

# Minor in Visual Communication Design

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In a world where technology continually advances and information is shared at an exponential rate, a successful message is one that not only is clear and effective for its target audience, but also stands out from the rest in a visually appealing way. As a result, there is an increasing need for our graduates to be trained as effective communicators who are fluent in visual design and digital technology. Furthermore, the ability to produce messages that are visually effective and shared digitally through social media is a skill that is in high demand, as evidenced by the increasing number of job openings in the field.

While St. Mary's offers various courses in fine arts and media communication that provide some training in this area, a unified approach presented through a formal curriculum does not exist. Therefore, an 18-credit hour minor in Visual Communication Design is proposed to address this need. Existing classes that already are offered in Fine Arts and English-Communication Arts, plus a new capstone course in Visual Communication Design, comprise the curriculum.

This minor in Visual Communication Design can complement virtually any major at St. Mary's and, in particular, will enhance the marketability of graduates from degrees humanities, social sciences, business and arts.

Requirements for minor:

AR 1312	Color Theory	3
AR 3392	Photography	3
EA 3360	Media Production I	3
EA 4362	Graphic Design	3
EA 4300	Capstone in Visual Communication Design	3
Select one of the following:		3
AR 1301	Drawing I	
AR 1311	Design fundamentals	
AR 2362	History of Art: Renaissance to Present	
EA 4360	Media Production II	
EA 4363	Video Production	
EA 4365	General Topics in Communication	

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Total Semester Hours

18