The Visual Communications program offers concentrations in Advertising Design, Graphic Design, Web/Interactive Design, Illustration/Animation, and Visual Communications. Students in the program learn to solve communication problems visually, partake in conceptual message development, respond to cultural influences and client needs, and achieve creative excellence. Graduates of the program develop proficiency in classic media as well as fluency in new technologies; and grow to understand basic business practices as designers, including production and project organization.

Named One of “America’s Best Colleges” by U.S. News & World Report

Cazenovia College is an independent, coeducational college, located in Cazenovia, New York, offering baccalaureate programs in the liberal arts and professional studies. Embracing student success as its primary mission, Cazenovia College comprises a diverse, yet close-knit residential community that creates educational experiences that are individualized for students, matching skill sets with academic programs and co-curricular offerings.

This “one student at a time” approach to the educational experience is what sets Cazenovia apart from other colleges and universities.

At-A-Glance

Founded: 1824
Enrollment: 1,000 students
Average Class Size: 16
Student-Faculty Ratio: 12/1
Main Campus: 20 acres
Equine Education Center: 243 acres
Athletics: NCAA Division III
Students Receiving Financial Aid: 90%
Faculty with the highest degree in their field: 80%
Visual Communications

Career Possibilities
Illustrator
Freelance Designer
Owner, Partner or Principal of a Design Business
Marketing Manager
Art Director
Animator
Creative Director
Layout Artist
Communications Director or Manager
Web Designer
Print Production Manager
Print Advertising Director
Art Production Manager
Brand Identity Developer or Designer
Broadcast Designer for Film or TV

For More Information:
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www.cazenovia.edu/majors

Samples of Coursework
- History of Visual Communications
- Package Design
- Illustration
- Animation
- Interactive Design
- Digital Page Layout
- Advertising Design
- Graphic Design
- Imaging Graphics
- Advanced Advertising Design
- Designing for the Web
- Senior Portfolio

Internship Opportunities
- American Greetings
- Animation
- Caribbean Cruise Line
- E Magazine
- Edit Point Video
- Eric Mower & Associates
- Families USA
- Harper Collins Publishing
- Mack Studios Displays
- Mark Russell & Associates
- Reflected Images
- Seventeen Magazine
- Siano, Plockney & Rupp
- Stanton Portraits
- Stone Quarry Hill Art Park
- USA Today
- Voss Signs
- Wynne Creative Group

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