

## **Visual Studies Major Overview:**

The Visual Studies major focuses on the analysis and creation of visual culture, including the study of art, media, design, and visual communication. Students explore how images and visual artifacts shape society, culture, and identity, examining both historical and contemporary visual media. The program combines theory and practice, with courses in visual analysis, media studies, graphic design, photography, and digital media. Graduates are prepared for careers in creative industries, media production, marketing, and cultural analysis.

## **Typical Industry Sectors:**

1. **Media and Film Production**
2. **Advertising and Marketing**
3. **Graphic Design and Visual Communication**
4. **Museums, Galleries, and Cultural Institutions**
5. **Digital and Interactive Media**

## **10 Sample Entry-Level Job Titles:**

1. **Graphic Designer**
2. **Multimedia Producer**
3. **Visual Communication Specialist**
4. **Video Production Assistant**
5. **Social Media Manager**
6. **Advertising Coordinator**
7. **Exhibit Designer**
8. **Photo Editor**
9. **Marketing Assistant (Visual Content)**
10. **Content Strategist (Visual/Media)**

## **5 Hard Skills:**

1. **Proficiency in Graphic Design Software (e.g., Adobe Creative Suite)**
2. **Photography and Digital Imaging**
3. **Video Editing and Production**
4. **Visual and Media Analysis**
5. **Knowledge of Visual Communication Theory**

## **5 Soft Skills:**

1. **Creativity**
2. **Attention to Detail**
3. **Communication (Written and Oral)**

4. Problem-Solving
5. Time Management

**Additional Training or Certifications:**

While a degree in Visual Studies provides foundational knowledge, graduates may pursue certifications or additional training in areas such as graphic design, multimedia production, or digital marketing to enhance their job prospects. Some students may also pursue graduate studies in fields like media studies, digital arts, or interactive design for specialized roles. Internships with media companies, design firms, or advertising agencies provide hands-on experience and help build a professional portfolio.

**Student and National Organizations:**

1. [International Communication Association \(ICA\)](#)
2. [American Institute of Graphic Arts \(AIGA\)](#)
3. [Society for Cinema and Media Studies \(SCMS\)](#)