Visual communication is where creative art meets technology and function, transforming words and pictures into powerful designs that persuade, inform and engage specific target audiences. In an increasingly visual world, a range of exciting career paths are emerging in the design and media industries. Guided by industry and discipline experts, you will find design solutions to real life problems and challenges and experience all aspects of the design process.

In this program you will:

- Gain a strong foundation of theoretical principles and aesthetic design concepts, and apply what you’ve learnt with real-life design studio practice.
- Learn the skills you need to convey dynamic ideas and create effective visual communications using colour, texture, typography, imagery, style, and symbols.
- Specialise in a field or combine multidisciplinary interests in layout design, packaging, advertising, photography, illustration, branding and image management.
- Undertake real-world industry projects and internships, and produce a professional portfolio to showcase your work, displayed in a graduate exhibition, and retained as a digital portfolio.
- Benefit from teaching staff, facilities, guest lectures, off-campus excursions, events and workshops that align with current industry practice and trends.

Career opportunities:

- Visual communication designer
- Creative director
- Advertising art director
- Graphic designer
- Production designer (theatre/film/television)
- Packaging designer
- Printmaker
- Image designer (illustration/photography)

Please note:
In 2021, all first-year courses in this degree will be available online. Second-, third- and fourth-year courses (where applicable) will be offered online progressively from 2022 onwards. If you wish to study online and are intending to apply for credit for previous studies, please contact Student Central to discuss your options. Please note that some online courses may require some attendance at a USC campus to support your learning.

Scholarships
Scholarships can give you money and other financial support to help you while you study. Find out more at usc.edu.au/scholarships.