

Visual* Communications Design

Introduction

The Purdue University Visual Communications Design (VCD) program develops students as problem seekers and solvers with the capability to plan communication strategies and form effective visual products. The curriculum is structured to prepare students for a profession that is evolving rapidly and influenced by computer technology advances. Students are prepared to master the technical and conceptual skills involved in typography, image generation, visual structure, color design and composition as well as to conduct research, think conceptually, articulate and present ideas, and critically evaluate the form making process.

Visual Communications Design students work on a series of problem-based visual assignments to build their visual message design and experience design skills.

The design career horizons are ever expanding and our curriculum prepares students to earn opportunities in several design facets.

Areas of Study

- Typography
- Graphic Design
- New Media
- Web Design
- Packaging
- Poster
- Color Design

Degrees Offered

- Bachelor of Fine Arts B.F.A.
- Master of Fine Arts M. F. A.





Career Opportunities

Purdue graduates of Visual Communications Design often find themselves in various Junior and Senior roles, as well as, Director, Associate, Coordinator, Manager, and Specialist positions.

Honors & Accolades

Accredited by the National Association of Schools of Art and Design.

Purdue degree represents a world-class educational experience.



Student Organizations

American Institute of Graphic Arts (AIGA) Student Chapter

How To Apply

Undergraduate
www.admissions.purdue.edu

Graduate
www.gradschool.purdue.edu



Contact Us

For more information about Art & Design programs:

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