-solving skills through creativity and the systematic application of process.
 - Students will apply a systematic approach to the design process in all studio projects.
 - Students will develop the ability to design and develop ideas for new products, spaces and/or interfaces that may not have existed before.
 - Students will be able to apply design and creative skills learned in one studio to problems encountered in the new context of a successive studio.
- Students will develop an understanding of the human-centered focus of design and research.
 - Students will be able to conduct and complete user research studies for all studio projects.
 - Students will create designed artifacts that will be evaluated by design professionals and potential users.
- Students will prepare for a successful career in the design profession.
 - Students will prepare a portfolio that documents their creative work over the entire undergraduate and/or graduate program.
 - Students will develop the skills of presenting themselves and their design competencies in a professional practice context.
- Students will develop an understanding of and familiarity with the tools and methods of the design trade.
 - Students will demonstrate proficiency in model-making techniques using various materials.
 - Students will demonstrate proficiency in the use of relevant design technology in the problem-solving and creative process.
 - Students will exhibit proficiency in both 2D and 3D design methodologies.
- Students will hone the skills that are central to communicating design ideas and solutions.
 - Students will demonstrate proficiency in drawing and sketching.
 - Students will present and defend their design projects in public critiques.
 - Students will be able to create documentation that describes the processes associated with a capstone thesis project.

For more information, check these web sites:

Design: design.osu.edu

Arts and Humanities: artsandhumanities.osu.edu

Ohio State: osu.edu

Admissions: undergrad.osu.edu

Multicultural Center: multiculturalcenter.osu.edu

First Year experience Program: fye.osu.edu

Curriculum Sample

This is a sample list of classes a student will take to pursue a degree in Visual Communication Design. Since university students need more than a specific education in a narrow field, they also will take classes to complete the General Education Curriculum (GEC). The GEC will allow students to develop the fundamental skills essential to collegiate success across major programs. Course work options satisfying the GEC often come from a variety of academic areas of study allowing students to tailor their GEC toward their interests. Note: This sample represents one of several possible paths to a degree in Visual Communication Design. Consult the departmental web site, design.osu.edu, for details on each specific track.

Freshman Year:

Arts Survey	1
Introduction to Design	5
Drawing Studies	9
Color Theory	3
Photography	5
GEC Courses	30
Freshman Seminar	1
Total hours	54

Sophomore Year:

Basic Design Studies	15
Materials	3
Design History	3
Basic Typography	3
Electives	13-15
GEC	15
Total hours	52-54

Junior Year:

Visual Communication Studio	15
Visual Communication Hand Graphics	3
Electives	8-10
Design Communication Practices	3
Graphic Design Production	3
GEC	5
Photo Graphics	3
Design Methodology	3
Total hours	43-45

Senior Year:

Visual Communication Studio	10
Human and Environmental Design	3
Electives	7-9
Interactivity Design	4
History	5
Professional Practices	3
History of Art	5
Capstone course	5
GEC (natural sciences)	5
Total hours	47-49

- Graduate students will be able to create and defend a document that describes and documents an original research contribution.
- Students will develop an understanding of and appreciation for the role of the designer in environmental relationships.
 - Students will be able to synthesize knowledge and skills learned in a liberal arts environment and apply them to issues and problems in their specific area of design.
 - Students will develop a knowledge of and appreciation for the concept of sustainability.

Co-Curricular Opportunities

Ohio State offers many opportunities for students to learn and grow outside of the classroom. These range from cooperative education (co-op) and internships to study abroad programs to student organizations. Co-ops and internships place students in professional environments while they are Ohio State students. Ohio State offers more than 100 study abroad programs in 40 countries around the world. In addition, there are hundreds of student organizations on campus to meet the interests of a diverse student population.

These opportunities enable students to gain valuable work experience, learn about other cultures, and take on leadership roles before they enter the workforce. All of these experiences enhance learning and may provide an advantage in the job market.

- Opportunities in the Arts and Humanities: artsandhumanities.osu.edu
- Opportunities at the Wexner Center: wexarts.org
- Learning communities for art majors: housing.osu.edu/lc.asp

Honors & Scholars Programs

Ohio State offers the Honors and Scholars programs to create an environment of intellectual support and stimulation within a close-knit community of high-ability undergraduate students. Through these programs, students have access to smaller classes, undergraduate research opportunities, close working relationships with faculty, priority scheduling, and unique housing options.

Honors and Scholars programs represent great opportunities to be part of a smaller community within a large university. Good candidates for these programs will receive additional information after admission to the university.

The honors program offers the opportunity to pursue bachelor's degree "with distinction" or "with honors." Visit honors-scholars.osu.edu for more information on the Arts Honors Program or the Arts Interdisciplinary Scholars Program.

Career Prospects in Visual Communication Design

Students graduating with a Bachelor of Science in Design take positions with design consulting offices, corporate design departments, and government design agencies, working on consumer and industrial products, building and equipment systems, and public and corporate communication projects.

Students in visual communication design can find employment opportunities with large corporations, small graphic design firms, department stores, publishing companies, advertising agencies, television stations, or they can be self-employed.

Revised August 2009. For the most up-to-date information on the visual communication design program, please visit design.osu.edu.

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