What Can I Do With A Major In...?

Visual Communications

The Bachelor's of Fine Arts degree in Visual Communication is designed to prepare students to pursue graphic design, web/multi-media design, and advertising design careers. The visual communicator utilizes good aesthetic judgment, effective project management, and computer technology to combine words and images to interest, inform or persuade specific audiences.

At Cazenovia College, the Visual Communication program teaches students how to connect, conceptualize, strategize, translate, communicate, and create with a clear connection between client and designer. It is this connection between the client and the designer that defines visual communications.

Students are also offered extra-curricular opportunities in which to network and build professional skills. Some of these activities include Images Magazine, the college art and literary publication, the Visual Communications Club, whose mission is to connect students with activities and professionals in visual communications, and field trips to many local and regional companies and businesses. The Visual Communication Club sponsors a trip to New York City each semester. Some of the places they have visited include the New York Times, Architectural Digest, The Concept Farm, Weiden & Kennedy Advertising Agency, AIGA (the American Institute of Graphic Artists), The National Society of Illustrators, and the Art Directors Club.

Career Options (* Some careers may require additional education or experience)

<table>
<thead>
<tr>
<th>Graphic Options</th>
<th>Multimedia Director</th>
<th>Publications Director</th>
<th>Communications Specialist</th>
<th>Web Designer</th>
</tr>
</thead>
</table>

Work Settings

<table>
<thead>
<tr>
<th>Advertising firms</th>
<th>Higher education</th>
<th>Book publishers</th>
<th>Museums</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate settings</td>
<td>In-house creative departments</td>
<td>Government</td>
<td>Manufacturing</td>
</tr>
<tr>
<td>Television</td>
<td>Radio</td>
<td>Newspapers</td>
<td>Non-profit organizations</td>
</tr>
<tr>
<td>Magazines</td>
<td>Printing firms</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Related Major Skills

| Good aesthetic judgment | Work alone or in a group | Good organizational skills | Combine words and images to interest, inform, or persuade a specific audience |
| Effective project management | Able to work to deadlines | Leadership qualities | |
| Computer technology skills | Meet project expectations | Interpersonal skills | |
| Creativity | Time management skills | Effective communication skills | |

Related Web Sites

Animation: [http://www.animationinc.com/contact.htm](http://www.animationinc.com/contact.htm)
TimBar: [http://www.timbar.com/locations_oneida_division.htm](http://www.timbar.com/locations_oneida_division.htm)

Samples of Cazenovia College Internship Sites

USA Today
Seventeen Magazine
Animation
Reflected Images
American Greetings
Stanton Portraits

Camp Design
Eric Mower & Associates
Families USA
Murphy Advertising
Mark Russell & Associates
Voss Signs

Caribbean Cruise Line
Eastwood Litho
Mack Studios Displays
Stone Quarry Hill Art Park
Avalon Legal Copy
Wynne Creative Group

Vicks Lithograph & Printing Corp.
Siano, Pinchney & Hugo Advertising
Edit Point Video
E Magazine