



ARIZONA STATE UNIVERSITY
PROPOSAL TO ESTABLISH A NEW GRADUATE DEGREE

This template is to be used only by programs that have received specific written approval from the Provost's office to proceed with internal proposal development and review. A separate proposal must be submitted for each individual new degree program.

Master of Visual Communication Design Degree Program

College/School(s) offering this degree: The Herberger Institute for Design and The Arts

Unit(s) within college/school responsible for program: The Design School/Visual Communication Design faculty

If this is for an official joint degree program, list all units and colleges/schools that will be involved in offering the degree program and providing the necessary resources: n/a

Proposed Degree Name: Master of Visual Communication Design (MVCD) in Visual Communication Design

Master's Degree Type: MVCD

Proposed title of major: Visual Communication Design

Is a program fee required? Yes No

Is the unit willing and able to implement the program if the fee is denied? Yes No

Requested effective term: Summer 2012
(The first semester and year for which students may begin applying to the program)

PROPOSAL CONTACT INFORMATION
(Person to contact regarding this proposal)

Name: Darren Petrucci

Title: Director

Phone: 480 965 6590

email: Darren.petrucci@asu.edu

DEAN APPROVAL

This proposal has been approved by all necessary unit and College/School levels of review, and the College/School(s) has the resources to offer this degree program. I recommend implementation of the proposed degree program. (Note: An electronic signature, an email from the dean or dean's designee, or a PDF of the signed signature page is acceptable.)

College Dean name: Kwang-Wu Kim

College Dean signature

Date: 10/19/11

College Dean name:
(if more than one college involved)

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PROPOSAL TO ESTABLISH A NEW GRADUATE DEGREE**

This proposal template should be completed in full and submitted to the University Provost's Academic Council [mail to: curriculumplanning@asu.edu]. It must undergo all internal university review and approval steps including those at the unit, college, and university levels. A program **may not** be implemented until the Provost's Office notifies the academic unit that the program may be offered.

DEGREE PROGRAM INFORMATION

Master's Type: Other
(E.g. MS, MA, MAS or PSM)

If Degree Type is Other, provide proposed degree type: Master of Visual Communication Design
and proposed abbreviation: MVCD

Proposed title of major: Visual Communication Design

1. PURPOSE AND NATURE OF PROGRAM

A. Brief program description (This is a catalog type description of no more than 250 words. Include the distinctive features of the program that make it unique. Do not include program or admission requirements.)

The Master of Visual Communication Design degree is a 60 credit hour studio-based degree in which students will work on strategic visual communication design projects with a focus on the development of visual communication systems firmly focused on information design and interaction design. Students in this program will engage in research, ideation, visualization, prototyping and testing of creative solutions that address critical problems humanity face in the contemporary visual world. Graduates of this program will be adept in using principles of experience design, sustainability, and systems thinking in problem identification and its appropriate contextual solutions. The graduates of this program are expected to find positions in visual communication and media industry as well as academia after graduation.

B. Total credit hours required for the program: 60

C. Are any concentrations to be established under this degree program? Yes No

2. PROGRAM NEED. Explain why the university needs to offer this program (include data and discussion of the target audience and market).

Visual Communication Design is one of the fastest growing design fields in United States. A recent administrator's conference for design schools emphasized the emerging trajectory for more multi-disciplinary collaborative curricula. Visual Communication Design transcends all design disciplines and is playing a much greater role in advancing other design and communication disciplines as well as business, science, and engineering. In support of this growth in the design field, ASU needs to expand it's Visual Communication Design offerings to the graduate level to provide advanced expertise, theory, and practice for students in both design and other disciplines such as, business, communication, sustainability, engineering and BioDesign that will benefit greatly from a masters program. A Master in Visual communication Design degree program is not only one of the most popular sought after degrees in The Design School, but is the degree that will draw students from other academic disciplines. Just under 25% of student inquiries this semester regarding all master level design degree offerings were interested in the MVCD, and 96% of all inquires by students interested in a MVCD were interested in a studio based degree program.

