VISUAL COMMUNICATION DESIGN - M.A.

College of Communication and Information
School of Visual Communication Design
241 Taylor Hall
Kent Campus
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www.kent.edu/vcd

Description
The Master of Arts degree in Visual Communication Design is recommended for students with undergraduate degrees in design or related fields who wish to advance their studio skills in print design, illustration, web design, 3-D design, motion graphics, interactive design, corporate identity, information architecture, interaction design or information graphics. The program offers individualized plans of study, experiential learning, design history and research. Interdisciplinary study is encouraged.

Fully Offered At:
• Kent Campus

Accreditation
National Association of Schools of Art and Design

Admission Requirements
• Official transcript(s)
• Undergraduate degree in design or closely related program
• Minimum 3.0 major GPA (4.0 scale)
• Three letters of recommendation
• Goal statement
• Résumé
• Autobiographical statement (250 words)
• Portfolio (presented online and consisting of 10-15 samples of personal or professional work that are clearly identified with appropriate background information)¹

English Language Proficiency Requirements for International Students: All international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning a minimum 587 TOEFL score (94 on the Internet-based version), minimum 82 MELAB score, minimum 7.0 IELTS score or minimum 65 PTE Academic score. For more information on international admission, visit the Office of Global Education’s admission website. Effective spring 2018.

School faculty review applicants twice a year. Applications must be received by March 1 for fall admission, or by October 1 for spring admission. For more information about graduate admissions, please visit the Graduate Studies website.

¹ For applicants without a visual communication design undergraduate degree, a portfolio may be defined as any creative, problem-solving endeavor. It may include drawing, painting, illustration, photography, web related solutions, interactions, writing or other types of solutions not listed here.

Program Learning Outcomes
Graduates of this program will be able to:
1. Demonstrate an understanding of basic skills and knowledge of design processes, principles, vocabulary and history.
2. Develop a body of creative work at a level appropriate for a graduate designer/illustrator/photographer.

Program Requirements

Major Requirements
[CI-MA-VCD]
VCD 53004 ISSUES FOR GRAPHIC DESIGN BUSINESSES 3
VCD 55000 GRAPHIC DESIGN PERSPECTIVES 3
VCD 60010 DESIGN RESEARCH METHODS 3
VCD 60011 TYPOGRAPHIC STRUCTURES AND SYSTEMS 3
VCD 60012 CONCEPT DEVELOPMENT AND IMPLEMENTATION 3
VCD 60013 GRAPHIC DESIGN ADVANCED 3
VCD 60099 M.A. PROJECT GRAPHIC DESIGN AND ILLUSTRATION 4

Visual Communication Design (VCD) Studio Electives 9

Minimum Total Credit Hours: 31

Graduation Requirements
The Master of Arts degree program requires the successful completion of 31 credit hours of graduate credit including an M.A. project.