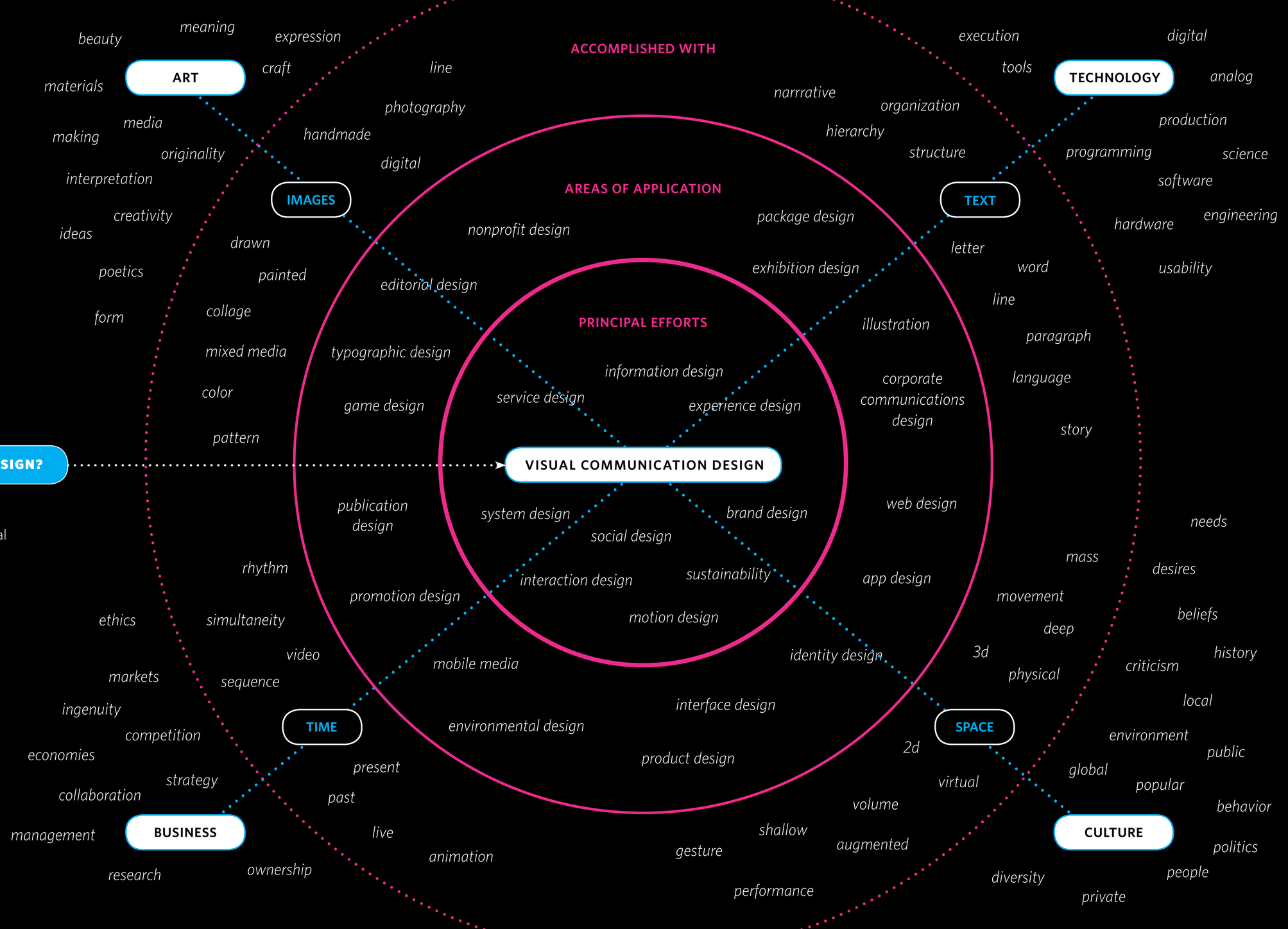
WHAT IS VISUAL COMMUNICATION DESIGN?

By Julie Mader-Meersman

Visual communication design is a professional discipline of multi-disciplinary graphic design that occurs at the intersection of art, technology, business and culture. Through research, designers use images and text, space and time to create and give form to ideas and strategies for communication and expression. Visual communication design can shape and affect how we think, behave, understand and experience information.



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