



# B.S. Visual Communication Design (VCD)

Kanbar College | School of Design & Engineering

# Presentation Overview

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# Elizabeth Shirrell

Visual Communication Design, Director



[Elizabeth.Shirrell@jefferson.edu](mailto:Elizabeth.Shirrell@jefferson.edu)



215-951-2116



Jefferson

CREATE WHAT'S NEXT

## PROGRAM DESCRIPTION



As a Visual Communication Design major at Jefferson, you will learn to create transformative graphic and interactive design work through a creative process fueled by human-centered investigation and collaboration. From your first studio you will be immersed in hands-on projects that will not only teach you creative and technical skills but develop your understanding of how research, people, context and strategy play crucial roles when designing across mediums for our rapidly changing society.

By fostering curiosity, faculty empower students to develop individual points of view and equip them to investigate and tackle the complex challenges of our profession and the world. We provide students with opportunities to explore a range of techniques and applications, to collaborate with peers and faculty from other programs, to work on industry projects, and to engage with the professional design community.

# PLAN OF STUDY

Total: 121 credits

## First Year (31 credits)

### Major Core

- Design Essentials
- Drawing Essentials
- Digital Imaging
- Design 2: Introduction to VCD
- History of Western Art I

### DEC Core

- Integrative Design Process

### Hallmarks Core

- Pathways Seminar
- Writing Seminar I
- Topics in American Studies
- Mathematics I
- General Science

## Second Year (30 credits)

### Major Core

- Design 3: Intro to Typography
- Design 4: Advanced Typography
- Fundamentals of Web Programming
- Fnd of Web Design and Strategy
- History of Western Art II

### DEC Core

- Systems
- Framework: Business Models

### Hallmarks Core

- Ethics
- Global Diversity
- Writing Seminar II

## Third Year (30 credits)

### Major Core:

#### Graphic Design Concentration

- Design 5: Branding
- Design 6: Advanced Branding

#### Web Design Concentration

- Design 5: Adv. Web & Strategy
- Design 6: Javascript

### All students:

- Media Production
- History of Graphic Design
- VCD Designated Electives (3 credits)

### DEC Core

- Ethnographic Research Methods

### Hallmarks Core

- American Diversity
- Global Citizenship
- Contemporary Global Issues

## Fourth Year (30 credits)

### Major Core

#### Graphic Design Concentration

- Design 7: Systems Design Integration

#### Web Design Concentration

- Design 7: User Interface Design

### All students:

- Design 8: Capstone for VCD
- Capstone Prep & Prof. Practice
- Design Theory and Criticism
- VCD Designated Electives (3 credits)

### Business Core

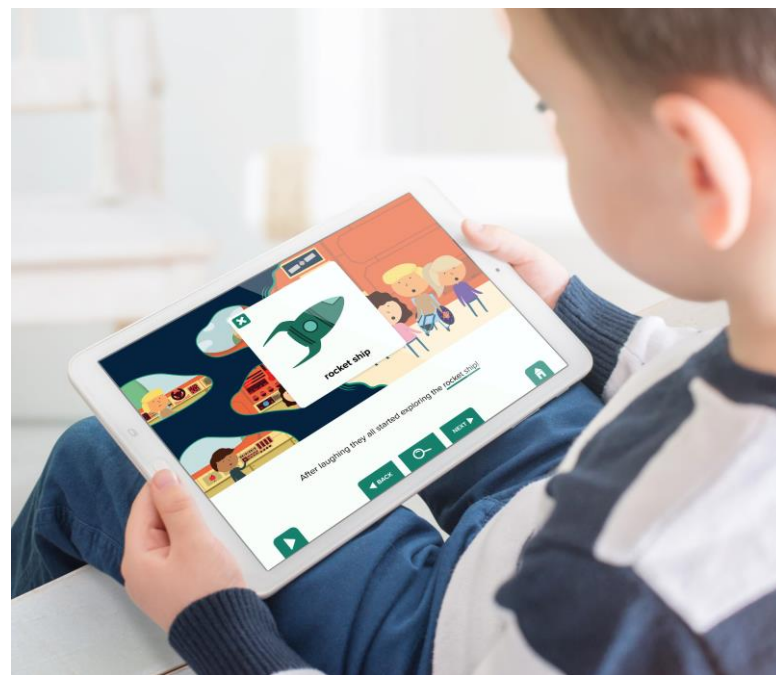
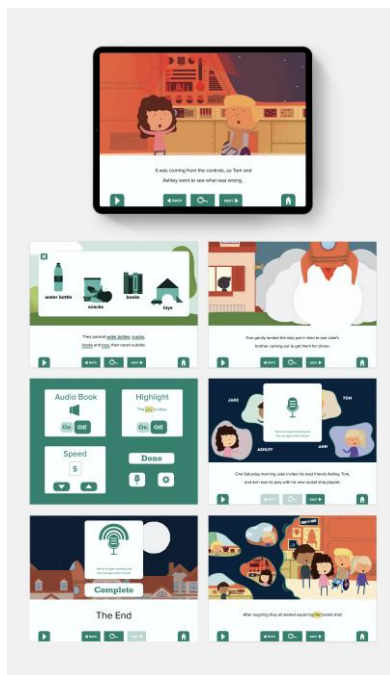
- Principles of Marketing
- 2 Free Electives (9 credits)

