

VISUAL COMMUNICATION DESIGN



Excellence in Action

COLLEGE OF COMMUNICATION AND INFORMATION

The School of Visual Communication Design is nationally and internationally recognized for its engagement and outstanding achievements in visual communication education, theory, research and practice. Visual communication design aims to meet the challenges of an evolving marketplace. Kent State alumni's work appears regularly in design exhibitions, competitions and publications.

OVERVIEW

Visual Communication Design is one of the largest schools at Kent State University and one of the most comprehensive in its course offerings in the United States. Graduates of the program have obtained design positions in every major American city. Our teaching philosophy promotes innovative thinking in concept development, design illustration and photographic processes and solutions, communication strategies and emerging technologies. The school is accredited by NASAD (National Association of Schools of Art and Design), an achievement that is gained only through a rigorous review process.

Uniquely positioned within the College of Communication and Information together with the schools of Communication Studies, Journalism and Mass Communication, and Library and Information Sciences, the curriculum encourages cross-disciplinary studies to meet the challenges of an evolving marketplace.

DEGREES OFFERED

The School of Visual Communication Design offers the following degrees: Bachelor of Arts, Bachelor of Science, Bachelor of Fine Arts, Master of Arts, and Master of Fine Arts. The decision of which degree is best for a particular student depends on the student's educational and career goals, academic standing and performance in studio coursework.

ACADEMIC PROGRAMS

The curriculum provides thorough professional preparation by offering students a background in design history; development of conceptual, technical and aesthetic skills; and by transforming theory into practice through professional example and on-site internships. The Bachelor of Arts (B.A.) in visual communication design is a four-year program with emphasis on professional business and technical skills. The Bachelor of Science (B.S.) in photo illustration is a four-year program designed for students who are interested in careers in studio and illustrative commercial photography. The Bachelor of Fine Arts (B.F.A.) in visual communication design is a four-and-one-half-year degree program with the option of either a minor or a senior project. Optional concentrations include style 2-D graphic design, style 3-D graphic design, and illustration. Baccalaureate degrees also provide university studies in the liberal arts, humanities and sciences. The School of Visual Communication Design prepares more than 500 undergraduates to design, illustrate and photograph for a diverse, communication-savvy culture.

FACULTY

Our dedicated faculty members bring knowledge and vision to our programs. They are practicing professionals – designers, illustrators, photographers and authors – engaged in their respective fields of expertise and keenly aware of industry standards and practices. Collectively their clients include, among others: The American Bar Association, The American Diabetes Association, American Greetings, Better Homes and Gardens, Boys Clubs of America, Chicago Symphony Orchestra, Cleveland Clinic, Coors Corp., *HOW Magazine*, McDonald's Corp., National Geographic Society, Special Olympics World Games, and United States Postal Service. Faculty members have exhibited their works in galleries and museums nationally and globally. Several have won the Kent State University Outstanding Teaching Award, as well as grants for creative endeavor and curriculum innovation.

INTERNSHIPS

Internships are an important part of our program, helping students make the transition to the workplace and creating excellent opportunities for students to network. All School of Visual Communication Design students are required to complete an internship before graduation. Most are paid positions with private businesses, individuals, organizations and government entities. Over the last 30 years, the school has forged hundreds of local and national relationships with some of the most prominent businesses in Cleveland, Chicago, San Francisco and New York. Students have

Career Opportunities

Professions in fields associated with Visual Communication Design are many and varied. Graphic Designers produce a broad range of products for print and electronic media, interactive Web design, corporate identity, typography and image. Illustrators, drawing from observation and imagination, visually interpret a narrative, a theme or point of view through the use of traditional and digital media. Style 3-D graphic designers address issues of packaging and retail environments, brand development, exhibition design, environmental graphic design and wayfinding. Photo illustrators use light, cameras and digital technologies to produce images of abstraction and realism while interpreting a narrative or thematic body of text.

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recently held internships at several well-known places, including: Discovery Channel, the Smithsonian Museum, MTV, American Greetings, *Metropolis* magazine and the Museum of Modern Art.

GLYPHIX

Glyphix, a student design studio, produces award-winning, professional-level design work in an educational setting. It serves both on-campus groups and off-campus businesses, as well as providing design services for community groups, such as schools, libraries, nonprofit organizations and government. Created in 1973, Glyphix was one of the first such programs in the United States and the prototype for many student work-study design groups now existing on university campuses. Glyphix provides a truly professional atmosphere, both in philosophy and in physical space.

Students in Glyphix have received the Interactive Media Award for Outstanding Achievement for excellence in the design, development and implementation of the School of Visual Communication Design site (vcd.kent.edu). Glyphix regularly receives ADDY Awards in the student category and professional categories. The American Advertising Federation, a not-for-profit industry association, conducts the ADDY® Awards through its 200-member advertising clubs and 15 districts.

SCHOLARSHIPS

Visual Communication Design students can compete for the Lewis & Dona Williams Endowed Scholarship, Creative Artist Award and the American Greetings Endowed Scholarship.

The Lewis & Dona Williams Endowed Scholarship provides a scholarship for a junior visual communication design student of color.

The Creative Artist Award is given to an art, visual communication design, dance, music or theatre major with a minimum 3.3 GPA and 24 ACT Composite (or 1100 SAT total, based on audition or portfolio review.) Incoming freshmen are eligible for the award.

The American Greetings Endowed Scholarship is granted to students who have demonstrated excellence in design, prior academic performance, and conclusions that a committee draws from a personal interview as to the student's motivation, character, ability and potential.

ORGANIZATIONS

Visual communication design students may participate in specialized on-campus industry groups including the American Institute of Graphic Arts (AIGA) and those of a related field like American Advertising Federation (AAF); National Association of Black Journalists (NABJ); Public Relations Student Society of America (PRSSA); the Society of Professional Journalists; and the National Press Photographers Association (NPPA). Students are also very active in the production and design of 10 different media in the Office of Student Media.

GRADUATE STUDIES

The graduate program is one of only three programs in the state to offer the Master of Arts degree in visual communication design and was the first, and is still only one of two programs in the state of Ohio, to offer the terminal degree in the field, the Master of Fine Arts. Students come to the visual graduate program from a variety of backgrounds: advertising, industrial and graphic design, design education and undergraduate design programs around the world. This diversity of experience has created an ever-changing and enriching environment in which degree candidates strive to reach individual and group goals.

An interdisciplinary doctoral program within the College of Communication and Information is available. The doctoral program also provides students with a research foundation in communication and information.

School of Visual Communication Design

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Master of Arts Master of Fine Arts Doctor of Philosophy in Communication and Information

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For information on all of Kent State's degrees and majors, go online to www.kent.edu/gps.