VISUAL COMMUNICATION DESIGN - M.A.

College of Communication and Information
School of Visual Communication Design
241 Taylor Hall
Kent Campus
330-672-7856
vcd@kent.edu
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
• Bachelor’s degree from an accredited college or university for unconditional admission
• Undergraduate degree in design or closely related program for unconditional admission
• Minimum 3.000 undergraduate major GPA on a 4.000 point scale for unconditional admission
• Official transcript(s)
• Résumé
• Goal statement
• Portfolio¹ (Effective spring 2019, a portfolio will no longer be required)
• Autobiographical statement (250 words)
• Three letters of recommendation (Effective spring 2019, only two letters of recommendation will be required)
• English language proficiency - all international students must provide proof of English language proficiency (unless they meet specific exceptions) by earning one of the following:
  • Minimum 587 TOEFL PBT score (paper-based version)
  • Minimum 94 TOEFL IBT score (Internet-based version)
  • Minimum 82 MELAB score
  • Minimum 7.0 IELTS score
  • Minimum 65 PTE score

¹ The portfolio is presented online and must consist of 10-15 samples of personal or professional work that are clearly identified with appropriate background information. 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

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<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>VCD 55000</td>
<td>GRAPHIC DESIGN PERSPECTIVES</td>
<td>3</td>
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<tr>
<td>VCD 60010</td>
<td>DESIGN RESEARCH METHODS</td>
<td>3</td>
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<tr>
<td>VCD 60011</td>
<td>TYPOGRAPHIC STRUCTURES AND SYSTEMS</td>
<td>3</td>
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<td>VCD 60012</td>
<td>CONCEPT DEVELOPMENT AND IMPLEMENTATION</td>
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<tr>
<td>VCD 60013</td>
<td>GRAPHIC DESIGN ADVANCED</td>
<td>3</td>
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<td>VCD 60099</td>
<td>M.A. PROJECT GRAPHIC DESIGN AND ILLUSTRATION</td>
<td>4</td>
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<td>UXD 60001</td>
<td>USER EXPERIENCE DESIGN PRINCIPLES AND CONCEPTS</td>
<td>3</td>
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Visual Communication Design (VCD) Studio Electives

Minimum Total Credit Hours: 31

For more information about graduate admissions, please visit the Office of Global Education’s admission website.

¹ For more information on international admission, visit the Office of Global Education’s admission website.