According to the US News & World Ranking Guide list of their top 15 graduate graphic design programs, there are two in California, and the remaining 13 are east of the Mississippi. Therefore, there are very few schools on the west coast that provide opportunities for undergraduate students and professionals to engage in advancing intellectual discourse while enhancing their design skills within contemporary theories of practice.

Within this context the proposed MVCD program will build off of its highly respected undergraduate degree program (top 25 in the world), creating a graduate program that is competitive with programs in the other 4 largest cities in the United States. Traditional programs in this area of design typically focus on the art and/or the production of graphic design materials. However, the MVCD programs focus differs from these conventions in that it engages the science, theory, and culture of multiple forms of communication design including; information technologies, interactive systems and collaborative environments.

The proposed MVCD program at Arizona State University focuses on strategic development (directly linked with sciences and business), coupled with the collaborative potential of the other disciplines within the University. The intent for the MVCD graduate studies is inclusive of other design disciplines and related disciplines in sciences and business. Since visual communication is an integral part of any discipline in design, the disciplines in The Design School (Architecture, Landscape Architecture, Industrial Design, and Interior Design) also face the complexities of the current environment. The proposed MVCD program will help the other disciplines with planned collaborative courses to visually communicate their disciplines in today's marketplace. Toward this end, the school is currently working on a curriculum that establishes cross disciplinary proficiencies (common courses), a common semester schedule for optimizing cross fertilization, and new trans-disciplinary collaborative initiatives for expanding design thinking research and application. This comprehensive/ collaborative curriculum will be the most advanced offered nationally, and with the right marketing, will draw students to the program that previously might not have considered ASU. The target audience for this degree includes recent graduates of design programs, as well as practitioners interested in furthering their education. This program also hopes to attract graduates from non-design degree disciplines to engage in multidisciplinary collaborative studies and activities.

The Master of Visual Communication Design (MVCD) degree will equip students with critical thinking skills as well as hands on experience based not only on traditional theories but evolving contemporary theories that embrace digital arenas. With this terminal degree in Visual Communication Design, graduates of this program will have the option of teaching design at the university level. The program will educate students to lead as strategic visual communicators as they engage in projects supported by local and multinational corporations/design studios focused on design testing and implementation of design processes and methodologies utilizing evolving technologies.

ASU VCD Alumni survey:

Based on the undergraduate ranking and the growing faculty expertise with the current VCD faculty, it is an appropriate time and place to capitalize on the opportunity to launch the proposed MVCD program.

A recent informal survey conducted on Facebook (<http://www.facebook.com/groups/42440545865/10150319771615866/>) asking ASU Graphic Design Alumni regarding their interest in the proposed MVCD graduate program suggests (as of 17 November 2011) that overwhelming alumni interested in and/or likely to apply for the proposed MVCD program.

Out 203 members 34 members responded immediately.
28 members (approximately 82%) of those responded positively.

Phoenix Designers:

A similar informal survey conducted on Facebook (<http://www.facebook.com/groups/115329285214908/?id=174465072634662>) asking Phoenix Designers regarding their interest in the proposed MVCD graduate program suggests (as of 17 November 2011) that local Phoenix designers also interested in and/or likely to apply for the proposed MVCD program.

Out of 582 members 17 members responded immediately.
10 members (approximately 60%) of those responded positively.

- 3. IMPACT ON OTHER PROGRAMS.** List other academic units that might be impacted by the proposed program and describe the potential impact (e.g., how the implementation of this program might affect student headcount/enrollment, student recruitment, faculty participation, course content, etc. in other programs). Attach letters of collaboration/support from impacted programs.

There are no structured visual communication (graphic) design undergraduate or graduate programs in the state of Arizona. Therefore, the implementation of this program does not affect recruitment, faculty or courses in other programs at ASU.

The existing IXD, (Interaction program) in the Master of Science in Design degree program in the Design School will be discontinued once this MVCD degree program is fully implemented.