### Hallmarks Core

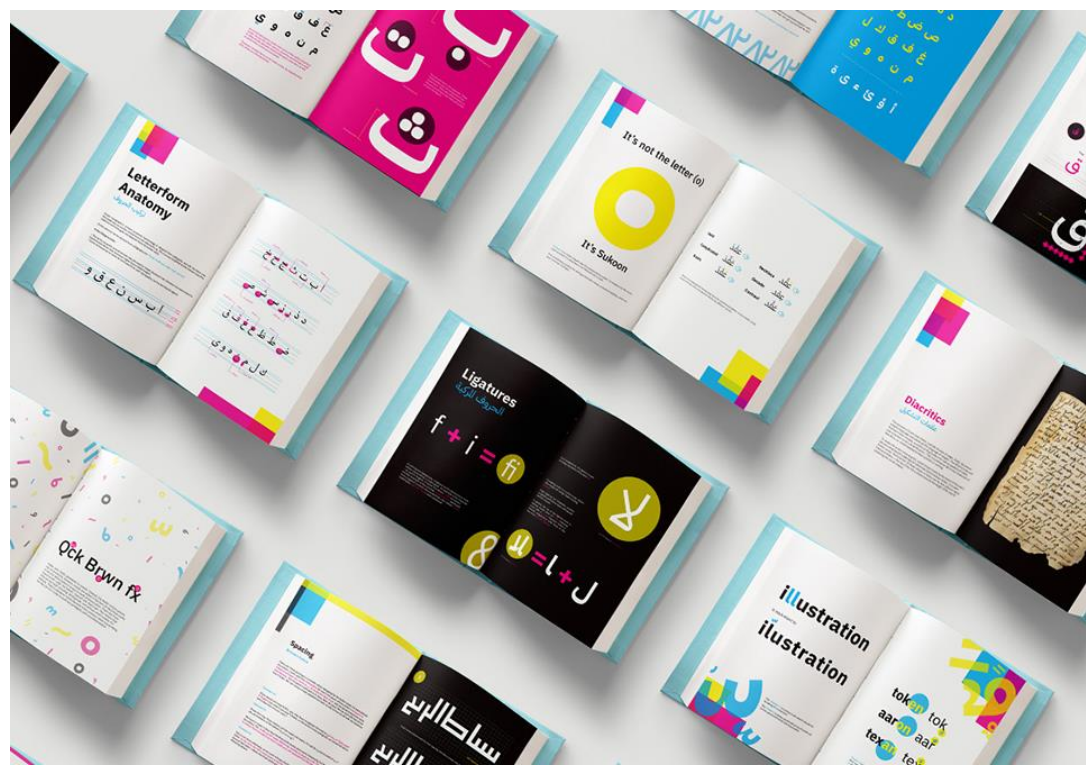
- Capstone Folio Workshop



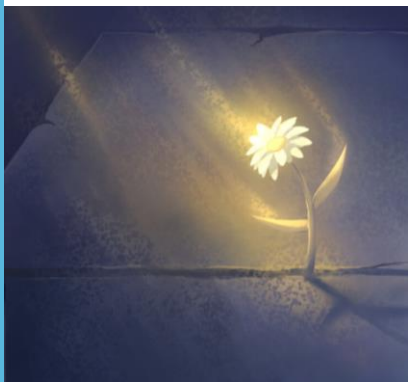
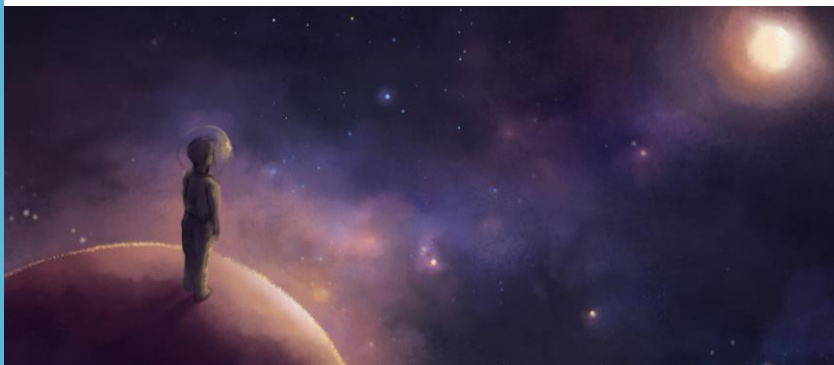
# STUDENT WORK: STEPHEN ANDREO



# STUDENT WORK: IMAN MORSEY




# STUDENT WORK: ANTONIA MILAS



This American Life Archive Recommended How to Listen About

## ▶ How to Be Alone

In space, in the ocean, by ourselves, or with others—we're all just figuring out how to be apart.  
7:11 | July 27, 2020




▶ Prologue  
*by Bin Adewumi*

Guest host Bin Adewumi sits in for Ira Glass and talks to retired NASA astronaut Leroy Chiao about how a space mission compares with living alone in a one-bed apartment on earth. (7 minutes)

▶ Act One  
**The Unbearable Part**  
*by Danielle Evans*

Writer Danielle Evans has been almost completely alone all quarantine — and she's had time to think about grief, and loneliness, and what might come after this pandemic is over. (7 minutes)

A version of this essay first appeared in the Corona Correspondences series at *The Sewanee Review*.

