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.

**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

**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](http://ccss.osu.edu)*

**Professional Links:**

- Columbus Society of Communicating Arts: [http://www.cscarts.org/](http://www.cscarts.org/)

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**University Exploration**

i: [https://design.osu.edu/undergraduate-degree-programs](https://design.osu.edu/undergraduate-degree-programs)