The opportunity for collaborative work in the new studio courses will build upon existing programs in graphic design. In addition, these studios contribute critical subject matter to the existing collaborative environment in The Design School, supporting the School's mission of integrated design at all scales. In particular, the international traveling studio offerings, which focus on the global context of design, will expand to include this program. The current studio based Master degree programs (Architecture, Landscape Architecture, Urban Design) in the School require an international travel component in their final fall studios. The proposed MVCD program is structured to meet this existing International Travel Studio requirement in the school. Students travel within the studio structure to international locations for up to 14 days with their respective studio faculty. All travel in the school is synchronized to accommodate other courses taken by these students in the school during the semester. Student travel is supported through graduate program fees.

There is currently a structure in place within The Design School to offer concurrent graduate degrees. Almost 25% of graduate students in TDS earn two graduate degrees. The addition of the MVCD degree will only increase the opportunities for existing programs (Master of Architecture (M.Arch), Master of Landscape Architecture (MLA), Master of Science in Built Environment (MSBE), Master of Science in Design (MSD), and Master of Urban Design - MUD) and the newly proposed programs, the Master of Industrial Design and Master of Interior Architecture.

Current studio based graduate degrees in the School, which are the Master of Architecture and the Master of Landscape Architecture degrees, offer a 2 year program for those that come with an undergraduate degree in the discipline and a 3 year and a summer (thus called 3+ program) for those students who come with an undergraduate degree outside the discipline. *The proposed MVCD degree will follow the same structure and offer both a 2 year and a 3+ program.* Procedures are currently in place within The Design School to recruit students and process degree applications for the existing graduate degrees in the School (M.Arch, MLA, MSBE, MSD and MUD).

- 4. PROJECTED ENROLLMENT** How many new students do you anticipate enrolling in this program each year for the next five years? Please note, The Arizona Board of Regents (ABOR) requires nine masters and six doctoral degrees be awarded every three years. Thus, the projected enrollment numbers must account for this ABOR requirement.

In year 1, 8 students will be admitted to the 3+ program (Year 1 - Total 8).

In year 2, those 8 students continue and begin the 2 year program and 4 new students are added to begin the 2 year program. Also in year two, 8 students are admitted to begin the 3+ program (Year 2 - Total 20).

In year 3, 12 students who have just finished the first year of the 2 year program begin their final year and graduate. The 8 students who just finished their 3+ year will enter the first year of the 2 year program, 4 new

students are added to begin the 2 year program and 8 students are admitted to the 3+ year (Year 3 - Total 32). Year 3 will be the first time we graduate 9 – 12 students and each year thereafter.

In year 4, the eight new students beginning the 3+ year and the 4 new students that are added to begin the 2 year program result in 12 new students entering the program, which balances with the 12 students graduating from the previous year (Year 4 - Total 32).

5-YEAR PROJECTED ANNUAL ENROLLMENT					
Please utilize the following tabular format.	1st Year	2nd Year (Yr 1 continuing + new entering)	3rd Year (Yr 1 & 2 continuing + new entering)	4th Year (Yrs 1, 2, 3 continuing + new entering)	5th Year (Yrs 1, 2, 3, 4 continuing + new entering)
Number of Students Majoring (Headcount)	8	20	32	32	32

5. STUDENT LEARNING OUTCOMES AND ASSESMENT

- A. **List the knowledge, competencies, and skills** students should have when they graduate from the proposed degree program. (You can find examples of program Learning Outcomes at <http://www.asu.edu/oue/assessment.html>).

Competencies for graduate preparation for visual communication design practice include the following:

Knowledge:

- Fundamentals of design research
- Design process and methodologies
- Sustainability
- Social awareness
- Professional awareness of visual communication

Competencies and Skills:

- Problem-solving
- Conducting design (qualitative and quantitative) research
- Verbal/visual presentation skills
- Visual Representation
- Branding
- Way finding
- Information Design
- Interaction Design

- B. **Describe the plan and methods to assess** whether students have achieved the knowledge, competencies and skills identified in the Learning Outcomes. (You can find examples of assessment methods at <http://www.asu.edu/oue/assessment.html>).

