ABOUT THE MAJOR

Visual Communication Design has the capacity to benefit business and society, and the designer plays a pivotal role in that process. The Visual Communication Design program allows you to study a wide range of design principles and visual communication theory and history. You will learn the evolving nature of emergent technologies and discuss relevant theories while undertaking real-world practical projects. As a student, you will gain valuable experience working collaboratively with artists, designers, writers, research experts, business strategists, and clients in our local and national communities.

Skills and abilities this major develops include: technical skills, design, problem solving, project management, and personal branding (Herron School of Art + Design, 2017).

OPPORTUNITIES AFTER GRADUATION

Career Opportunities

According to the Occupational Outlook Handbook (2017), the predicted job outlook for graphic designers is predicted to remain stable with a growth of 1% through 2024. Web developers and designers are growing at a much faster than average pace of 27%. Multimedia artist careers are predicted to grow at an average pace of 6% through 2024.

Salary Information

The average starting salary for IUPUI School of Herron graduates with a degree in Visual Communication design was $34,088 for the May 2016 graduating cohort. The median salary for fine artist professionals in Indiana was $35,900 in May 2015 (Occupational Outlook Handbook, 2017).

(This section is intended for informational purposes, not prediction of actual salary.)

Graduate & Professional School Paths

Visual communication design majors often pursue advanced degrees in the following areas: Graphic Arts, Fine Arts, Museum Studies, Arts Administration, Art Therapy, and Art History.

WHERE TO GET MORE INFORMATION

IU Herron School of Art + Design
Herron 126; 317-278-9400
herron.iupui.edu

Professional Association for Design (AIGA)
www.aiga.org

Herron Career Services
herron.iupui.edu/student-jobs

Sample Coursework:

- Drawing
- Studio art & technology
- History of visual communication
- Elements and principles
- Typography
- Design methods for innovation
- Studio elective

Possible Careers:

- Advertising executive*
- Creative/art director
- Digital artist
- Exhibit designer
- Graphic/web designer
- Production designer

* = Career option requires additional training or education.

Where Could I Work?

- Angie’s List
- Eli Lilly & Company
- Communications
- Design firms
- Media & communications
- Salesforce

Complementing Interests:

Artistic  Enterprising  Social

Get your interest code at go.iupui.edu/interests

Have questions for Academic & Career Development? Schedule an appointment:
acd.iupui.edu  (317) 274-4856