

# VISUAL COMMUNICATION DESIGN (BS)

## Contacts

**Program Director:** Elizabeth Shirrell  
**Email:** Elizabeth.Shirrell@jefferson.edu  
215-951-2116

**Campus:** East Falls

Program Website (<https://www.jefferson.edu/academics/colleges-schools-institutes/kanbar-college-of-design-engineering-commerce/school-of-design-engineering/academic-programs/visual-communication-design.html>)

## Program Description

Design shapes our world and human experiences. The Visual Communication Design program emphasizes the role of design as a vital cultural, social, economic, political, and environmental force in society. By fostering curiosity, faculty empower students to develop individual points of view and equip them to investigate and tackle the complex challenges of our profession and the world. Graduates learn to make and think using a range of techniques and applications, to collaborate with peers and faculty from other programs, to work on industry projects, and to engage with the professional design community. Students select a concentration in year three; Graphic Design Communication (GRAPH) or Web Design and Development (WEB).

## Learning Goals/Outcomes

- Identify communication design problems to support appropriate solutions for intended audiences and context
- Conduct research & analysis to shape solutions and user experience
- Generate/prototype solutions to discover possibilities
- Evaluate outcomes to measure effectiveness
- Collaborate productively in teams (interdisciplinary)
- Adapt to continually changing professional challenges
- Demonstrate visual literacy through means such as composition, hierarchy, typography & creation of meaningful images
- Display proficiency in tools & technology

## Curriculum: 4 Years, 121-125 Credits

Course	Title	Credits
<b>First Year</b>		
FYS 100	Pathways Seminar	1
WRIT 101	Writing Sem I: Written Comm.	3
AMST 114		3
MATH 1XX	Math I	3-4
SCU XXX	Science	3
DECF 102	Finding & Shaping Opportunity	3
VDES 101	Design Essentials	3
DRAW 101	Drawing Essentials	3
GRPH 102	Intro to Graphic Design	3
ARTH 103	A Survey of the History of Art	3

Course	Title	Credits
GRPH 110	Digital Imagn for Graphic Desg	3
<b>Credits</b>		<b>31-32</b>
<b>Second Year</b>		
ETHC 2XX	Ethics	3
GDIV 1XX	Global Diversity	3
WRIT 201	Writing Seminar II:Multi Comm	3
GRPH 208	History of Graphic Design	3
DECS 209	Sys Thinking & Sustainability	3
GRPH 201	Design III for Graph Dsgn Comm	3
GRPH 202	Design IV for Graph Dsgn Comm	3
ARTH 2XX	Art History Elective	3
DIGD 200	Fundamentals of Web Programming	3
DIGD 206	Found in Web Design & Strategy	3
<b>Credits</b>		<b>30</b>
<b>Third Year</b>		
ADIV 2XX	American Diversity	3
GCIT 2XX	Global Citizenship	3
CGIS 300	Contemporary Global Issues	3
DECM 300	Research Methods	3
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DIGD 318	Media Production	3
MKTG 102	Principles of Marketing	3
Visual Comm Design Elective		3
General Elective		3
Concentration		
Select one of the following concentrations:		6
Graphic Design		
GRPH 301	Design V for Graph Design Comm	
GRPH 302	Design VI for Graph Dsgn Comm	
Web Design		
DIGD 307	Advanced Web Design & Strategy	
DIGD 403	Web Development	
<b>Credits</b>		<b>33</b>
<b>Fourth Year</b>		
PHIL 499	Philosophies of the Good Life	3
GRPH 308	Graphic Design Theory	3
DIGD 498	Interdisc. Capstone Proj Prep	3
GRPH 499	Cap in Graph Design Comm	6
Visual Comm Design Elective		3
General Electives		6
Concentration		
Select one of the following:		3-6
Graphic Design		
GRPH 401	Design VII for Graph Dsgn Comm	
Web Design		
DIGD 314	User Interface Design	
DIGD 320	Javascript Programming	
<b>Credits</b>		<b>27-30</b>
<b>Total Credits</b>		<b>121-125</b>