The visual communication design studio experience is the core of visual communication design education. Students will learn all design phases from project research and methodologies through design competency that includes problem solving, presentation, representation, information technologies, and interaction design. Both individual projects and group projects are done in studio. Work done in studio will be assessed through the evaluation of student’s design projects presented visually and orally at the end of each semester to the instructing faculty and several external examiners from the visual communication design, graphic design, and allied professions.

The capstone course and the related studio project provide an opportunity for the in-depth investigation of a topic that adds to the body of knowledge in visual communication. Granting of the degree requires candidates to complete this capstone project successfully. The capstone project is based on individual research, professional design courses, and general university classes, plus meetings between the student and faculty serving on the student's capstone committee.

Student learning will be assessed through exams, classroom and homework assignments as well as projects completed in lecture courses.

(See attached Academic Program Assessment Plan).

- 6. ACCREDITATION OR LICENSING REQUIREMENTS (if applicable).** Provide the names of the external agencies for accreditation, professional licensing, etc. that guide your curriculum for this program, if any. Describe any requirements for accreditation or licensing.

NASAD: National Association of Schools of Art and Design

Terminal master's degrees- Master of Fine Arts or equivalent- with multiple core objectives in studio and research or scholarship require the equivalent of at least two years of full-time graduate study with a minimum of 60 semester hours or 90 quarter hours.

- a. Degrees combining studio and scholarship shall prepare professionals who develop research studies and utilize findings in professional design practice.
- b. Coursework and research projects for this degree category should include studio work, such as designing and testing prototypes and the execution of demonstration projects that illustrate design research concepts or methodologies.
- c. Final requirements for master's students may be a written document or a visual body of work demonstrating research approaches or results.

7. FACULTY, STAFF AND RESOURCE REQUIREMENTS

A. Faculty

- i. **Current Faculty.** List the name, rank, highest degree, area of specialization/expertise and estimate of the level of involvement of all current faculty who will teach in the program.

William Heywood, Clinical Professor, PhD
Expertise in Creativity and Design Psychology-10%

Michelle Fehler, Lecturer, (MSD)
Expertise in Sustainable Design in Visual Communication-10%

Kyle Larkin, Lecturer, (MSD)
Expertise in Interaction Design – 10%

Mookesh Patel, Associate Professor, MFA
Expertise in Information Design-10%

Alfred C. Sanft Associate Professor, MFA
Expertise in Visual Process and Typography-10%

Andrew Weed, Clinical Professor, MFA
Expertise in Typography and Design Fundamentals-10%

Peter Wolf, Lecturer, MSD
Expertise in Design History and Research Methods for Design-10%

- ii. **New Faculty.** Describe the new faculty hiring needed during the next three years to sustain the program. List the anticipated hiring schedule and financial sources for supporting the addition of these faculty.

The Design School's current hiring plan includes existing funding for new tenured and/or tenure track faculty positions for the MVCD program with expertise in one or more of the areas listed below. Additional clinical faculty will be hired with expertise in the remaining areas listed below based upon program fees generated by enrollment in the proposed MVCD.

Design Practice expertise (specializing in business development/practice)
Way finding & Signage Design (specializing both interior and exterior needs)
Packaging, Exhibit, and Museum Design (specializing in 3-D aspects)

The program will leverage its relationship with the new Herberger Institute Digital Culture Program to engage Digital Design expertise (specializing in social networks, and specialized digital media)

Faculty associates drawn from the local, professional community will also provide instruction.

Year one- to begin Fall 2012: One Full-Time equivalent new faculty member.
Year two- to begin Fall 2013: One Full-Time equivalent new faculty member.
Year three- to begin Fall 2014: One Full-Time equivalent new faculty member.

A program fee of \$4850 per year is approved for the proposed new Master of Visual Communication Design program and is consistent with the fees approved for other studio-based graduate programs in The Design School. The Design School has proposed taking a portion of this graduate fee to hire faculty in support of instruction.

Graduate professional programs require on-going investments in technology, curriculum, new faculty appointments to enhance the program, and infrastructure to support the program. The requested fee will help to provide the appropriate amenities for studio programs in a design school of national standing, including but not limited to: new technology capabilities, studio upgrades, instruction from industry professionals, student professional development opportunities, study abroad and international studio programming and services, teaching and research assistantships, additional library resources, international studio travel subsidies, graduate conference travel support, and student project reports and publications.

