VISUAL COMMUNICATION AND DESIGN
COMPREHENSIVE

In the visual communication and design program you will be prepared for a profession that is highly influenced by computer technology. Also referred to as graphic design, you are educated and trained to combine words, ideas and images in original ways to convey information through visual and technical skills.

You can major or minor in VCD, and the educational experience involves a well-rounded fine art studio foundation with a design emphasis that involves the current practice, technology and theory of graphic design layout, typographic communications, identity branding systems, illustration, packaging, motion graphics and website design.

Career responsibilities in visual communication and design

• Meet with clients or the art director to determine the scope of a project.
• Advise clients on strategies to reach a particular audience.
• Determine the message the design should portray.
• Create images that identify a product or convey a message.
• Develop graphics for product illustrations, logos and websites.
• Present the design to clients or the art director.
• Review designs for errors before printing or publishing them.

Career opportunities

• Graphic design firms
• Advertising agencies
• Website companies
• Video entertainment
• Marketing firms
• Publishers

Student profile

“After high school graduation, I had narrowed my colleges down to two, and decided to go with UNK because it was close to home but just far enough to spread my wings,” Marie Bauer said. Bauer, from Norfolk, Neb., also knew the UNK Art Department was ranked high nationally. “I went to where I knew I would get the best education.”

Bauer enjoyed art in high school. “I thought design was a good way to do something creative. My major, visual communication and design, has allowed me to take a variety of fine arts classes to expand my skills and learn some new ones. I had to take sculpture, ceramics and drawing. These classes were a good challenge and pushed me out of my comfort zone.”

Bauer has chosen a minor in advertising and public relations. “Faculty have offered me guidance and helped me get jobs to further my skill set. I did not expect to enjoy design so much.”

UNK advantages

• Smaller class sizes
• Low student-to-faculty ratio
• Academic advising
• Student art exhibitions
• Visiting artists
• Contact with local professionals
Visual Communication and Design Comprehensive

FOUR YEAR CLASS SCHEDULE: BACHELOR OF ARTS

The schedule is a guideline for progress toward a degree. Consult with your academic adviser.

<table>
<thead>
<tr>
<th>Semester 1 (15 credits)</th>
<th>Semester 2 (15 credits)</th>
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<tbody>
<tr>
<td>ART 102 Drawing I</td>
<td>ART 202 Drawing II</td>
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<tr>
<td>ART 118 Color and Design</td>
<td>ART 218 Intro to Design</td>
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<tr>
<td>ENG 102GS Academic Writing</td>
<td>ART 230 Ceramics I</td>
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<tr>
<td>MATH General Studies course</td>
<td>Oral Communication GS</td>
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<tr>
<td>Portal course (your choice)</td>
<td>Democracy in Perspective</td>
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<tr>
<th>Semester 3 (15 credits)</th>
<th>Semester 4 (15 credits)</th>
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<tbody>
<tr>
<td>ART 305 Computers and Design</td>
<td>ART 301 Typography I</td>
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<tr>
<td>ART 246 Sculpture I</td>
<td>ART 319 Design Illustration I</td>
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<tr>
<td>ART 221 Art History Survey I</td>
<td>ART 214 Painting or Art 251 Life Drawing</td>
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<tr>
<td>ART 318 Graphic Design I</td>
<td>ART 222 Art History Survey II</td>
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<tr>
<td>Aesthetics distribution</td>
<td>Humanities distribution</td>
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<tr>
<th>Semester 5 (15 credits)</th>
<th>Semester 6 (15 credits)</th>
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<tr>
<td>ART 369 Design Illustration</td>
<td>ART 368 GRAPHIC DESIGN II</td>
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<tr>
<td>ART 351 Typography II</td>
<td>ART 355 ELECTRONIC IMAGING</td>
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<tr>
<td>Art history elective</td>
<td>ART 413 Design Practicum</td>
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<tr>
<td>Social Sciences distribution</td>
<td>Natural Sciences distribution</td>
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<td>Humanities distribution</td>
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<th>Semester 7 (15 credits)</th>
<th>Semester 8 (15 credits)</th>
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<tr>
<td>ART 252 Life Drawing or ART 214 Painting</td>
<td>ART 425 Aesthetics</td>
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<tr>
<td>ART 418 Graphic Design III</td>
<td>ART 468 Package Design</td>
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<tr>
<td>Social Sciences distribution</td>
<td>ART 499 Senior Exhibition</td>
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<tr>
<td>Natural Science distribution</td>
<td>Capstone 388 (your choice)</td>
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<tr>
<td>Elective</td>
<td>ART 450 Special Topics</td>
</tr>
<tr>
<td></td>
<td>Elective</td>
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Art organizations
- DPI Graphics Studio
- Student Art Society
- Kappa Pi (honorary art society)
- Clayworks (ceramic club)
- Glass and Sculpture Club
- American Institution of Graphic Arts

Art scholarships available
- Incoming Freshman Scholarship
- Current Student Scholarship

Tips for a successful career in art
- Have a passion for art.
- Understand the business of art – how to get shows and sell work.
- Have a strong work ethic.
- Go above and beyond the minimum criteria with assignments.
- Be persistent – art success takes time.
- Practice. Do everything you can to improve the way you make art or design.
- Be curious, explore and experiment outside of your comfort zone.
- Network. Get to know other artists in the business world of art, such as gallery curators or museum coordinators.
- Make a website to promote yourself and give people access to your work.

For more information, contact:
Doug Waterfield, department chair
Fine Arts Building, office 301
University of Nebraska at Kearney
waterfieldd2@unk.edu
308-865-8353

“I only live 20 miles away and fortunately for me, UNK has one of the best graphic design programs in the Midwest. I chose the VCD major because it’s by far the most versatile. Some people become web designers, some do newspaper or magazine layouts, and others like me emphasize in illustration.”

Name: Laura Fear
Hometown: Overton, Neb.
Major: VCD (visual communication and design)
Graduation: spring 2015

“The art department is a nice, supportive community. After switching majors twice, I found that graphic design was the best fit for me and my skill set.”

Name: Julie Gates
Hometown: McCook, Neb.
Major: VCD
Graduation: fall 2014