The goal of the visual communication program is to create a stimulating learning environment for students where they can pursue their specific interest within five areas of professional study: graphic design, multimedia, web design, video and post production and 3-D animation. As preparation for employment in a range of design disciplines, students gain an understanding of ideation, visual organization, typography, and production tools and technology, including their application and the creation, reproduction, and distribution of visual information.

Courses in the graphic design track emphasize conceptual communication and innovative designs by gaining an understanding of ideation, visual organization, typography, and production tools and technology. Students learn to design and/or create graphics to meet specific needs such as packaging, logos, displays, websites, publications and various digital media.

The visual communication associate of applied science degree is awarded for successful completion of 60 credit hours that include a common core of academic and a selection of technical courses. A certificate in visual communication is structured to be completed in 2-3 semesters and is designed to provide a core understanding of a specific area.

FOR MORE INFORMATION:

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Representative career titles and job positions for this program plan include:

- Graphic Designer
- Production Artist
- Visual Designer\(^2\)

\(^1\)Median Wage: $46,417

\(^2\)Position titles vary by employer and location.

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**Complete your Visual Communication AAS: Graphic Design Track in 2 years!**

For more information on gainful employment, visit LoneStar.edu/GainfulEmployment.