- iii. **Administration of the program.** Explain how the program will be administered for the purposes of admissions, advising, course offerings, etc. Discuss the available staff support.

In 2011, The Design School hired a second Graduate Coordinator. The Design School now has a Graduate Coordinator in charge of the students from admissions to matriculation and one Graduate Coordinator responsible for student recruitment and application. This new position was created in anticipation of the new graduate program proposals. Additionally, one of the Assistant Directors in the School works with each coordinator of the School's respective graduate programs to manage their curricula.

- B . Resource requirements to launch and sustain the program.** Describe any new resources required for this program's success such as new staff, new facilities, new library resources, new technology resources, etc

During the initial stages of the program, current facilities and staffing should suffice. With the long-term growth of the program, there will be a need for additional staff and faculty, facilities (i.e., dedicated studio

space), and other resources. The School also has a plan to repurpose and reallocate existing space in order to accommodate the necessary studio education space for this degree offering and, as noted earlier, to use program fees from increased enrollment to hire clinical faculty to teach in the program.

8. CURRICULAR STRUCTURE OF THE PROPOSED PROGRAM

This program will offer a two-year curriculum for those holding an undergraduate degree in the discipline, and a 3+ curriculum for those students who come with a degree outside the design disciplines.

A. Admission Requirements The requirements listed below are Graduate College requirements. Please modify and/or expand if the proposed degree has additional admissions requirements.

- i. **For the two-year program**, 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, Graphic Design, or equivalent. In addition, applicants will submit a portfolio of design work. Criteria for successful admission will concentrate on the applicant's design creativity and clear communication skills (as evidenced in the submitted design portfolio), academic capability, and probable contribution to the program through a variety of backgrounds and experiences.

Admission Requirements for the 3+ Year Program: The 3+ program accepts applications from students who do not hold an undergraduate degree in visual communication design or graphic design. 3+ applicants must submit a portfolio of creative work. Criteria for successful admission will concentrate on the applicant's design creativity and clear communication skills (as evidenced in the submitted design portfolio), academic capability, and probable contribution to the program through a variety of backgrounds and experiences.

- ii. **GPA.** Minimum of a 3.00 cumulative GPA (scale is 4.0=A) in the last 60 hours of a student's first bachelor's degree program. Modify or expand, if applicable:

- iii. **English Proficiency Requirement for International Applicants.** If applicable list any English proficiency requirements that are higher than and/or in addition to the Graduate College requirement. (See Graduate College website http://graduate.asu.edu/admissions/international/english_proficiency):

- iv. **Required Admission Examinations.**

GRE GMAT Millers Analogies None Required

- v. **Application Review Terms.** Indicate all terms for which applications for admissions are accepted and the corresponding application deadline dates, if any:

Fall Deadline (month/year):

Spring Deadline (month/year):

Summer Deadline (month/year): January 15th, and every two weeks after until closed.

B. Degree Requirements. Below provide the curricular requirements for the proposed degree program.

- i. **Total credit hours (cr hrs) required for the degree program:** 60 for the two-year program
- ii. **Core courses.** List all required core courses and total credit hours for the core (required courses other than internships, thesis, dissertation, capstone course, etc.). Omnibus number courses cannot be

used as core courses. Permanent numbers must be requested by submitting course proposal to ACRES for approval.

The curriculum below summarizes the requirements for the 2 year program. Additional requirements for the 3+ program are listed at the end of this section. Also, please see the appendix for the timeline of courses for both the 2 yr and the 3+ program.

