

VISUAL COMMUNICATIONS



The NASAD-Accredited **Visual Communications** program offers concentrations in graphic design, illustration, animation, and interactive design. Students in the program receive broad and personalized instruction on the technical skills, design strategies, current industry trends, and professional practices they need to solve client-based visual communications problems.

Particular emphasis can include print and as well as new media design forms, integrated advertising campaigns, social media strategy, sequential and narrative imagery for animation, TV motion graphics, comic books, graphic novels, broadcast TV and film graphics, and much more, depending upon the concentration.

Graduates are prepared for employment and creative careers in a wide variety of industries. They can work in corporate art departments, in creative business and agency settings, or as freelance entrepreneurs. They may also pursue advanced degrees in a range of similar disciplines.



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: **800 students**

Average Class Size: **13**

Student-Faculty Ratio: **10:1**

Main Campus: **20 acres**

Equine Education Center:

243 acres

Athletics: **NCAA Division III**

Students Receiving Financial Aid:

99%

Faculty with the highest degree in their field: **80%**

www.cazenovia.edu

Office of Admissions, 3 Sullivan Street, Cazenovia, NY 13035
Phone: 1.800.654.3210 | Email: admissions@cazenovia.edu

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Accredited

VISUAL COMMUNICATIONS



CAREER POSSIBILITIES

Animator
Art Director
Art Production Manager
Brand Identity Developer or Designer
Broadcast Designer for Film or TV
Communications Director or Manager
Creative Director
Freelance Designer
Graphic Designer
Illustrator
Interactive Designer
Layout Artist
Marketing Manager
Mobile UX/UI Designer
Owner, Partner or Principal of a Design Business
Print Advertising Director
Print Production Manager
Social Media Designer
Web Designer

SAMPLE COURSEWORK

2D & 3D Animation
Advertising Design I & II
Video Production
Digital Illustration
Digital Page Layout
Graphic Design I & II
Imaging Graphics
Interactive Graphics
Mobile App Design
Motion Graphics
Package Design I & II
Senior Portfolio I & II
Storyboarding
Web Design I & II

INTERNSHIP OPPORTUNITIES

American Greetings
Animation
Bentley-Hall, Inc.
Caribbean Cruise Line
E Magazine
Edit Point Video
Eric Mower & Associates
Families USA
Golden Paints
Harper Collins Publishing
The Humane Society of America
Mack Studios Displays
Make-A-Wish Foundation
ROC Publishing
Rochester Rhinos
Rosamond Gifford Zoo
Seventeen Magazine
Sidearm Sports
Spree Magazine
Stone Quarry Hill Art Park
Sun Spin Media
Urban Upbound
USA Today
Wynne Creative Group

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