VISUAL COMMUNICATION DESIGN - M.A.

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

About This Program

From print design and illustration to web design, 3-D design, motion graphics, interactive design, corporate identity, information architecture, interaction design and information graphics, the M.A. in Visual Communication Design offers individualized plans of study to help you enter the evolving design industry and become influential in social media, branding, digital media and other professional capacities. Read more...

Contact Information

- School Director: **Daniel Alenquer** | vcd@kent.edu | 330-672-7856
- Connect with an Admissions Counselor: U.S. Student | International Student

Program Delivery

- **Delivery:**
  - In person
- **Location:**
  - Kent Campus

Examples of Possible Careers and Salaries*

Graphic designers
- -3.8% decline
- 281,500 number of jobs
- $53,380 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
- Digital Designer
- Multimedia Designer
- Product Designer
- User Experience Designer
- Visual Designer

Accreditation

National Association of Schools of Art and Design

* Source of occupation titles and labor data comes 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.

For more information about graduate admissions, visit the graduate admission website. For more information on international admissions, visit the international admission website.

Admission Requirements

- Bachelor's degree from an accredited college or university
- Undergraduate degree in design or closely related program
- Minimum 2.750 undergraduate major GPA on a 4.000 point scale
- 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

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Application Deadlines

- **Fall Semester**
  - Application deadline: March 1

Applications submitted after this deadline will be considered on a space-available basis.

Program Requirements

Major Requirements

Code	Title	Credit Hours
Major Requirements		
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
UXD 60001	USER EXPERIENCE DESIGN PRINCIPLES AND CONCEPTS	3
Visual Communication Design (VCD) Studio Electives		9
Minimum Total Credit Hours:		**31**

Program Learning Outcomes

Graduates of this program will be able to:

1. Develop a body of creative work at a level appropriate for a graduate designer/illustrator/photographer.
2. Develop aesthetic, technical, and professional skills necessary for success in design industry
3. Develop skills for collaborative engagement with strategic partners, team members, and peers
4. Develop deeper awareness of issues related to the cultural, technological, and economic contexts of design
5. Develop enhanced comprehension of design thinking and design process
6. Develop understanding of design's use as both a tactical and strategic tool for business and social applications

Full 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.