Total cr hrs for required core courses: 43 credit hours

Course prefix & number	Course title	Credit hours	New course?
DSC 501	Qualitative Research Methods in Design	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
GRA 590	Information Design I	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
GRA 521	Advanced Visual Communication Design Studio I	5	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>
ATE 598	Sustainability of the Built Environment	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
GRA 526	Visiting Designers	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
GRA 522	Advanced Visual Communication Design Studio II	5	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>
GRA 563	Thesis Document Design	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
DSC 511	Design Research	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
GRA 598	Creative Environments	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
GRA 621	Advanced Visual Communication Design Studio III	5	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>
AAD 552	Architectural Management II	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
GRA 513	VCD Seminar: Contemporary Issues	1	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>
GRA 598	Advanced Interaction Design II	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>

(Please expand table as needed. Right click in white space of last cell. Select "Insert Rows Below")

iii. Elective Courses

Total cr hrs for program electives: 6 credit hours

Provide a sample list of elective courses:

Course prefix & number	Course title	Credit hours	New course?
DSC 527	Contemporary Design Theory	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
DSC 548	Design for Sustainable Development	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
DSC 598	The Culture of Objects	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
COM 598	COM 598: Methods of Visual Ethnography	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
COM 508	COM 508 Quantitative Research Methods in Communication	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
SOS 598	SOS 598 Human Dimensions of Sustainability	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>

(Please expand table as needed. Right click in white space of last cell. Select "Insert Rows Below")

iv. 400-Level Courses. No more than 6 credit hours of 400-level coursework can be included on graduate student program of study.

1. Are 400-level ASU courses allowed on student program of study for this degree? Yes No

2. If yes, how many credit hours? 6

v. Additional Requirements (if applicable). Provide a brief description of any additional requirements (e.g. internships, clinicals, field study, etc.)

Total cr hrs for other required courses: 6 credit hours

List course info for any additional requirements (e.g. internships, clinicals, field study, etc.)

Course prefix & number	Course title	Credit hours	New course?
DSC 598	Internship in Teaching Design	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>
GRA 584	Clinical Internship	3	Y <input type="checkbox"/> N <input checked="" type="checkbox"/>

(Please expand table as needed. Right click in white space of last cell. Select "Insert Rows Below")

vi. **Total cr hrs required for research (if applicable):**

vii. **Culminating experience** for the proposed program (please check all that apply and provide requested information): **5 credit hours**

	Required?	Brief description of the applied project or the capstone course, as applicable.	Course prefix and number	Credit hours
Thesis (master's only)	<input type="checkbox"/>			
Applied Project (master's only)	<input type="checkbox"/>			
Capstone course (master's only)	<input checked="" type="checkbox"/>	Final studio of individual, student-initiated capstone projects that reflect a culminating synthesis of visual communication ideas	GRA 622	5 credit hrs

(Please expand table as needed. Right click in white space of last cell. Select "Insert Rows Below")

In addition to the courses listed above, 3+ program students must complete a bridge program as seen below. Additional cr hrs for required core courses for the 3+ track: 21 credit hours (Please see Attachment II for additional course sequence information)

Course prefix & number	Course title	Credit hours	New course?
GRA 509	Foundation VCD Seminar	3	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>
GRA 510	Foundation VCD Studio	6	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>
GRA 511	Core Visual Communication Design Studio I	6	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>
GRA 512	Core Visual Communication Design Studio II	6	Y <input checked="" type="checkbox"/> N <input type="checkbox"/>

viii. **Master's program comprehensive exams, please check all that apply** (Please note: for doctoral programs, a written and an oral comprehensive exam are required.)

No master's comprehensive exam is required for the proposed MVCD degree.

ix. **Committee:** Required Number of Thesis or Dissertation Committee Members (must be at least 3 including chair or co-chairs):

x. **Foreign Language Exam.**

Foreign Language Examination(s) required? Yes No

If yes, list all foreign languages required: n/a

xi. **Course Prefix(es)** Provide the following information for the proposed graduate program.

a. Will a new course prefix(es) be required for this degree program?

Yes No

- b. If yes, complete the Course Prefixes / Subjects Form for each new prefix and submit it as part of this proposal submission.

xii. **New Courses Required for Proposed Degree Program.** Provide course prefix, number, title, and credit hours and description for any new courses required for this degree program.

