VISUAL COMMUNICATION DESIGN - M.F.A.

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

About This Program
Ready to take on leadership roles in the design industry? The M.F.A. degree in Visual Communication Design focuses on field research methods, design thinking and social innovation, augmented by a practical university teaching experience. As a graduate, you’ll be able to pursue careers in design education, but you’ll also stand out in the industry for your ability to solve problems from a research-based design perspective. Read more...

Contact Information
- 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*
- Brand Manager
- Creative Director
- Design Director
- Design Educator
- Design Researcher
- Design Strategist
- Digital Designer
- Multimedia Designer
- Professor of Design
- Product Designer
- Senior Designer
- User Experience Designer
- Visual Designer

Accreditation
National Association of Schools of Art and Design

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)
- Portfolio
- Three letters of recommendation
- English language proficiency - all international students must provide proof of English language proficiency (unless they meet specific exceptions to waive) by earning one of the following:
  - Minimum 94 TOEFL iBT score
  - Minimum 7.0 IELTS score
  - Minimum 65 PTE score
  - Minimum 120 DET score

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.

2 International applicants who do not meet the above test scores may be considered for conditional admission.

Application Deadlines
- Fall Semester
  - Application deadline: March 1
- Spring Semester
  - Application deadline: October 1

Applications submitted after these deadlines will be considered on a space-available basis.

Program Requirements

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>UX 60501</td>
<td>INTRODUCTION TO USER EXPERIENCE</td>
<td>3</td>
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<tr>
<td>VCD 60020</td>
<td>GRADUATE STUDIO IN VISUAL COMMUNICATION DESIGN</td>
<td>3</td>
</tr>
<tr>
<td>VCD 60091</td>
<td>GRADUATE SEMINAR IN VISUAL COMMUNICATION DESIGN</td>
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<tr>
<td>VCD 60094</td>
<td>COLLEGE TEACHING IN VISUAL COMMUNICATION DESIGN</td>
<td>3</td>
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<tr>
<td>VCD 60171</td>
<td>CRITICAL PRACTICES IN DESIGN RESEARCH</td>
<td>3</td>
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<tr>
<td>VCD 60191</td>
<td>ADVANCED RESEARCH</td>
<td>3</td>
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<tr>
<td>VCD 60200</td>
<td>DESIGN THEORY I: CULTURE, COMMUNITIES AND CONTEXT</td>
<td>3</td>
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<tr>
<td>VCD 61099</td>
<td>GRADUATE PORTFOLIO/GRAPHIC DESIGN AND ILLUSTRATION</td>
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* 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.
Major Elective, choose from the following: 3

VCD 60096  INDIVIDUAL INVESTIGATION IN GRAPHIC DESIGN AND ILLUSTRATION

Emerging Media and Technology (EMAT) Graduate Course (60000 level)

User Experience (UX) Graduate Course (60000 level)

Personal Focus Electives, choose from the following: 2 29

Illustration

VCD 52002  EDITORIAL ILLUSTRATION

VCD 52003  ADVERTISING ILLUSTRATION

VCD 52005  CHARACTER DEVELOPMENT AND DESIGN: THE HUMAN FIGURE

VCD 52006  CHARACTER DEVELOPMENT AND DESIGN: ANIMALS AND ENVIRONMENTS

VCD 52007  GRAPHIC NARRATIVE

Motion and Interaction Design

VCD 53007  INFORMATION DESIGN

VCD 53101  INTERACTION DESIGN II

VCD 54006  MOTION DESIGN I

VCD 56002  RESPONSIVE WEB DESIGN

Typography, Identity and Environmental Graphic Design

VCD 53002  TYPOGRAPHY II

VCD 53003  IDENTITY SYSTEMS

VCD 53005  INTEGRATED BRAND DESIGN

VCD 53006  BRAND EXPERIENCES

VCD 53060  TYPEFACE DESIGN

VCD 56003  EXPERIMENTAL TYPOGRAPHY

Other Topics

VCD 50053  GLYPHIX RESEARCH LABORATORY

VCD 53051  TYPE HIGH PRESS

Other courses with advisor approval

Culminating Requirement

VCD 69199  M.F.A. THESIS 1 3 6

Minimum Total Credit Hours: 60

1. The Master of Fine Arts program requires the successful completion of 60 credit hours of graduate credit and a thesis.

2. The final examination is at the completion of the studio or research thesis. The final examination is the presentation and defense of the thesis and is also an examination of the graduate student's general comprehension of visual communication design. Graduate students are expected to follow the university schedule of deadlines for taking the final examination and presenting thesis materials.

3. No more than one-half of a graduate student's coursework may be taken in 50000-level courses.

4. Grades below C are not counted toward completion of requirements for the degree.

Program Learning Outcomes

Graduates of this program will be able to:

1. Develop leadership abilities necessary for success in the design industry or higher education.

2. Develop skills for collaborative engagement with strategic partners, team members and peers.

3. Develop deeper awareness of issues related to the cognitive, social, theoretical, cultural, technological, educational and economic contexts of design.

4. Develop understanding of design's use as a strategic tool and medium for business and social applications, through the integration of practice and research.

5. Develop enhanced comprehension of design thinking, design process and metacognition.

6. Develop capabilities in the planning, application and synthesis of field research methods and their use in design process.

Full Description

The Master of Fine Arts degree in Visual Communication Design serves students with a strong undergraduate and/or professional experience in design who wish to advance into leadership roles. Classes have been developed to create an educational experience in design highlighted by field research methods, design thinking, and social innovation, augmented by practical university teaching experience.

The M.F.A. degree allows graduates to pursue careers in design education; they also stand out in the industry for their ability to solve problems from a research-based design perspective. The program offers individualized plans of study, experiential learning, design history and research. Interdisciplinary study is encouraged.

Graduation Requirements

Minimum Major GPA  Minimum Overall GPA

- 3.000