

### **How is the course structured?**

Having successfully completed a year of visual exploration and research in Core Studies, a student will apply for a place in the Department of Visual Communication. If successful, he or she will commence Second Year by acquiring some of the skills and attitudes necessary for problem solving. This process continues throughout the entire course with a succession of progressively more challenging projects.

Acquisition of computer skills, including web site design and motion graphics, is an integral element of the course.

Students are also instructed in traditional and digital photography. From Third Year, students have the option to specialise in illustration. In this year of study there is also the opportunity to participate in European exchange programmes. Industrial collaboration is also an established feature of the course.

In Fourth Year, following an initial term of mandatory projects, students undertake two substantial, largely self-directed projects. The final examination takes the form of an assessment of the work produced during Fourth Year and a portfolio of work from the other years of study.

The Department is fortunate to have the benefit of many eminent educators and practitioners from home and abroad who, as Visiting Lecturers, undertake a wide variety of projects. Students of all three years have access to the Department's Print Workshop, a unique facility, where they can experiment with traditional wooden and metal type and relief printing.

### **Career Prospects?**

The majority of Visual Communication graduates find immediate employment, with most choosing to remain in Ireland. Recent graduates are employed in graphic design consultancies, web site design companies, publishing houses, as freelance illustrators, in the television industry, and as in-house designers for state and semi-state bodies.

### Applications

You should apply to First Year (Core) through CAO. Third level students with appropriate qualifications may apply to join the course post-First Year.

### Enquiries

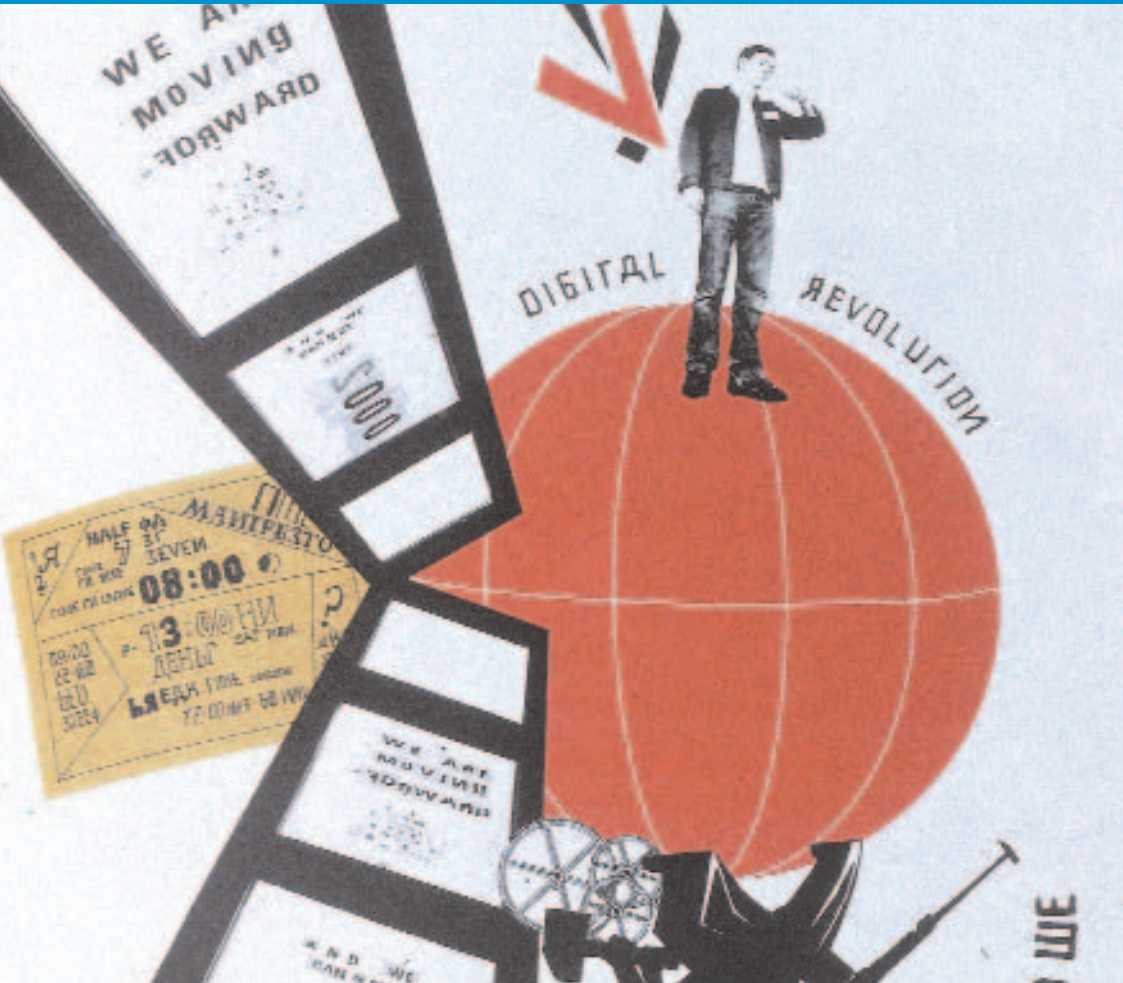
For further information regarding the course (application procedures and qualifications etc.), please consult the College prospectus or telephone the Admissions Office at 01.636 42 00.



Coláiste Náisiúnta Ealaíne is Deartha  
**National College of Art & Design**

Coláiste Aitheanta d'Ollscoil na hÉireann  
**A Recognised College of the National University of Ireland**

NCAD  
100 Thomas Street, Dublin 8, Ireland  
**T** +353.1.636 42 00 **F** +353.1.636 42 07  
**E** [fios@ncad.ie](mailto:fios@ncad.ie) **W** [www.ncad.ie](http://www.ncad.ie)



# BDes (Hons) in Visual Communication

**Make a list of all the things you can think of that have been printed: books and magazines, theatre posters, letterheads, postage stamps, wine labels, press advertisements, match boxes, application forms, this leaflet! Think of other situations where information has to be conveyed: signs on a motorway, directions in an airport, instruction panels on a washing machine. Now add to that list images you have seen on television, on your computer, the title sequence of a film... the list is endless, and each of these items required the services of a skilled visual communicator.**

## **What makes a good Visual Communicator?**

Graphic designers and illustrators must be interested in solving other people's problems and to do this they must be interested in other people – and problems! Because of the wide range of problems that have to be solved, the designer or illustrator should have a wide range of interests and an ability to gather and analyse information. Visual Communication is concerned with words as much as with pictures so that our prospective students must be literate and have an interest in lettering and type.

And, of course, he or she must have a strong visual capability which is usually demonstrated by drawing (putting ideas down on paper).

## **How can one individual do so many different things?**

There is a design process that is common to all aspects of design – stating the problem to be solved; researching the problem; producing a range of possible solutions; communicating the chosen solution. Some Visual Communication graduates choose to specialise in a specific area, such as packaging or illustration.



A



B



C



D

E

A *Book Design*  
Maria Hinds  
B *Digital Animation*  
Ruairi Robinson  
C *Graphic Design*  
Stephen MacDevitt  
D *Illustration*  
Conor Langton  
E *Modelling/Photography*  
Alicia Kelly  
F *Typography*  
Andrew Williams



F