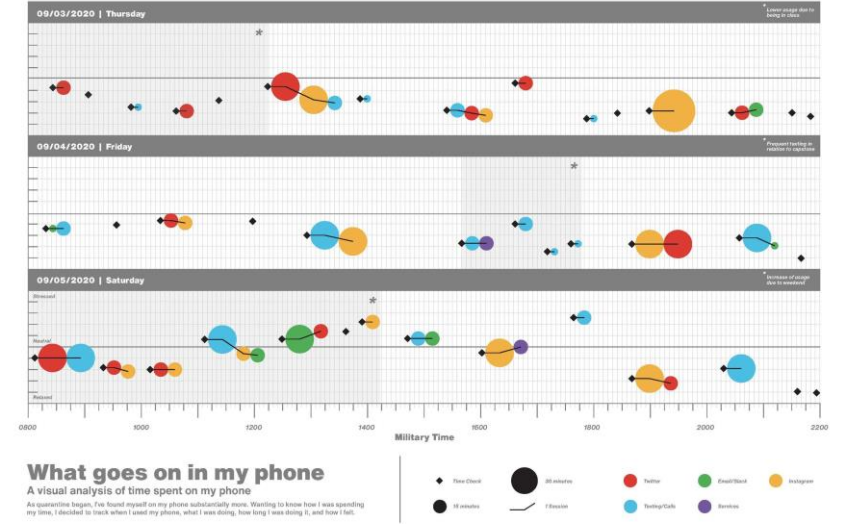
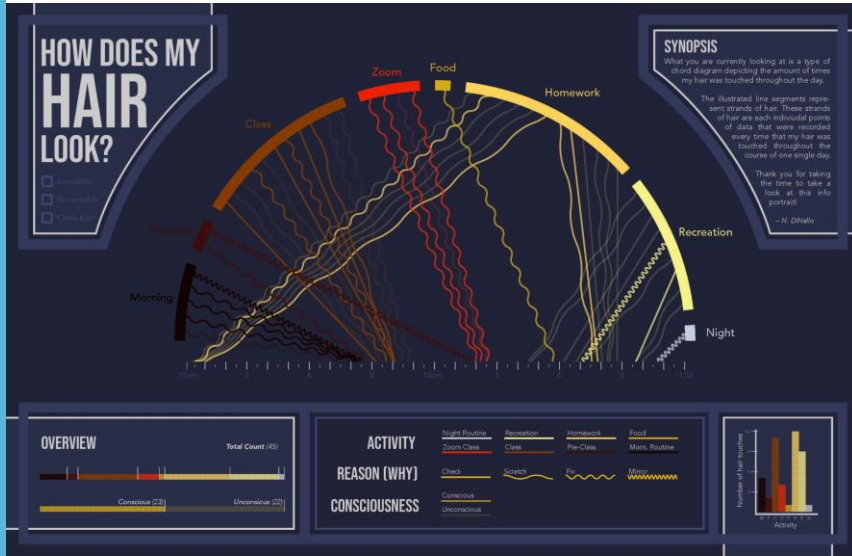


▶ Act Two  
**A Notion Apart**  
*by Lilly Sullivan*

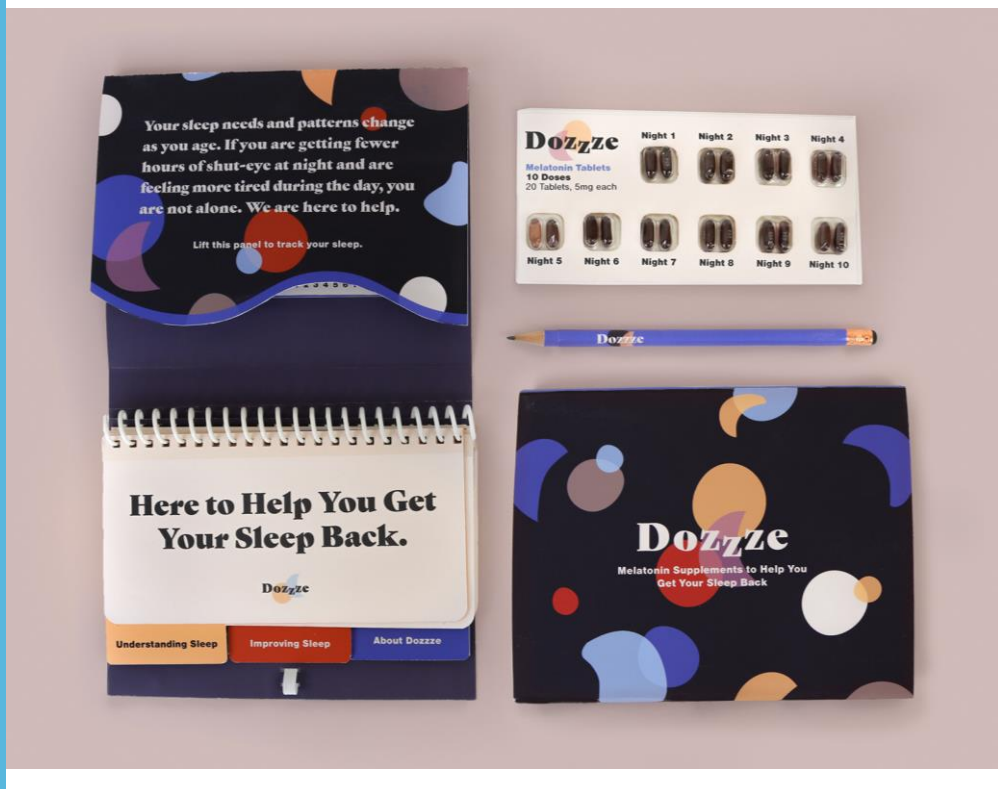
Producer Lilly Sullivan used to feel such a strong kinship with "the loneliest creature on earth" that one of her first radio pieces seven years ago was about him. (8 minutes)



