Program Description

Degree Awarded: MVCD Visual Communication Design

The MVCD is a studio-based degree program. Students in this program work on strategic visual communication design projects with a focus on the development of visual language systems firmly grounded on the principles of information design, typography and interaction design. Students engage in visual and theoretical research, ideation, visualization, prototyping and testing of creative solutions that address critical problems faced in the contemporary visual world.

Graduates of this program are adept in working with fundamental principles of visual communication design, emotional intelligence and systems thinking in problem identification and its appropriate contextual solutions. They pursue professional practice in visual communication and multimedia industry as well as in academia.

At a Glance

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

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

Additional Application Information
An applicant whose native language is not English (regardless of current residency) must provide proof of English proficiency through either the TOEFL or the IELTS. The minimum score for admission to the program is 80 (internet-based) or 550 (paper-based) on the TOEFL or an overall band score of 6.5 on the IELTS. Additional information can be found at https://admission.asu.edu/international/graduate/english-proficiency.
A portfolio, letter of intent, resume, and contact information for three references need be submitted to SlideRoom (https://asudesign.slideroom.com/#/Login). The Design School requires that these be submitted in addition to the Graduate College application requirements.

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 in 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 completed a minimum of a bachelor's degree (or equivalent) or a graduate degree from a regionally accredited college or university of recognized standing in visual communication design or graphic design.

**Admission Requirements to the Three-Plus-Year Program**
All applicants must have earned a bachelor's degree (or equivalent) in a field other than in visual communication design 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.

**Contact Information**

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