**Visual Communication Design（Full English Programme ）**

International class with courses delivered fully in English and dual bachelor's degree in cooperation with Technological University Dublin.

Visual Communication design is a first-class international major mainly developed by Gengdan college. This major is international, with a large collection of famous teachers, a joint industry, and frequent awards. We will build a bilingual teaching context, implement a leading compound curriculum system, focus on the study of visual arts, brand communication, information design and digital media, and cultivate new visual talents who can think "art, technology and business" together.

The Visual Communication design is an art design major that takes graphics, images, words and colors as basic elements and visual symbols, carries out creative design through integrated media, and aims at effectively transmitting information.

**Associated International**

This major is one of the first undergraduate art majors taught in English in China. In 2017, it was approved to join the Cumulus international union of design colleges and universities. The course system is seamlessly connected with European universities. In order to integrate global quality education resources, we have established relations with more than 30 international design colleges and universities, held the European Erasmus free exchange program qualification, and established double-degree cooperative relations with 9 international colleges and universities, including Dublin institute of technology and British University for the Creative Arts. International visits, international exchanges, international workshops, international exchange students and international academic conferences have become the norm.

**Famous Teachers Gathered**

By integrating domestic and foreign resources and connecting production, study and research, this major has formed a trinity of teachers composed of full-time teachers, business mentors and international experts. Meanwhile, external academic examiners and external business examiners jointly escort the teaching quality. More than 90% of the teachers of this major have overseas study or visiting experience, and have won various professional and authoritative competitions such as Red Dot award and biennale.



Academic leaders for the CAFA doctoral director, 2008 Olympic medal designer: Xiao Yong; Kan Tai-keung, a famous designer, is an honorary professor of this major. The external examiner of this major is famous artist Leo Duff who is professor of Kingston university, and Mr. Li Jifeng who is founder of Huashi brand, partner of no.9 gutian road and co-founder of CDS Chinese designer salon. Enterprise mentors include: founder's handwriting design director Gao Yu, TRYcool EGD design director Zhou Yong 'an, etc.

John Short (Ireland), Tom Kelly (Ireland), Liu Zhao (CAFA), Noelle Cooper (Ireland), Colin Farmer (Ireland), Hanny Wijaya (Indonesia), Erich (Sweden), Marian Lassak (Slovakia), Richard Doubleday (USA), Diego Vainesman (USA), Con Kennedy (Ireland), Mary Ann (Ireland) and other famous designers teach students.

**Course Structure**

The visual communication design major takes the five clues courses of visual exploration, printing media design, digital media design, core history theory and professional practice as the system framework. The system emphasizes relational design and systematic thinking. The course content combines "art, engineering and business" and redefines the boundary of creative design in the context of "big design".
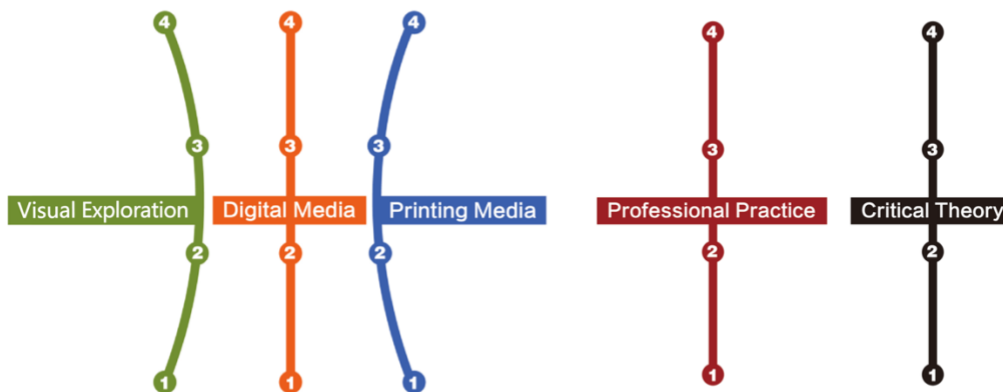


**Visual Exploration**

Focus on training students' concept awareness, original ability and spirit of exploration. In the teaching process, students will experience different materials, techniques and techniques, and appreciate the artistic effects and possibilities of visual forms.

**Printing Media**

Based on the printing approach, combined with the information form elements such as font design and format, as well as the series of exploratory and commercial courses on brand, social context and cross-field topics, the focus is to cultivate students' comprehensive design ability in face of complex situations.

**Digital Media**

It emphasizes the intersection of humanities and science and technology, and trains students to master and use digital media for artistic creation. Students will master digital imaging, interface design, dynamic graphics, open source programming, media devices and other comprehensive skills.

**Critical Theory**

Through narrating the theory and history related to art, design and culture, it focuses on cultivating students' critical thinking, aesthetic appreciation, rigorous logic ability and writing ability. This endows creativity with more cultural connotation and spiritual deposits.

**Professional Practice**

Experience the design process, apply the design, and preview the role and identity of the designer through the real design project "real problem". Enable students to understand the design industry and cultural and creative industries, and form a complete understanding of the identity of designers.

**Awards**

The major of visual communication design promotes teaching and stimulates learning through competition. Teachers and students have won many awards and professional competitions at home and abroad, such as "German Red Dot Award", "GDC graphic design in China", International Biennale and " National College Students Advertising Art Competition". Stimulate professional dreams, build professional achievements, win social recognition. Among them, International class students won the Ecuador Biennale, the Polish Lublin International Poster Biennale, the Chinese College Student Advertising Art Competition, the Academy Award, the GDC Graphic Design in China, the China Printing Design Biennale, the China Design Capital Public Service Advertising Competition, etc. Domestic and international professional design competition awards, the first international class (2016) students award rate of up to 100%.

**Combination with Industry**

The visual communication design major cooperates with many famous cultural and design companies in the industry to carry out practical teaching of industrial projects, such as Founder Type, QL-ART, Zbird, TRYcool EGD, etc. Provide design results for enterprises, and pay attention to its subsequent value transformation and business effects. In recent years, the projects include: the early promotion design of health 18 law by the General Administration of Sport of China and the TV series " The Story of Minglan"; Cooperated with Shunyi Cultural Tourism Committee, developed Shuntu scenery series silk scarves; Overall visual identification system design of T.ETERNO women's wear; Designed and adopted the dial for Google smartwatch; Lianjing APP interface design.
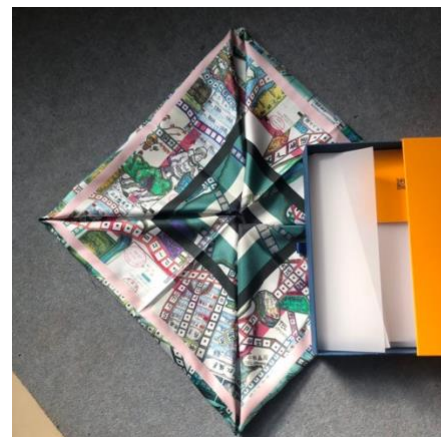
**Career Prospects**

Graduates of this major mainly go to the following four directions: postgraduate study in domestic and foreign universities, employment in well-known enterprises, employment in government culture, employment in educational departments, and self-employment. Many students have been admitted to many famous graduate schools at home and abroad, including the Royal College of Art and London College of Art. Many students work in CCTV, iQIYI, 4A advertising companies and other well-known enterprises.