

# What Can I Do With This **Ohio State** Major?

Bachelor of Science

## Visual Communication Design

College of Arts and Sciences

Visual Communication Design involves the creation of various types of printed, fabricated, and digital media. Corporate identification, environmental graphic, consumer packaging, motion graphic, and interactive information systems represent some of the many possibilities in this discipline. The undergraduate degree programs in the department of Design provide comprehensive, professional training in the design disciplines, while also emphasizing collaboration between each of the areas of study. Students develop projects that demonstrate their abilities to create solutions that meet or exceed professional expectations.<sup>1</sup>

### Career Areas/Job Titles:

#### Management and Industry

Graphic Designer  
Advertising Designer  
Historic Preservationist  
Art Consultant  
Project Manager  
Rendering Artist  
Sales Manager

#### Communication and Media

Web Designer  
Multimedia Director  
Publications Director  
Book Publisher  
Editor

#### Science and Technology

Sustainable Designers

CAD Planner

#### Education

Professor  
Educational Design  
Researcher  
Student Life Coordinator

*\*Some careers may require licensure, certification, or further education. Talk to an advisor about specific requirements.*

### Transferable Skills:

Artistic Design  
Basic Computer Skills  
Building and Construction  
Business Fundamentals  
Editing  
Expressing Ideas  
Listening Skills  
Provide/Respond to Feedback  
Speaking Effectively  
Use Technology Effectively  
Social Perceptiveness

Teaching/Instructing Others  
Teamwork  
Willingness to Take Risks  
Conceptualization  
Creativity/Imagination  
Experimental Design  
Forecasting/Predicting  
Gathering Information  
Identifying Problems  
Adaptability/Flexibility  
Attention to Detail

Implementing Decisions  
Initiative  
Administrative Skills  
Organization Skills  
Prioritizing Tasks  
Strategic Planning/Visioning  
Creating Innovative Solutions  
Multi-tasking  
Analytical/Critical Thinking  
Problem Solving

*\*This is not an extensive list of transferable skills. See larger list of skills you might develop here:*

<http://ccss.osu.edu>

### Professional Links:

American Institute of Graphic Arts: <http://www.aiga.org/>

Columbus Society of Communicating Arts: <http://www.cscarts.org/>

Interaction Design Association: <http://www.ixda.org/index.php>