

VISUAL COMMUNICATIONS

IMAGINATION ON DISPLAY Wanted: Creative minds with the instinct to display products in a powerful way. Are you a pro at color coordinating? Do you just know what looks good together? From window displays to fashion shows and gallery openings, Visual Communication pros are experts at conveying the perfect message or pulling together the perfect outfit—and making it look like a work of art.

“Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes, and having fun.”

Mary Lou Cook, Community Activist,
Calligrapher, and Author



Students create stone wall for a display window

WHAT WE TEACH

Our program teaches management and leadership skills as well as creative, technical, and analytical theory and practice.

A CLOSER LOOK

The Visual Communications Program offers students a diversified, creative business background in visual presentation, exhibit/trade show design, retail and special event display, and store planning, with an emphasis on the fashion and entertainment industries. Students benefit from exposure to practical and theoretical visual merchandising techniques. Courses include presentation design, color theory, concept visualization, merchandise trend analysis, and computer graphics.

KNOWLEDGE IS POWER

DID YOU KNOW? Students in our Visual Communications Program learn the art of retail display through internships at places like Lisa Kline Stores, a favorite of Hollywood celebs and stylists.

SAKS FIFTH AVENUE, ANTHROPOLOGIE, ARMANI, BCBG Just a few of the companies who hire FIDM Visual Communications Students as interns

Q What tranquilizing color do sports teams sometimes paint the visiting team's locker room?
A Bright pink, because it is believed to have a calming effect

ASSOCIATE OF ARTS

GNST 1040	English Composition	3
GNST 1230	Color & Design Theory	3
GNST 1450	College Mathematics	3
GNST 1600	Effective Speaking	3
GNST 2020	Survey of Western Art I	3
GNST 2380	World Art	3
GNST 2420	Survey of Western Art II	3
GNST 2750	Seminar in the Arts	3
GNST 2960	American Political & Economic History	3
GNST 2980	Professional Practices	3
MMKT 1550	Marketing & Brand Development	3
VCOM 1250	Survey of Visual Communications	3
VCOM 1350	Ideation Sketching	3
VCOM 1380	Introduction to Digital Imaging	3
VCOM 1550	Critical Concepts for Visual Communications	3
VCOM 1850	Trends: Past, Present & Future	3
VCOM 1900	Drafting Techniques for Visual Presentation	3
VCOM 2180	Computer Rendering	3
VCOM 2220	Materials & Props (6 hours)	3
VCOM 2330	Visual Presentation	6
VCOM 2350	Computer Graphics	3
VCOM 2380	Advanced Digital Imaging	3
VCOM 2480	Marketing Events	3
VCOM 2520	Lifestyle Presentation	3
VCOM 2720	Lighting Techniques	3
VCOM 2740	Branded Entertainment	3
VCOM 2780	Portfolio Preparation & Presentation	3
VCOM 2820	Fashion Styling & Coordination	3
VCOM 2840	Entrepreneurship for Visual Presentation	3
	Total Units of Credit	90

PROFESSIONAL DESIGNATION

GNST 1230	Color & Design Theory	3
GNST 2980	Professional Practices	3
MMKT 1550	Marketing & Brand Development	3
VCOM 1250	Survey of Visual Communications	3
VCOM 1350	Ideation Sketching	3
VCOM 1380	Introduction to Digital Imaging	3
VCOM 1550	Critical Concepts for Visual Communications	3
VCOM 1850	Trends: Past, Present & Future	3
VCOM 1900	Drafting Techniques for Visual Presentation	3
VCOM 2180	Computer Rendering	3
VCOM 2220	Materials & Props (6 hours)	3
VCOM 2330	Visual Presentation	6
VCOM 2350	Computer Graphics	3
VCOM 2380	Advanced Digital Imaging	3
VCOM 2480	Marketing Events	3
VCOM 2520	Lifestyle Presentation	3
VCOM 2720	Lighting Techniques –OR–	3
VCOM 2740	Branded Entertainment	3
VCOM 2780	Portfolio Preparation & Presentation	3
VCOM 2820	Fashion Styling & Coordination	3
VCOM 2840	Entrepreneurship for Visual Presentation	3
	Total Units of Credit	63



I spend most of the season out there with the crowds, not only to make sure everything is working properly, but also to see and hear their reactions. When I see the crowds enjoying the windows—that's how I know I've succeeded.”
Paul Olszewski, Macy's East Director of Windows Virtual Merchandising, winner of the Harold Square Macy's Christmas Window Award, and FIDM Advisory Board Member