



PROGRAM OUTCOMES

VISUAL COMMUNICATION & DESIGN (ADVERTISING DESIGN)

1. Communication. Communicate and connect verbally and in writing to clients, colleagues, and other professionals.
2. Professionalism. Conduct yourself professionally and ethically according to professional standards.
3. Working with Others. Developing team skills including taking and giving constructive criticism, leading and /or following directions.
4. Production. Apply basic production knowledge, including fundamental understanding of page layout, typography, photography, color, and use computer and design software skills to effectively execute all aspects of production – print and/or web.
5. Creative / Production. Apply the knowledge of basic business and design concepts, including design history and trends, photography and illustration, basic typography skills, appropriate mediums and business concepts including dealing with vendors, organizational hierarchy and workflow, written and verbal communication skills in order to translate ideas into final art that meets business need.
6. Advertising Design. Use applied design skills to develop concepts that solve visual business communication problems and translate one of those ideas into a multimedia campaign.