In the School of Visual Communication Design, we are witness to the fact that visual design is in an exciting position to influence industries and nations across the world — because we're producing graduates who are making an impact — everywhere. Design thinking solves problems visually. The school celebrates a rich tradition in 2-D and 3-D design, photo-illustration, motion and interaction, illustration and design education. With a diverse faculty of both young and seasoned professionals, we're primed to welcome innovative and talented professional designers interested in a researched-based graduate education. Professors challenge students to realize their creative process, harness it and improve upon it.

Through the lens of design, graduate theses and projects explore the intersection of visual communication and research, understanding the impact of design on areas such as international healthcare, urban and 3-D environments, business management, finance and education, to name a few.

Design research is increasingly relevant to industries in need of purposeful visual communication. As a National Association of Schools of Art and Design (NASAD) accredited school with nationally and internationally recognized faculty members, the School of Visual Communication Design is the place for students and professionals who are ready to redefine the boundaries of visual communication for this generation and the next.

— AnnMarie LeBlanc, Director
The Master of Arts degree serves innovative leaders in visual communication, management, entrepreneurship and higher education. Students come to the graduate program from a variety of backgrounds such as advertising, industrial and environmental graphic design, typography and art. Gaining this experience through research and visual communication theory, students to refine their creative process. From the first day onward, students follow their curiosity by investigating issues of personal and social significance. Design research is agile and responsive. It's about knowing an end-user so well you can anticipate their needs. His challenges and most important, his reality through design. In these courses, professors and students embrace the often muddied, interdisciplinary nature of the design process. His work, practicing the strategic design of user experiences and problem solving together. Students and faculty in VCD collaborate and contribute to this immersive environment by engaging students in local health care providers and the Hispanic community on the west side of Kent, Ohio. Gretchen Rinnert implements a Design for Good project, promoting proper sanitation and malaria prevention in rural villages in West Africa. In three-dimensional studio courses, students apply conceptual skills as professional illustrators and educators, interpreting and producing personal narratives. Visual research techniques and tools don't work alone. They must be integrated to support a design problem. As such, the studio courses are most effectively taught as a series of research courses where students apply each research framework, learning research methods and tackling the design of the research process in real time. Students take a proactive, in-depth approach to applying each research framework, finding problems of interest to them and seeking solutions. Teaching or graduate assistantships, collaborative projects and education-abroad options. Teaching style is personal and subjective, so a course on teaching. Teaching style implements a Design for Good project, contributing to this immersive environment by engaging students in local health care providers and the Hispanic community on the west side of Kent, Ohio.