

Introduction to Visual Communication

Why? Who?
What? Where?



Why Visual Communication?

Studying Visual Communication helps gain knowledge and learn techniques on graphic design, typography, layout, publication and book design, information design, web design, photography, creating corporate identity and branding, mass communication theory and media mix, illustration and exhibition design.

Who should be a Visual Communicator?

Any student who has:

- Good visual imagination
- The ability to express ideas through drawings
- A good sense of colours and aesthetics

Specialisations within Visual Communication:

- Graphic Design
- Illustration and Animation
- Interactive Web Design
- Visual Styling
- Art Direction
- Digital Media
- Commercial/Advertising Photography



Did you know? Visuals are processed 60,000 times faster than text. This is because visuals are processed simultaneously whereas words are processed sequentially.

Upcoming Specialisations within Visual Communication:

- Communication Designer
- Commercial Artist

Best colleges for Visual Communication in:

India

- National Institute of Design (NID)- Ahmedabad
- Raffles Millennium International-Kolkata

USA

- University of Central Florida
- University of Southern California
- Carnegie Mellon University

UK

- University of Edinburgh
- University of the Arts London
- University of Dundee

Singapore

- National Technological University

Canada

- Seneca College
- Humber College

Discover the Career Options Right for You

1 Initial Options



What are your career ideas?

If you haven't already given it a thought, then base it on influences from:

- Parents, family and friends
- Passion towards a subject
- Personal experiences
- Media and internet

Univariety probes and provides answers

Initial Options

Go to step 2

Instructions

- Follow this process, one at a time, to finalise career choices
- If the answer is 'No' 'at any stage then start from stage 1
- Do in-depth self research
- Complete details of this process and the questions around a 'Typical Day' Test are at www.univariety.com/courses

2 Hypothesis



Do you like it?

Remember the activities from the past which gave you joy and happiness. Does this career option similarly excite you?

Initial Hypothesis



Can you do it?

- Do you know how long it takes to get the degree?
- Do you like the subjects which you will study?
- Can you perform to get through to good colleges?
- Do you have the financial resources to support the degree?

Final Hypothesis

Go to step 3

3 Validation



Do you want it?

Do you like the:

- Nature of work you will do?
- Type of people you will deal with?
- Physical and mental effort required?
- The challenge it poses?



Will it fulfill your and your family's ambitions?

Will this give you a good:

- Lifestyle?
- Time with family and friends?
- Salary and money potential?
- Possibility of being famous?

Validated Hypothesis

Go to step 4

4 Finalisation



'Typical Day' Test?

"If you want to know the road ahead, then ask someone who has travelled it."

- Ancient Chinese Proverb

Here, we ask you to identify 2 - 3 people who have the same career that you have chosen and brought to this stage. Observe and ask questions to understand the 'typical life' in that career



Decision

Tools

- Discussion within the family and friends
- Univariety Website – Career Section
- Sessions with Univariety Counsellors
- Internet, books and other media