

## **Annual Visual Communications Display Enhances Career Education In The Twin Cities**

*Senior students display portfolios of graphic design used in technical and Web design.*

Minneapolis, MN (PRWEB) June 21, 2005 -- Each year the graduating class of Bachelor of Science Visual Communications at Brown College is given the opportunity to display their work to the design firms and advertising agencies in the Twin Cities. The event is held this year on 22nd of June at the Brooklyn Center campus and the 23rd of June at the campus in Mendota Heights. The Show is from 11 a.m. to 6 p.m. At 6 p.m. the students who have completed the program are honored at the awards ceremony. Brown College is a recognized leader in visual arts career education. <http://www.browncollege.edu>

Invitations were sent to the top design studios and advertising agencies in the Twin Cities areas. Many attend the show, seeking new artists to hire for projects or to work within their companies. Of these industry people, several exceptional designers are used to judge the different categories and awards are given out for achievement in graphic design, multimedia projects, display work, interactive design and other various award areas depending on the specialties of the students being awarded.

The Visual Communication – Graphic Design degree program acclimates a student to the design revolution and prepares them for an exciting new career as a design professional. The Bachelor of Science in Visual Communication – Multimedia Emphasis creates a multimedia design professional who amongst other things can create the high demand web sites and CD-ROMs used in marketing and promo fields.

Such career education generates the new wave of designers who will be creating content for the expanding visual media field with advertising agencies, design studios, corporate art departments, newspaper or magazine publishers and multimedia development agencies. These Bachelor of Science programs are designed to hone their design edge and define individual style beginning with the development of conceptual abilities and technical skills through hands-on projects. Emphasis is placed on how to transform ideas into solutions that solve complex design problems. Additionally, the school's General Education curriculum develops the communication, interpersonal, and problem-solving skills sought by today's employers.

Since 1988 there have been over a thousand graduates of the program. "I am always amazed at the quality that we see at the showcase," says Randy Olsen, who is the department chair for the program. "For the brief year and a half of career education, to gain this level of achievement is amazing. Especially considering the staff spent four or six or eight years in college to get where we are. Here at Brown, we have endeavored to build a focused experience program to share with the students how to take art and design and make a living from them."

Brown College has enjoyed huge success training and graduating students in technology, design, and broadcast fields for over 50 years, offering programs in criminal justice, television production, graphic design, radio broadcasting, animation, and business management, as well as medical courses needed to become a medical office assistant or a medical transcriptionist.

Founded in 1946, Brown College provides students with career education including the knowledge, technical skills and hands-on training needed to succeed in fields such as computer technology, interactive game design, graphic design and visual communications, radio broadcasting, television production, criminal justice,



business administration, medical office administration and massage therapy. <http://www.browncollege.edu>

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