



**“Universal clarity is the crux of graphic design.”**  
—Michael Vanderbyl

Do you like to sketch, dream, and create? Do you have an eye for detail? If images and visual technology delight and inspire you, then careers in the expanding universe of media are calling.

Our Visual Communication program will teach you to think critically and convey ideas with precision and impact. Sharpen your creative thinking and analytical skills in the School of Communication’s core studies. Boost your tech-savvy in cutting-edge laboratories and studios. Learn to use color, form, type, and symbols to craft powerful messages. You’ll develop your personal voice while seeking a universal message in your work.

By harnessing aesthetic judgment with project management skills, you’ll learn to persuade viewers and forcefully communicate your client’s message. Our alumni have started successful independent design practices and worked for some of the country’s leading firms, including Body Glove, Yahoo! Games, Teva, and Nike.

**“The visual communication program stretches both my creativity and critical thinking, and provides opportunities to expand my graphic design portfolio outside of the curriculum.”**

Nick Simson, Class of 2008

### Career Opportunities

Study to become an . . .	Begin your career in an . . .
Advertising designer	Advertising agency
Art director	Film or television studio
Graphic designer	Magazine publishing house
Illustrator	Marketing department
Marketing consultant	Public relations firm
Packaging designer	
Set designer	
Web designer	

### Degree Program

- **Bachelor of Fine Arts in Visual Communication**  
(Extended major)
- **Minor in Visual Communication**

## Explore Classes that Jump-start Your Career

### Bring your visions to life

Explore two- and three-dimensional animation practices and applications in our **Computer Animation** course, which emphasizes practical and conceptual processes for animation. Stretch your visual imagination and melt the boundaries of what you think is possible. Teach your ideas to sing, dance, and fly!

### Become a digital magician

Go wild with digital imaging and develop your personal style in the program's advanced Computer Imaging studio. Use the computer as a tool for art and new media. The binary universe will become your easel. You'll harness the power of software and hardware to explore your artistic cosmos, and create images that sparkle like comets in the night sky.

### Make your mark on the Internet

Connect on the World Wide Web. Create your own web sites in **Practical Web Development**, a technical studio course where you'll use Adobe FLASH and other professional web design software to develop interactive web pages that capture the viewer's eye and express your unique vision. Web-design skills will propel your career and your personal life.

## Study Abroad

Study for a summer, a semester, or an academic year in universities around the globe. We provide international education opportunities for all academically qualified students. The university has cooperative agreements with institutions in Australia, Canada, Germany, Sweden, and the United Kingdom. Start your travel planning with a visit to [nau.edu/international](http://nau.edu/international).

## Experience the Work World

Make professional contacts and gain know-how in the workplace while earning academic credit. Cooperative education and fieldwork classes place students in design firms, museums, publishing houses, print shops, technology companies, and non-profit groups.

In our Design Studio, you will hone your professional edge by facing deadlines and limitations to produce real projects for external clients.

## Participate!

Students are encouraged to subscribe to trade journals and join professional organizations, including the **American Institute of Graphic Arts (AIGA)** and **Special Interest Group for Computer GRAPHics (SIGGRAPH)**. The student chapter of the **AIGA** hosts guest speakers, arranges studio tours, and screens films. Members are offered insurance and discounts on services and products required for professional practice.

