VISUAL COMMUNICATION DESIGN - M.A.

College of Communication and Information
School of Visual Communication Design
www.kent.edu/vcd

Examples of Possible Careers*

Art directors
- 1.8% decline
- 99,100 number of jobs
- $97,270 potential earnings

Web developers and digital interface designers
- 8.0% much faster than the average
- 174,300 number of jobs
- $77,200 potential earnings

Fine artists, including painters, sculptors, and illustrators
- 1.0% slower than the average
- 28,300 number of jobs
- $52,340 potential earnings

Additional Careers
- Artists and related workers, all other
- Commercial and industrial designers
- Graphic designers

Contact Information
- School Director: Daniel Alenquer | vcd@kent.edu | 330-672-7856
- Chat with an Admissions Counselor

Fully Offered
- Kent Campus

Admission Terms
- Fall
- Spring

*Note
Source of occupation titles and labor data is from the U.S. Bureau of Labor Statistics' Occupational Outlook Handbook. Data comprises projected percent change in employment over the next 10 years; nation-wide employment numbers; and the yearly median wage at which half of the workers in the occupation earned more than that amount and half earned less.

Description
The Master of Arts degree in Visual Communication Design is recommended for students who already hold an undergraduate degree and are looking to enter the design industry or related fields and 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.

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
- Autobiographical statement (250 words)
- Two letters of recommendation
- 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
  - Minimum 120 Duolingo English Test score

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

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

<table>
<thead>
<tr>
<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>
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<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>
<td>3</td>
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<td>VCD 60013</td>
<td>GRAPHIC DESIGN ADVANCED</td>
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<td>VCD 60099</td>
<td>M.A. PROJECT GRAPHIC DESIGN AND ILLUSTRATION</td>
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</table>

Visual Communication Design - M.A.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
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<tbody>
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<td>USER EXPERIENCE DESIGN PRINCIPLES AND CONCEPTS</td>
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<tr>
<td></td>
<td>Visual Communication Design (VCD) Studio Electives</td>
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</table>

**Minimum Total Credit Hours:** 31