

## COLLEGE OF FINE ARTS AND HUMANITIES

**ART AND ART HISTORY****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
- Marketing firms
- Website companies
- Video entertainment
- 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.”



**MARIE BAUER**  
**GRADUATION: 2015**

**UNK advantages**

- Smaller class sizes
- Low student-to-faculty ratio
- Academic advising
- Student art exhibitions
- Visiting artists
- Contact with local professionals

The Walker Art Gallery on campus and the Museum of Nebraska Art in downtown Kearney are important local resources for art majors.

## 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.

<p><b>Semester 1 (15 credits)</b></p> <p>ART 102 Drawing I                      ART 118 Color and Design                      ENG 102GS Academic Writing                      MATH General Studies course                      Portal course (your choice)</p>	<p><b>Semester 2 (15 credits)</b></p> <p>ART 202 Drawing II                      ART 218 Intro to Design                      ART 230 Ceramics I                      Oral Communication GS                      Democracy in Perspective</p>
<p><b>Semester 3 (15 credits)</b></p> <p>ART 305 Computers and Design                      ART 246 Sculpture I                      ART 221 Art History Survey I                      ART 318 Graphic Design I                      Aesthetics distribution</p>	<p><b>Semester 4 (15 credits)</b></p> <p>ART 301 Typography I                      ART 319 Design Illustration I                      ART 214 Painting or Art 251 Life Drawing                      ART 222 Art History Survey II                      Humanities distribution</p>
<p><b>Semester 5 (15 credits)</b></p> <p>ART 369 Design Illustration                      ART 351 Typography II                      Art history elective                      Social Sciences distribution                      Humanities distribution</p>	<p><b>Semester 6 (15 credits)</b></p> <p>ART 368 GRAPHIC DESIGN II                      ART 355 ELECTRONIC IMAGING                      ART 413 Design Practicum                      Natural Sciences distribution</p>
<p><b>Semester 7 (15 credits)</b></p> <p>ART 252 Life Drawing or ART 214 Painting                      ART 418 Graphic Design III                      Social Sciences distribution                      Natural Science distribution                      Elective</p>	<p><b>Semester 8 (15 credits)</b></p> <p>ART 425 Aesthetics                      ART 468 Package Design                      ART 499 Senior Exhibition                      Capstone 388 (your choice)                      ART 450 Special Topics                      Elective</p>

### 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:

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“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