Visual Communication Design, MVCD

HIVCDMVCD

Become a design leader who understands how design generates business value and social change. Learn contemporary and emergent design skills, and expand your skills in visual communication, strategic thinking and speculative futures.

Program description

Degree awarded: MVCD Visual Communication Design
The MVCD program at The Design School is a studio-based degree program. Students work on strategic visual communication design projects with a focus on visual design communication proposals, as well as related practices that improve human experiences, enhance interaction with technology, increase business value and involve speculating critically about social issues. Students engage in visual and theoretical research, ideation, visualization, prototyping and testing of creative solutions that address critical problems faced in the contemporary designed world.

Graduates of this program are adept in working with principles of visual communication design, emotional intelligence, and systems thinking in problem identification and its appropriate contextual solutions.

At a glance

- **College/School:** Herberger Institute for Design and the Arts
- **Location:** Tempe

Degree requirements

60 credit hours including the required capstone course (GRA 622)

Required Core (43 credit hours)

Electives (6 credit hours)

Other Requirement (6 credit hours)
GRA 581 Internship in Teaching Design (3)
GRA 584 Internship (3)

Culminating Experience (5 credit hours)
GRA 622 Advanced Visual Communication Design Studio IV (5)

Additional Curriculum Information
The Master of Visual Communication Design program includes sequential studio courses. Requirements involve an average of 14 credit hours per semester. A summer internship is required during the summer prior to the final year.

The three-plus-year program adds the following requirement to the plan of study: deficiency courses (42 credit hours).

Admission requirements

Applicants must fulfill the requirements of both the Graduate College and the Herberger Institute for Design and the Arts.

Applicants are eligible to apply to the program if they have earned a bachelor's or master's degree in any field from a regionally accredited institution. Students should see below for information on the qualifications for a two-year program of study or a three-plus-year program of study.

Applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in the last 60 hours of their first bachelor's degree program, or applicants must have a minimum cumulative GPA of 3.00 (scale is 4.00 = "A") in an applicable master's degree program.

All applicants must submit:

1. graduate admission application and application fee
2. official transcripts
3. additional required application items submitted to SlideRoom (see below)
4. two letters of reference
5. proof of English proficiency

Additional Application Information
An applicant whose native language is not English must provide proof of English proficiency through either the TOEFL or the IELTS regardless of their current residency. The minimum score for admission to the program is 80 on the TOEFL iBT® taken in a testing center or an overall band score of 6.5 on the IELTS.

A portfolio, letter of intent, resume, and contact information for three references must be submitted to SlideRoom (https://asudesign.slideroom.com/#/Login). The Design School requires that these be submitted in addition to application materials required by the Graduate College.

Admission to the program is selective. Admission cannot be deferred. Students must enroll in the semester for which they are admitted; otherwise, they will need to go through the entire application process again for the year for which they are applying.

A personal interview is not required; however, a candidate wishing to visit the school is welcome and should make arrangements by contacting the department.

Admission Requirements to the Two-Year Program
All applicants must have earned a bachelor's degree or equivalent or a graduate degree from a regionally accredited college or university of recognized standing in visual communication design, graphic design, or other design discipline, or have significant experience in design as demonstrated with a portfolio in which visualization and visual communication skills are presented.

Admission Requirements to the Three-Plus-Year Program
All applicants must have earned a bachelor's degree or equivalent in a field other than visual communication design or graphic design, or have no significant experience in visual communication or graphic design.

Applicants may be admitted to the two-year program with deficiencies if their previous coursework is not equivalent to the ASU undergraduate requirements and standards. Deficiencies must be completed prior to taking the required courses, if necessary. This may cause the student to take longer than two years to complete the program.

Tuition information

When it comes to paying for higher education, everyone's situation is different. Students can learn about [ASU tuition and financial aid](#) options to find out which will work best for them.

Application deadlines

Fall

expand

Program learning outcomes

Program learning outcomes identify what a student will learn or be able to do upon completion of their program. This program has the following program outcomes:

- Synthesize iterative ideas and design fundamentals into final projects.
- Investigate methodologies, strategies, and theories through critical thinking in their final design project

- Develop designs for social issues, cultural representation, and sustainability including clear visual and verbal communication techniques.

Career opportunities

Graduates pursue professional practice in visual communication, experience design and strategic design, as well as positions in academia. Career opportunities include:

- creative lead
- design manager
- design researcher
- experience designer
- interaction designer
- senior visual communication designer
- service designer
- UX designer
- visual design consultant
- visual sense-maker

Contact information

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