

Mission of the Visual Communication Design:

Our Department of Visual Communication Design has a mission to provide its students with comprehensive knowledge and skills in creative and innovative design processes and to educate our students as globally recognised designers and thinkers. In this direction, we offer an educational approach that strongly blends art, design and communication by putting the development of students' self-expression and critical thinking skills at the centre of education. Our main goal is to enable our students to produce impressive projects in the social and cultural context with the power of visual communication by using contemporary technologies and digital tools effectively.

Our department aims to strengthen our students' ability to produce creative solutions in the professional world by prioritising artistic creativity, social responsibility and commitment to ethical values. In addition, with an interdisciplinary approach, we see it as part of our mission to provide students with the necessary knowledge and equipment to interact with different cultures, societies and mindsets.

As the Department of Visual Communication Design, we aim to be a department that carries forward our university's vision of supporting innovative and creative thinking. Our vision is to become an internationally recognised, leading education centre in the fields of art, design and creative communication. In this context, we aim to educate our students as individuals who can adapt to global cultures, use technology effectively, are sensitive to the environment and contribute to society by going beyond equipping them with technical knowledge and skills.

With a perspective that takes into account the social, cultural and ethical dimensions of visual communication, we encourage our students to take a critical and creative stance towards art, design and communication. With this vision, our department aims to provide an educational environment that makes a difference in the sector by educating professionals who produce innovative approaches in the design world, care about environmental sustainability, have aesthetic and social sensitivity.

In addition, we see it as an integral part of our vision to give our students a global perspective by developing international collaborations, encouraging our students to produce creative projects that are recognised worldwide, and supporting their participation in social responsibility projects by interacting with the community. In this direction, we aspire to prepare our students for the future as innovative, conscious and original designers who can lead the creative industries by educating them as change makers.

The mission of the Department of Visual Communication Design at ARUCAD is to educate individuals who are at the intersection of art, design and communication disciplines, have creative and critical thinking, and have a developed sense of social responsibility. Our department aims to educate its students as professionals who can comprehend the dynamic structure of visual culture, use contemporary technologies and digital tools effectively, are sensitive to ethical values and respect cultural diversity.

Thanks to our theoretical and practical education programmes structured with an interdisciplinary approach, our students are enabled to develop their creative expression skills and produce original solutions in the fields of art and design. By adopting an educational approach that encourages students to learn through experience, our department supports them to make meaningful contributions to society through artistic and cultural production.