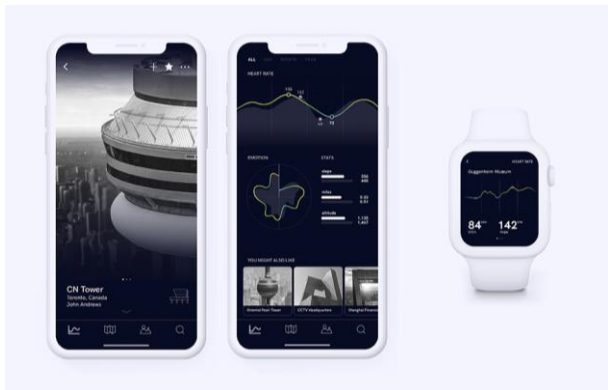
# STUDENT WORK: NICHOLAS DINALLO (LEFT) & DAWSON SKIPPER (RIGHT)



## STUDENT WORK: ABBEY PITZER



# STUDENT WORK: GABI STAHLEY



## sense + structure museum

### sense + structure is the architecture museum of the world

what makes us a true authority in London is our 20+ years of experience in the world of architecture and design. we have a proven track record of delivering high quality, innovative and award-winning solutions to our clients. we are currently looking for a talented and experienced architect to join our team. if you are interested in this role, please send us your CV and portfolio to: [info@senseandstructure.com](mailto:info@senseandstructure.com). we look forward to hearing from you.

overall

**8 million+**  
active users

**41 million+**  
trips planned

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last year

**500,000+**  
app downloads

**3 million+**  
trips completed

### our rates

**premium**

1. featured location on trips homepage
2. appears in top 3 search results for related search
3. print brochure spotlight
4. billboard image advertisement

**standard**

1. appears in top 10 search results for related search
2. print brochure spotlight

**basic**

1. appears in top 10 search results for related search

premium	\$20,000 / year
standard	\$15,000 / year
basic	\$10,000 / year

all prices include VAT and are exclusive of agency fees

### contact us

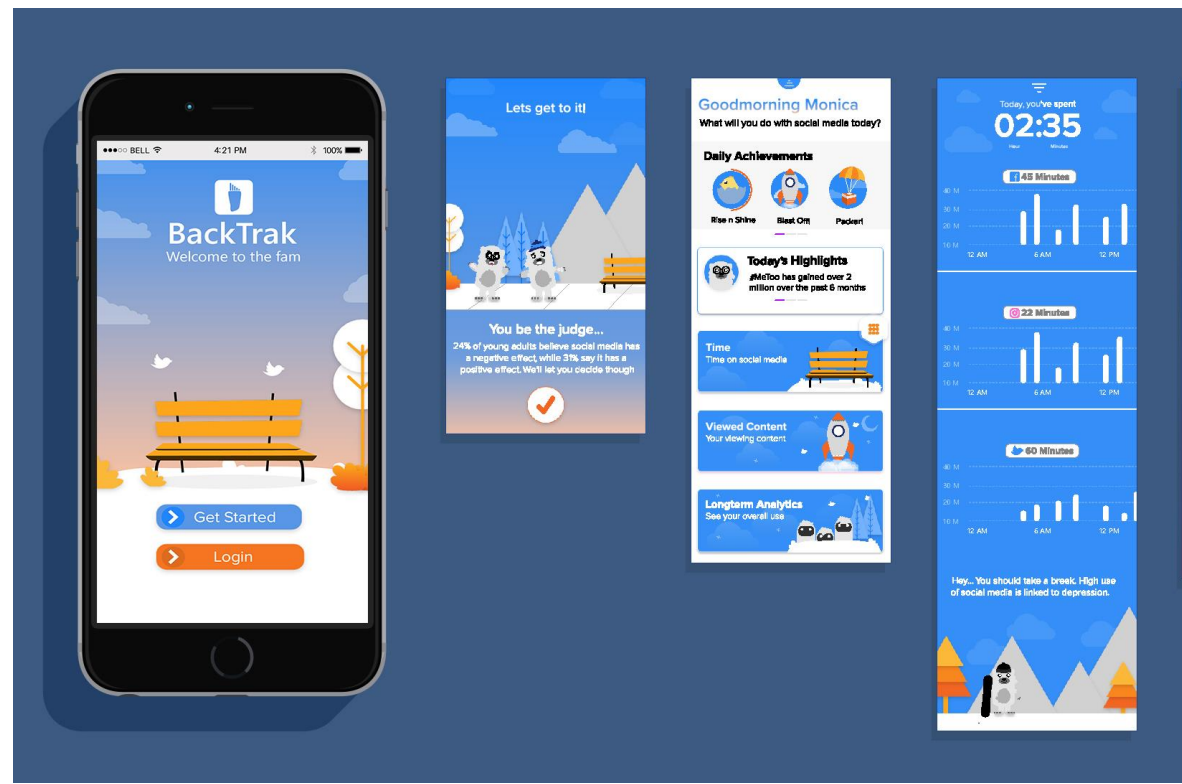
Gabi Stahley  
CEO of Advertising Sales  
at senseandstructure.com

