

What is a vision statement?

The vision statement should be a clear and inspiring description of what the subject aims to achieve in the future. It's like a guiding star—defining aspirations and setting a long-term direction. Think of it as answering the question: "Where do we want to go?" It's meant to be ambitious, motivating, and forward-thinking.

Guiding criteria:

- Makes clear what is unique to the subject
- Reflects the key drivers in the context of that subject
- Is focussed on the essence of the subject
- Future focussed

Vision statement

Information Processing and Publishing cultivates skilled, innovative content creators who collaborate with, and respond to the needs of clients and stakeholders.

Students excel in self-directed learning and produce impactful visual solutions that resonate with and communicate to their target audiences.

The conceptual knowledge, skills, and capabilities (including creativity, adaptability and transfer) they develop through design thinking and typography will enable students to collaborate with clients, customers and consumers to develop innovative, creative paper-based and digital graphic design solutions, and transfer between them.

NB: as Subject Renewal Groups (SRGs) progress through the Subject Renewal process, plans and documents will be further refined and updated.