



Visual Communication Design: Graphic Design



Full-time Faculty

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What is Visual Communication Design?

Visual Communication Design (VCOM) is an “umbrella” term used at Winthrop University to indicate a cluster of interrelated degree programs in Graphic Design, Illustration and Information Design.

What is Graphic Design?

Graphic design is the profession that plans and executes the design of visual communication according to the needs of audiences and contexts for which communication is intended. Graphic designers apply what they have learned about physical, cognitive, social, and cultural human factors to communication planning and the creation of appropriate form that interprets, informs, instructs, or persuades. Graphic designers use various technologies as means for creating visual form and as an environment through which communication takes place.

Graphic designers plan, analyze, create, and evaluate visual solutions to communication problems. Their work ranges from the development of strategies to solve large-scale communication problems, to the design of effective communication products, such as publications, computer programs, packaging exhibitions, and signage.

Skills You Will Learn.

- a. The ability to solve communication problems, including the skills of problem identification, research and information gathering, analysis, generation of alternative solutions, prototyping and user testing, and evaluation of outcomes.
- b. The ability to describe and respond to the audiences and contexts which communication solutions must address, including recognition of the physical, cognitive, cultural, and social human factors that shape design decisions.
- c. The ability to create and develop visual form in response to communication problems, including an understanding of principles of visual organization/composition, information hierarchy, symbolic representation, typography, aesthetics, and the construction of meaningful images.
- d. An understanding of tools and technology, including their roles in the creation, reproduction, and distribution of visual messages. Relevant tools and technologies include, but are not limited to, drawing, offset printing, photography, and time-based and interactive media (film, video, computer multimedia).
- e. An understanding of design history, theory, and criticism from a variety of perspectives, including those of art history, linguistics, communication and information theory, technology, and the social and cultural use of design objects.
- f. An understanding of basic business practices, including the ability to organize design projects and to work productively as a member of teams.



Careers in Visual Communication Design: Graphic Design-related Fields

Designer/ Graphic Designer
Publication designer
Packaging Designer
Web Page Designer
Marketing and Public Relations Specialists
Advertising and Sales Representatives
Illustrators
Photographers
Art Directors and Creative Directors
Software Interface Designers
Printers and Prepress technicians

Additional Resources

<http://www.aiga.org>
<http://www.commarts.com>
<http://www.printmag.com>
<http://graphicdesign.about.com>
<http://www.designtalkboard.com>
<http://www.graphicdefine.org>
<http://www.uncommondialogue.com>

GRAPHIC DESIGN; 14-15

DEGREE CHECKLIST

(Rev. 4/14)

Name _____

SID _____

e-mail _____

Department of Design

Bachelor of Fine Arts in Visual Communication Design - Graphic Design track

124 Semester Hours

Recommended Course Sequence

Fall Semester			Spring Semester		
1st Year					
VCOM 101	VCOM Seminar	1__	VCOM 151	Design Fundamentals	3__
VCOM 120	Design Drawing	3__	VCOM 154	Design and Color	3__
VCOM 150	Design Studio Skills	3__	VCOM 261	Intro. Computer Imaging	3__
ARTH 175	Art History I	3__	ARTH 176	Art History II	3__
_____	Humanities req. ¹	3__	HMXP 102	Human Experience	3__
WRIT 101	Composition	3__			
ACAD 101	Prin. of Learning Acad.	1__			
Total 17			Total 15		
2nd Year					
VCOM 222	Vis. Think/Symb. Comm.	3__	VCOM 301	VCD Critical Seminar I	1__
VCOM 258	Intro. Typography	3__	VCOM 262	Intro. to Web Design	3__
VCOM 259	Intro. Graphic Design	3__	VCOM 374	Hist. GD/Illustration	3__
CRTW 201	Critical Reading, Writ.	3__	VCOM 388	GA Prod. Practices	3__
_____	elective	3__	MCOM 341	Advertising Principles	3__
VCOM 300	Specialization Review ³	0__	BADM 180/ FINC 211	Contemp. Business Iss. -or- Personal Finance	3__
Total 15			Total 16		
3rd Year					
VCOM 355	Design Concepts	3__	VCOM 401	VCD Critical Seminar II	1__
VCOM 358	Intermediate Type	3__	VCOM 340	Co-op/ Internship	3__
_____	ARTH elective	3__	VCOM 363	Multimedia Design I	3__
_____	Natural Science req. ¹	3__	VCOM 453	Corporate Identity	3__
ECON 103/ PLSC 201	Intro. Political Economy -or- American Government	3__	VCOM 455	3DGD	3__
Total 15			WRIT 465	Prep. of Oral & Written...	3__
			Total 16		
4th Year					
VCOM 486	Sr. Thesis Proposal	2__	VCOM 501	VCD Critical Seminar III	1__
VCOM _____	directed elective	3__	VCOM 487	Sr. Thesis	2__
_____	Natural (lab) Science req. ¹	4__	VCOM 578	Professional Portfolio	3__
_____	Social Science req. ^{1,2}	3__	VCOM _____	directed elective	3__
_____	elective	3__	MATH 150	Intro. Discrete Math	3__
Total 15			_____	elective	3__
			Total 15		

VCOM courses numbered over VCOM 300 are only offered once per year (courses in **Bold**), and in the semester indicated. Since many VCOM classes listed are prerequisites for subsequent classes, students are strongly encouraged to take them in the order presented. *Deviation from the recommended course sequence of program classes could result in delayed matriculation.*

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Notes:

1 = "General Education" university requirement. See list of approved classes in Winthrop's catalog, website, or scheduling bulletin.

2 = designator must not duplicate PLSC 201 or ECON 103

3 = Requirements for review: completion or in progress all of VCOM 120, VCOM 150, VCOM 151, VCOM 154, VCOM 222, VCOM 258, VCOM 259, VCOM 261 with final grade of C+ in each VCOM class. *The review is offered 3x per year and passage of the review is required of all VCOM studio classes numbered over VCOM 300.*