Sense + Structure Museum  
Great Russell Street  
London WC1E 3DG  
+44 (0)20 7233 8965

# STUDENT WORK: ABBEY PITZER, ERYN GRIFFIN, & PATRICE SAKALOSKY



# SAMPLE STUDENT WORK





## AWARDS

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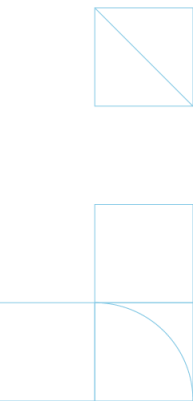
Jefferson has been named a Top Graphic Design School for 8 years in a row by GDUSA.

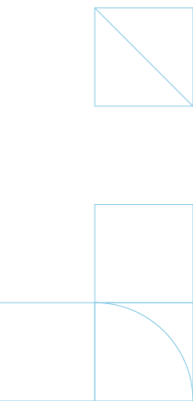
Student work is regularly recognized in local, national and international competitions and publications, with over 60 Adobe Design Achievement Awards in the past 5 years.

- Graphis New Talent Annual 2020
- GDUSA's 2020 Top Graphic Design Schools
- Adobe Design Achievement Award Top Talent
- 2020 New England Graphic Medicine Conference
- 2019 AIGA Philadelphia Design Awards

## EMPLOYERS OF JEFFERSON GRADUATES

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- The New York Times
  - The White House
  - MullenLowe
  - Dell Boomi
  - Chronicle Books
  - Push10
  - Comcast
  - Vanguard
  - 20nine
  - Philadelphia Museum of Art
  - Bailey Branding Consultants
  - J2 Design
  - Health Union
  - Evoke Health
  - Bounteous
  - Mohawk Paper
  - 76ers
  - GQ Magazine
- 

- **AIGA: The Professional Association for Design**
    - The oldest and largest professional membership organization for design that advances design as a professional craft, strategic advantage, and vital cultural force.
  - **SEGD: Society of Experiential Graphic Design**
    - A multidisciplinary community of professionals creating experiences that connect people to place.
  - **PhillyCHI**
    - The Philadelphia area chapter of the Association for Computing Machinery's special interest group on human-computer interaction.
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### • AIGA Student Group

- Students can join the AIGA (the Professional Organization for Design) student chapter to foster friendships and professional networks that last a lifetime.
- Host annual events such as a poster competition.
- Bi-weekly meet-ups and field trips.



## • Study Abroad

- Learning extends beyond the classroom through our excellent study abroad and internship opportunities.
- Students in their third year frequently spend time studying design in Copenhagen, Glasgow, and Rome.



