



Communication BA

with an emphasis in Applied Visual Communication

This emphasis area covers digital audiovisual media production, helping students master the art of telling stories and effectively communicating information through digital media. Students receive practical instruction in areas such as camera work, location shooting, digital video editing, directing, and performance for the camera, typically in small, applied skills courses. This coursework is complemented by instruction in areas such as interpersonal, intercultural, and professional communication that help students gain jobs, advance in the workplace, and better connect with diverse audiences.

Career Outlook

New graduates often enter this career path as video editors or camera operators. According to the US Bureau of Labor Statistics, employment in these occupations is expected to grow faster than average, in part because of increasing demand for audiovisual media on Internet-only platforms, such as streaming services. The job outlook for more experienced positions in the field, such as producers and directors, is also robust.

Future Career Options

- Announcer
- Camera Operator
- Director
- Film and Video Editor
- Producer

Skills Developed By Degree Completion

- Recognize and apply the fundamental principles of effective visual communication
- Design, implement, and critique media content based on appropriate production, design, and aesthetic principles
- Light, block, and record digital video footage in studio and location settings
- Edit digital footage into a coherent narrative or persuasive message, including the addition of titles and graphic effects
- Produce work that combines knowledge and creativity with effective communication skills in all forms of media: written, visual, and oral
- Effectively work in groups as both leaders and collaborators

Successful alumni have gone on to fulfill many of the opportunities above. Additional possibilities are taken from the Bureau of Labor Statistics. Contact an advisor to discuss additional future career options.

