

VISUAL COMMUNICATION MAJOR (M)

The Visual Communication major consists of 58 credit hours of course work, 12-18 of which are completed through a cooperative program with the Milwaukee Institute of Art & Design (MIAD). To enroll in MIAD courses, students must have a 3.50 minimum GPA in all prior course work in the major. MIAD is just a 25-minute drive from our Mequon Campus and offers the very latest in graphic design technologies. A student graphic design lab is available on the Concordia University campus for students completing course work at MIAD. In addition to the 45-credit Liberal Arts core requirements and required courses listed, all Visual Communication majors are encouraged to complete a minor. An Animation minor is strongly recommended to help students develop the skills they will need to channel their talents into a successful career. Program requirements include purchase of a Mac laptop (available at reduced prices via my.cuw.edu (<http://my.cuw.edu/>)).

For specific information about MIAD courses please visit the MIAD website at www.miad.edu.

Program Learning Outcomes

Students will:

- Formulate and creatively solve visual problems.
- Communicate effectively in a range of media.
- Apply appropriate historical knowledge in the creation, description and analysis of works of visual art. Art and design are viewed as technical, spiritual/philosophical, and social endeavors.
- Demonstrate technical proficiency and aesthetic sensibility relative to observational drawing, composition, and the manipulation of visual arts media, including appropriate computer/digital applications.
- Evaluate personal art work and the art work of others.
- Selflessly share gifts and skills with others through teaching, community activities, and volunteerism.
- Prepare documents/artifacts and practice strategies to seek employment or to advance in a chosen field.

Curriculum

Code	Title	Hours
Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/)		45
Major Requirements		
Concordia Required Courses		45
MIAD Required Courses		12
CUW or MIAD Major Elective		6
Electives		12
Minor: Optional (18 Credits Minimum)		
Total Hours		120

Major Requirements

Code	Title	Hours
Required Courses (Concordia Campus)		
ART 111	2-D Composition	3
ART 130	Digital Photography I	3
ART 145	Drawing for Art Majors	3

ART 246	Color & Media Dynamics	3
ART 282	Typography I	3
ART 285	Art History I	3
ART 286	Art History II	3
ART 310	History of Design	3
ART 312	3-D Modelling	3
ART 450	Senior Portfolio/Exhibition	1
GD 110	Graphic Design I	3
GD 111	Graphic Design II	3
GD 360	Web Design I	3
GD 361	Web Design II	3
GD 460	Graphic Outlook-Practicum I	3
Electives: any CUW or MIAD Major Elective		6
Required Courses (MIAD Campus)		
CD 200	Communication Design I	3
CD 201	Communication Design II	3
CD 203	Typography II	3
CD 305	Communication Design III	3
Total Hours		61