## Emily Williams

DOWNINGTOWN, PA  
CLASS OF 2020

Jefferson provided me the opportunity to major in Graphic Design and to play softball, two of my passions. Both experiences helped me develop life skills and friendships that I will carry forward with me into my career.

*“I’m so glad I came to Jefferson because the Graphic Design community is more than that, we are a family. We all respect each other and help one another wherever we can to make sure all of our work reaches the standards we set for ourselves.”*

Advice: Know no limits. Project guidelines are set to help you along, but not box you in, so don’t let them.



# Renée Walker

Assistant Professor, Graphic Design Communication

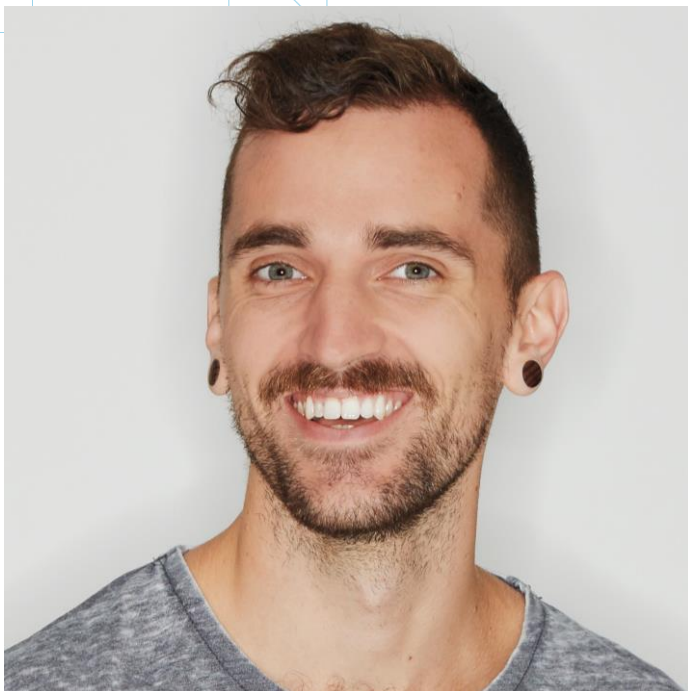
BS IN GRAPHIC DESIGN FROM NORTHEASTERN UNIVERSITY  
MFA IN DESIGN FROM CALIFORNIA COLLEGE OF THE ARTS

Walker has experience working in all aspects of communication design from print, to environmental, to interactive, and information. She is a partner of Gold Collective and won several design awards including the Communication Arts Award for Excellence in Typography and was invited as the keynote speaker at a national design conference.

## COURSES

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- GRPH-102 - INTRO TO GRAPHIC DESIGN
- GRPH-306 - ISSUES IN INFORMATION DESIGN
- GRPH-201 - INTRO TO TYPOGRAPHY
- GRPH-401 - SYSTEMS DESIGN INTEGRATION



## Ronnie Alley

Designer, MullenLowe  
Boston, MA  
CLASS OF 2016

Growing up in a small town in East Texas, I was craving an escape to the East Coast. I chose Jefferson not only for its location in Philly, but because of its long history of being a design-focused institution. I was also a part of the first class of DEC students, and having that collaborative experience set me up for success for when going out into the real world.

*“Your professional career isn't based solely on your talents, but also the relationships you cultivate, so always be kind and don't blow your ego.”*



## Abbey Pitzer

Digital Designer, The White House  
Philadelphia, PA  
CLASS OF 2019

After touring several schools, Abbey chose Jefferson because of its strong design programs, proximity to a city, and close-knit community.

*"Before coming to Jefferson, I had never opened Adobe Photoshop, Illustrator, or InDesign. Jefferson's Graphic Design Communication program teaches you all of that from the ground up. But more importantly, it instills in you a really solid foundation of design thinking that is so necessary for problem solving in the real world."*

Advice: Take the classes that interest you. Work hard in them. Be kind to others. And stay hungry for more.



**Jefferson**

Thomas Jefferson University