**What is Visual Communication?**

Use of visual elements to convey ideas and information – can be achieved through the use of various means such as: typography, drawing, graphic design, illustration, industrial design, advertising, animation, electronic resources, etc.

**What is Print Design?**

A subset of graphic design, form of visual communication used to convey information to an audience through intention design printed on a tangible surface. Designed to be printed on paper as opposed to a digital platform.

**What is Web Design?**

Production and maintenance of websites. Different areas of web design include web graphic design, user interface design, authoring (standardised code and proprietary software), user experience design and search engine optimization.

**Proprietary Software** definition – computer software for which the software’s publisher or another person reserves some rights from license to use, modify, share modifications, or share the software. (Opposite of open-source/free software).