

# 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

- 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 to waive) by earning one of the following:<sup>1</sup>
  - Minimum 94 TOEFL iBT score
  - Minimum 7.0 IELTS score
  - Minimum 65 PTE score
  - Minimum 120 DET score

<sup>1</sup> International applicants who do not meet the above test scores may be considered for conditional admission.

## 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
<b>Major Requirements</b>		
UX 60501	INTRODUCTION TO USER EXPERIENCE	3
VCD 60011	TYPOGRAPHIC STRUCTURES AND SYSTEMS	3
VCD 60012	CONCEPT DEVELOPMENT AND IMPLEMENTATION	3
VCD 60091	GRADUATE SEMINAR IN VISUAL COMMUNICATION DESIGN	3
VCD 61099	GRADUATE PORTFOLIO/GRAPHIC DESIGN AND ILLUSTRATION <sup>1</sup>	1
Major Electives, choose from the following: <sup>2</sup>		15
<b>Illustration</b>		
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		
<i>Culminating Requirement</i>		
VCD 60099	MASTER OF ARTS PROJECT GRAPHIC DESIGN AND ILLUSTRATION <sup>3</sup>	3

**Minimum Total Credit Hours: 31**

- <sup>1</sup> Successful completion of VCD 61099 is a requirement in every School of Visual Communication Design graduate program for both M.A. and M.F.A. degrees after either the first semester or 12 credit hours of course completion.
- <sup>2</sup> Major electives are shown grouped according to general interest areas; however, students are not limited to one interest area. Students may take electives from other programs in consultation with their academic advisor. Students may also register for independent investigations with graduate faculty, as appropriate.
- <sup>3</sup> VCD 60099 is a visual project exhibition and formal presentation. The project topic should be one that will further the student's knowledge and ability by demonstrating skill as a professional designer/illustrator. At this stage, students work in close consultation with their project advisor.

## Graduation Requirements

Minimum Major GPA	Minimum Overall GPA
-	3.000

- No more than one-half of a graduate student's coursework may be taken in 50000-level courses.
- 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 a body of creative work at a level appropriate for a graduate designer, illustrator and/or 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.