



VISUAL COMMUNICATION ARTS

Turn creativity into impact. Franklin's Visual Communication Arts major empowers students to explore fine arts, design, illustration, photography, and media while developing critical thinking and a deep understanding of visual culture.

 **LUGANO, SWITZERLAND**



**FRANKLIN
SWITZERLAND**

U.S. UNIVERSITY & SWISS UNIVERSITY INSTITUTE

BACHELOR'S STRUCTURE

THE BACHELOR OF ARTS AND BACHELOR OF SCIENCE DEGREES REQUIRE A MINIMUM OF 120 CREDIT HOURS

The Visual Communication Arts (VCA) major blends artistic practice with interdisciplinary study, integrating fine arts, design, photography, and media with courses in communication, cultural studies, and film. You will develop both technical skills and critical insights, exploring how visual expression shapes society and culture. The program will prepare you for careers in galleries, media, publishing, and creative industries, or for advanced study in the arts.

CORE REQUIREMENTS

66
CREDITS

Academic Travel
(12 credits)
Academic Writing
(12 credits)
First Year Seminar
(3 credits)
Global Responsibility
(18 credits)
Modern Language
(15 credits)
Quantitative Literacy
(6 credits)

MAJOR REQUIREMENTS

42
CREDITS

Required Courses
(9 credits)
100-level Courses
(6 credits)
200-level Courses
(9 credits)
Upper-level Courses
(6 credits)
Major Electives
(9 credits)
Senior Capstone
(3 credits)

ELECTIVES

12
CREDITS

In order to meet the minimum requirements of 120 credits, you will need to add elective courses

GET TO KNOW OUR FACULTY



JOHANNA FASSL

Professor and Program
Director, Art History
and Visual Communication



GABRIEL GEE

Professor, Art History
and Visual Communication



CLARICE ZDANSKI

Instructor, Art History
and Studio Art

LEARN MORE

AND DISCOVER
THE COURSE LIST

ACADEMIC TRAVEL

EXPERIENCE THE PLACES YOU STUDY

Academic Travel courses allow students to learn beyond the classroom by exploring real-world environments alongside knowledgeable and passionate professors, turning travel destinations into immersive, living classrooms.

EXPLORE SOME MAJOR-RELATED ACADEMIC TRAVELS

VCA 120T DOCUMENTARY AND STREET PHOTOGRAPHY ON LOCATION: MUNICH – GERMANY

Explore documentary and street photography through hands-on projects and visual analysis, capturing the essence of Munich, Bavaria, and Austria. Study photography's history, semiotics, and its interaction with other visual media.

STA 275T STUDIES IN CERAMICS: NORTHERN AND CENTRAL ITALY

Learn the art and history of ceramics through studio work and travel, mastering clay modeling, glazing, and firing techniques. Study terracotta from Etruscan traditions to contemporary sculpture while visiting key Italian sites.

STA 280T ADVENTURES IN PRINTMAKING – ITALY AND POLAND

Experiment with printmaking techniques from monotype to intaglio while exploring printing as a fine art. Travel to Urbino and Łódź to apply methods in studio workshops and gain historical and technical insights.

STA 331T UMBRIA: SUSTAINING ART IN THE HEART OF ITALY

Study sustainable art practices and heritage preservation in Umbria while engaging with local festivals, museums, and natural landscapes. Explore how tradition and sustainability intersect through hands-on cultural experiences.



LEARN MORE

ABOUT ACADEMIC TRAVEL
AND EXPLORE OUR COURSES

TUITION AND FEES

The cost of attendance at Franklin University for a first-year undergraduate student or transfer student has two main factors.

DIRECT COSTS*: Tuition, housing, meals and health insurance.

INDIRECT COSTS**: Books, materials, travel, and personal expenses.

SWISS/EU/EEA TOTAL AVERAGE COST OF ATTENDANCE

The total estimated cost of attendance is provided in Swiss Francs (CHF) for **Swiss citizens or nationals of an EU/EEA member state**.

*Some special conditions apply to students from partner institutions.

Please contact info@fus.edu for details.

TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	CHF 22,650	+ CHF 2,150	= CHF 24,800
Second Semester	CHF 22,150	+ CHF 2,150	= CHF 24,300

US/CANADA TOTAL AVERAGE COST OF ATTENDANCE

The prices listed below are in US Dollars (USD) and apply to **US citizens or permanent residents and to Canadian citizens**.

TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	\$35,105	+ \$2,700	= \$37,805
Second Semester	\$34,555	+ \$2,700	= \$37,255

INTERNATIONAL TOTAL AVERAGE COST OF ATTENDANCE

The total estimated cost of attendance is provided in Swiss Francs (CHF) for not a citizen of Switzerland, the US or an EU country.

*Some special conditions apply to students from partner institutions.

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TOTAL AVERAGE COST OF ATTENDANCE	AVERAGE DIRECT COSTS*	AVERAGE INDIRECT COSTS**	TOTAL
First Semester	CHF 36,435	+ CHF 2,650	= CHF 39,085
Second Semester	CHF 35,935	+ CHF 2,650	= CHF 38,585

FOR FURTHER DETAILS

Visit www.fus.edu/admissions-and-aid/tuition

WHY CHOOSE FRANKLIN?



Dual Accreditation
US (MSCHE)
& Swiss (AAQ)



Residential Campus
8 Residence Halls



350+ Students
55+ Countries
8K+ Alumni Community



Academic Travel
Once a Semester for
Experiential Learning



19 Majors
1 Master
(Master of Arts in Sustainability
and Transformation)



WURI Ranking 2025
24th for Innovation
19th for Ethics and Integrity
17th for ESG Trend



10:1
Student to
Faculty Ratio



75% of Franklin graduates
obtain full-time employment
within 6 months after graduation.

3-YEAR OPTION

This major is also offered as a 3-year accelerated bachelor's degree, designed for students with specific high school academic credentials who are admitted to Franklin with advanced standing credit, equivalent to 30 US credits. This option grants students a jump start on their introductory level University courses.

HOW TO APPLY

- 1 Online Application**
Apply online through our [website](#) or [Common App](#).
- 2 Academic Transcripts**
Submit your official high school transcripts.
- 3 Personal Statement**
Share what motivates you, the experiences that have shaped you, and the goals you hope to achieve.
- 4 Recommendation Letter**
Provide one letter from individuals who can speak to your academic strengths and/or extracurricular involvement.
- 5 English Proficiency (if required)**
If your studies were not in English, submit a TOEFL, IELTS, or equivalent scores.
- 6 Interview**
A conversation for us to learn more about your ambitions, interest, and what drives you—so we can help design a path for your success at Franklin.
- 7 WELCOME TO FRANKLIN**

HAVE QUESTIONS?

Write to our counselors at admissions@fus.edu or visit www.fus.edu