Visual communication design supports many subcategories of specialization. One large area of specialization is hypermedia or interactive computer-based media that are accessed through emerging technologies. Print media, which is concerned with the design of printed materials such as books, magazines, brochures, posters, corporate literature and annual reports is still a staple of the profession. Packaging graphics, exhibit design, and way-finding systems are other areas of focus that intersect the interests of other professions.

Visual communication design falls within the broader category of design, which is the professional area of activity concerned with planning and developing a wide variety of objects, systems and spaces. Of particular importance in this field are relationships between production and aesthetic characteristics and those who use that which is designed.

Ohio State offers three design majors: industrial design, interior design and visual communication design. Students who study design at Ohio State have the advantage of collaborating with students in other design disciplines in several courses and studios in a setting that models that which is often found in emerging professional design practices.

**Pursuing Visual Communication Design** at Ohio State

All freshman applicants to the Columbus campus are considered within a competitive admission process; find admissions criteria at go.osu.edu/admissions.

Admitted students who indicate their major as visual communication design directly enroll as pre-design students in the College of Arts and Sciences. Entrance into the Department of Design then occurs by a two-part, competitive process.

1.) The Department of Design selects a very limited number of pre-design students to go through its first-year foundation course sequence on an annual basis. The sequence includes required visualization and design studios. The primary criteria for selection for the first-year foundation course sequence are the completion of the applicant's high school college preparatory program and performance in that program as indicated by class rank and/or grade-point average.

2.) An annual Entrance Review process occurs at the end of spring semester. The students previously selected for the first-year foundation course sequence submit project outcomes from the autumn and spring semester courses, along with other materials specified by the department. After these materials are reviewed by design faculty, approximately 18 new major students will be offered acceptance to the interior design major program.

**For more information, check these websites:**

Design: design.osu.edu
Arts and Sciences: artsandsciences.osu.edu
Ohio State: osu.edu
Admissions: undergrad.osu.edu
Multicultural Center: multiculturalcenter.osu.edu
First Year Experience: fye.osu.edu

**Educational Objectives**

Students majoring in visual communication design will achieve the following learning outcomes.

- Students will develop an understanding of and familiarity with planning and developing a wide variety of objects, systems and spaces. Of particular importance in this field are relationships between production and aesthetic characteristics and those who use that which is designed.

- Students will develop the skills of presenting themselves and their design competencies in a professional practice.

- Students will create designed artifacts that will be evaluated by design professionals and potential users.

- Students will develop a portfolio that documents their creative work throughout the undergraduate program.

- Students will develop skills in model-making and their design competencies in a professional practice context.

- Students will demonstrate proficiency in model-making techniques using various materials to explore three-dimensional design ideas.

- Students not accepted to one of the major programs via the Entrance Review process can receive a design minor and will be able to pursue another major in the university.

- Students are advised that maintaining a 2.5 cumulative point-hour ratio (CPHR) is a minimum level for acceptance, and that students qualifying for the program will be selected on the basis of highest qualifications in CPHR, assessment of quality in the entrance review portfolio, and assessment of overall aptitude for studies in the design program.

Since admission to the major is highly selective, applicants are advised that maintaining a 2.5 cumulative point-hour ratio (CPHR) is a minimum level for acceptance, and that students qualifying for the program will be selected on the basis of highest qualifications in CPHR, assessment of quality in the entrance review portfolio, and assessment of overall aptitude for studies in the design program.

In order for students to continue in the second-year course sequence, they must complete first-year foundation courses and meet the requirements listed above. The curriculum leading to a Bachelor of Science in Design (BSD) calls for the completion of university requirements, major requirements and college requirements.
Students will demonstrate proficiency in the use of relevant design technology in the problem-solving and creative process.
- Students will exhibit proficiency in both 2D and 3D design methodologies.
- Students will hone the skills that are central to communicating design ideas and solutions.
- Students will demonstrate proficiency in drawing, sketching, and digital visualization techniques for the purpose of exploring multiple ideas and using storytelling techniques to express them.
- Students will present and defend their design projects in public critiques.
- Students will be able to create documentation that describes the processes associated with a capstone thesis project.
- Students will develop an understanding of and appreciation for the role of the designer in environmental relationships.
- Students will be able to synthesize knowledge and skills learned in a liberal arts environment and apply them to issues and problems in their specific area of design.
- Students will develop a knowledge of and appreciation for the concept of sustainable design practices.

### Co-Curricular Opportunities
Ohio State offers many opportunities for students to learn and grow outside of the classroom. These range from internships to study abroad programs to student organizations. Internships allow students to apply what they know about practicing design in professional environments while they are Ohio State students. Ohio State offers more than 100 study abroad programs in 40 countries around the world. In addition, there are hundreds of student organizations on campus, including student chapters of professional design organizations.

### Honors & Scholars Programs
Ohio State offers the Honors and Scholars programs to create an environment of intellectual support and stimulation within a close-knit community of high-ability undergraduate students. Through these programs, students have access to smaller classes, undergraduate research opportunities, close working relationships with faculty, priority scheduling, and unique housing options.

Honors and Scholars programs represent great opportunities to be part of a smaller community within a large university. The honors program offers the opportunity to pursue a bachelor’s degree “with distinction” or “with honors.” Visit honors-scholars.osu.edu for more information on the Arts Honors Program or the Arts Interdisciplinary Scholars Program.

### Career Prospects in Visual Communication Design
Students graduating with a Bachelor of Science in Design take positions with design consulting offices, corporate design departments and government design agencies and work on consumer and industrial products, building and equipment systems, and public and corporate communication projects.

Students in visual communication design can find employment opportunities with large corporations, small graphic design firms, department stores, publishing companies, advertising agencies, television stations, or they can be self-employed.

Revised July 2015. Information subject to change. For the most up-to-date information on the visual communication design program, visit design.osu.edu.

### Contact Information:
Gabe Tippery | Department of Design
105A Hayes Hall | 108 North Oval Mall
Columbus, Ohio 43210-1318 | tippery.2@osu.edu