GRA 509 Foundation Visual Communication Design Seminar (3 cr hrs)
Visual communication projects with emphasis on problem solving and analysis

GRA 510 Foundation Visual Communication Design Studio (6 cr hrs)
Application of design fundamentals, emphasizing the design process, aesthetics, communication and digital methods

GRA 513 VCD Seminar: Contemporary Issues (1 cr hr)
Graduate seminar examining/exploring a range of concepts, positions and practices influencing design research and practice.

The following studio courses will follow the model of existing studios in the other graduate programs in the Design School with specific focus on interior architecture design problems:

GRA 511 Core Visual Communication Design Studio I, (6 cr hrs)
Application of design fundamentals, emphasizing process, motion, and information design

GRA 512 Core Visual Communication Design Studio II, (6 cr hrs)
Further application of design fundamentals, emphasizing, interaction and typography

GRA 521 Advanced Visual Communication Design Studio I, (5 cr hrs)
Studio design problems in graphic design related to communication theory, sustainability and other design disciplines

GRA 522 Advanced Visual Communication Design Studio II, (5 cr hrs)
Exploring design problems related to visual communication methodologies, and creativity

GRA 621 Advanced Visual Communication Studio III, (5 cr hrs)
Design problems emphasizing the global context, working with a multidisciplinary team, exploring/solving design for every scale

GRA 622 Advanced Visual Communication Design Studio IV, (5 cr hrs)
Individual student-initiated capstone, applied project, or thesis, reflecting a culminating synthesis of visual communication

Attachment I – (Assessment Plan Information)

Please use the space below to identify two program outcomes, two measures for each outcome, and at least one performance criterion for each measure. Complete information about assessment planning processes can be found at <http://asu.edu/oue/assessment>.

Outcome 1

MVCD students will be prepared to successfully enter the profession or a related field

Measure 1.1 (Direct)

Successful completion of professional internship

Performance Criterion 1.1 (Required, and a second one is optional.)

Satisfactory performance will be indicated when the percentage students in keeping with national employment trends will successfully secure internships in the profession or a related field and 75% of those students will receive a satisfactory or higher performance evaluation

Measure 1.2 (Direct or indirect)

Successfully secure a professional position in visual communication and media industry or related field

Performance Criterion 1.2 (Required, and a second one is optional.)

Satisfactory performance will be indicated when the percentage of graduates successfully securing a professional position in visual communication and media industry or related field will be not less than 75%.

Outcome 2

MVCD students are able to translate ideas and concepts into plans for built works in keeping with professional standards and The Design School design Imperatives (History, Context, Program, Technology, Construction, Representation)

Measure 2.1 (Direct)

culminating project (GRA 622) juried by faculty and professionals

Performance Criterion 2.1 (Required, and a second one is recommended.)

Satisfactory performance will be indicated when more than 75% of the students meet this outcome on the first attempt

Measure 2.2 (Direct or indirect)

Comprehensive studio (GRA 522) juried by faculty and professionals

Performance Criterion 2.2 (Required, and a second one is recommended.)

Satisfactory performance will be indicated when more than 75% of the students meet this outcome on the first attempt

Attachment II – (MVCD Course Sequence Information)

Sequence of Courses by Semester

Degree Awarded: Master of Visual Communication Design

The Master of Visual Communication Design is a terminal professional degree program at ASU. There are two programs of study available:

1. A two-year program for applicants who have completed the four-year B.S.D. in Graphic Design at ASU, or an equivalent degree from another school that offers an accredited professional degree in graphic or visual communication design.
2. A three-plus-year program is for applicants with an undergraduate degree in a discipline or field other than graphic or visual communication design.

Degree Requirements:

60 credit hours including the capstone course GRA 622, or
102 credit hours including the capstone course GRA 622.

Two-year program

Requirements involve completing 14-15 credit hours per semester. An internship is required. Students who can adequately demonstrate competence through experience or previous academic course work for any of the specific requirements outlined below are encouraged to petition the graduate coordinator for a course substitution.

Typical Plan of Study

Notes: -*new courses shown in italic type*,
-existing courses needing permanent numbers are followed by *

First Year (Fall) **15 credit hours**

DSC 511 Design Research (3hrs)
GRA 590 Information Design I (3hrs)
GRA 598 Advanced Exhibit Design (3hrs)
GRA 621 Advanced Visual Communication Design Studio I (5hrs)
GRA 513 VCD Seminar: Contemporary Issues (1hr)

First Year (Spring) **14 credit hours**

DSC 501 Qualitative Research in Design (3hrs)
GRA 598* Advanced Interaction Design II (3hrs)
ATE 598 Sustainability of the Built Environment (3hrs)
GRA 522 Advanced Visual Communication Design Studio II (5hrs)

(Summer) **3 credit hours**

GRA 584 Clinical Internship, VCD (3hr)

Final Year (Fall) **14 credit hours**

DSC 598 Internship in Teaching Design (3hrs)
GRA 526 Visiting Designers (3hrs)
Professional Design elective (3hrs)
GRA 621 Advanced Visual Communication Design Studio III (5hrs)

Final Year (Spring) **14 credit hours**

AAD 552 Architectural Management II (3hrs)
GRA 563 Thesis document Design (3hrs)
GRA 598* Creative environments (3hrs)
GRA 622 Advanced Visual Communication Design Studio IV (5hrs)

Three-plus-year program track

The three-plus-year graduate program track requires a minimum of 81 credit hours of graduate-level coursework and 21 credit hours of deficiency course work in addition to the master's level course work, which make up the total number of 102 credit hours of approved courses and electives. For most students, this program involves 12 credit hours in the first summer and 14-15 credit hours in each of the subsequent six semesters. An internship is required. Students who can adequately demonstrate previous academic course work for any of the deficiencies are encouraged to petition the graduate coordinator for a course waiver.

Typical Program of Study

Notes: *-new courses shown in italic type,*
*-existing courses needing permanent numbers are followed by *,*
-bolded courses are considered deficiencies and do not count toward official program of study.
-academic unit will track all deficiency coursework

Plus Year (Summer) **12 credit hours**

GRA 225 Communication/Interaction Design Theory (3hrs)
GRA 509 Seminar Contemporary VCD Issues (3hrs)
GRA 510 Foundation Visual Communication Design Studio (6hrs)

Plus Year (Fall) **15 credit hours**

GRA 111 Graphic Design History 1 (3hrs)
GRA 321 Technology for Design I (3hrs)
GRA 422 Motion Graphics/Interaction Design (3hrs)
GRA 511 Core Visual Communicative Design Studio I (6hrs)

Plus Year (Spring) **15 credit hours**

GRA 112 Graphic Design History II (3hrs)
GRA 322 Technology for Design II (3hrs)
GRA 294 Dynamic Visual Representation (3hrs)
GRA 512 Core Visual Communication Design Studio II (6hrs)

Note: The plus year is followed by the 2 year program

First Year (Fall) **15 credit hours**

DSC 511 Design Research (3hrs)
DSC 590 Information Design I (3hrs)
GRA 598 Advanced Exhibit Design (3hrs)
GRA 521 Advanced Visual Communication Design Studio I (5hrs)
GRA 513 VCD Seminar (1hr)

First Year (Spring) **14 credit hours**

DSC 501 Qualitative Research in Design (3hrs)
GRA 598* Advanced Interaction Design II (3hrs)
ATE 598 Sustainability of the Built Environment (3hrs)
GRA 522 Advanced Visual Communication Design Studio II (5hrs)

(Summer) **3 credit hour**

GRA 584 Clinical Internship, VCD (3hr)

Final Year (Fall) **14 credit hours**

GRA 584 Internship in Teaching Design (3hrs)
GRA 526 Visiting Designers (3hrs)
Professional Design elective (3hrs)
GRA 621 Advanced Visual Communication Design Studio III (5hrs)

Final Year (Spring) **14 credit hours**

AAD 552 Architectural Management II (3hrs)
GRA 563 Thesis document Design (3hrs)
GRA 598* Creative environments (3hrs)
GRA 622 Advanced Visual Communication Design Studio IV (5hrs)