MFA Visual Communication Design
The changing landscape of people’s everyday interactions has blurred the lines between respected design fields giving designers new responsibilities to shape experiences. Designers must increase their knowledge in all areas of design, including print media, human-computer interaction design, motion graphics, and 3D digital graphics.

The MFA Visual Communication Design program at RIT embraces this new ideology through its curriculum that addresses these merging skill sets. It provides a learning environment for advancement in innovative research, user-centered design, and professional practice focusing on the creative potentials of visual communication through a full spectrum of media.

The program offers three focused, in-depth curricular options for students to advance their design knowledge and technical skills:

- Communication Design
- Interaction Design
- Motion & 3D Digital Design

The cross-disciplinary nature of this graduate program offers a greater potential to foster innovation and creativity in visual communication design. The three design options provide a balance of theory, historical context, principles, exploration, conceptual development, innovation, creativity, skills development, and application.

The Visual Communication Design program reflects the current views and changes occurring in the professional design field. The skill sets required of graphic, interactive, and digital design have now crossed over and are interrelated. It doesn't matter what medium...
... the common element is design.
Program Overview

Focusing on Design

The program is professionally focused to inspire and empower graduates to become practicing designers, entrepreneurs and contributors who impact interactions among people, products, and environments.

This program takes a rigorous, full spectrum approach to design implementation and integration into multiple forms of media that includes:

- information design
- user experience design
- digital product design
- motion UI design
- motion graphics
- print media design
- branding and identity design
- experiential design
- web design
- 3D imaging and motion

A thesis project is the culminating experience for students in the program. It is produced independently by the student under the advisement of faculty members chosen to serve on that student’s thesis committee. The thesis involves design research and study, a creative project, and written and illustrated documentation.
Nutrition

In order to stay healthy our bodies need a diet which provides proper nutrition. The foods you eat directly affect the vitamins and nutrients that are being put into your body. It is extremely important to be mindful of the foods you consume in order to ensure a balanced diet that includes all of the food groups.

The major food groups are grains, fruits, vegetables, proteins, and dairy. The last group, fats and oils, should be used sparingly.

Tap on a segment of the nutrition wheel to learn more about a particular food group.

ideation & iteration
message & meaning

cias.rit.edu/schools/design/graduate-visual-communication-design
Option 1: Communication Design

Communication Design is the user-centered professional design focus of communicating ideas and information to specific audiences through advanced verbal and visual problem-solving across a range of media.

Course offerings include:

**Year 1 | Fall**
- Typography
- Web & UI Design
- Digital Design in Motion
- 3D Modeling & Motion
- Design History Seminar

**Year 1 | Spring**
- Design Systems
- Interaction Design
- Project Design & Implementation
- Design Research & Proposals
- Graduate Elective

**Year 2 | Fall**
- Thesis: Research
- Information Design
- Experiential Graphic Design
- Branding & Identity Design
- Graduate Elective

**Year 2 | Spring**
- Thesis: Implementation
- Professional Practices
- Graduate Elective
- Graduate Elective
Interaction Design blends interdisciplinary components, including graphic design, human-computer interaction, and information architecture, with technology to deliver a range of professional and experimental user experiences to the screen.

Course offerings include:

**Option 2: Interaction Design**

- **Year 1 | Fall**
  - Typography
  - Web & UI Design
  - Digital Design in Motion
  - 3D Modeling & Motion
  - Design History Seminar

- **Year 1 | Spring**
  - Interaction Design
  - Programming for Designers
  - Project Design & Implementation
  - Design Research & Proposals
  - Graduate Elective

- **Year 2 | Fall**
  - Thesis: Research
  - UX Design Strategies
  - Digital Media Integration
  - Experiential Graphic Design
  - Graduate Elective

- **Year 2 | Spring**
  - Thesis: Implementation
  - Professional Practices
  - Graduate Elective
  - Graduate Elective
Option 3: Motion & 3D Digital Design

Motion and 3D Digital Design delves deeply into three-dimensional computer graphics to produce professional digital imagery for broadcast, computer and video games, medical and scientific simulations, data visualization, motion graphics, and interactive applications.

Course offerings include:

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<th>Year 1</th>
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<tr>
<td></td>
<td>Typography</td>
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<td>Motion Graphics</td>
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<td>Web &amp; UI Design</td>
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<td>3D Visual Design</td>
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<td>Digital Design in Motion</td>
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<td>3D Particles &amp; Dynamics</td>
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<td>3D Modeling &amp; Motion</td>
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<td>Project Design &amp; Implementation</td>
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<th>Year 2</th>
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<td>Thesis: Research</td>
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<td>Professional Practices</td>
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<td>3D Motion Design</td>
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<td>Thesis: Implementation</td>
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<td>Major 3D Studio Elective</td>
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Who should attend?

The MFA program in Visual Communication Design is designed to provide graphic designers, web designers and animators, 3D artists, and illustrators, with the skills necessary to enhance their current professional practice. Whether the work takes the form of printed publications, web sites, mobile and wearable applications, broadcast design, 2D games, 3D game assets, or exhibitions, students focus on advancing a personal vision that, ultimately, has a positive impact on society.

What facilities are provided?

Students work in a dedicated graduate studio on state-of-the-art equipment, using the latest software. The program provides an opportunity to use, learn, and understand the various types of specialized equipment that exist in today’s design workplace.

Where do students go after graduation?

Alumni work in a variety of design fields including: advertising design, corporate design, interaction design, motion graphics, and 3D. Here is a small list of companies with RIT alumni:

- Google
- Adobe Systems
- Apple
- Microsoft
- ESPN
- Leo Burnett
- Reebok
- Fisher Price
- R/GA
- Razorfish
WELCOME TO MY HOUSE!

Hello, my name is Joanna. Welcome to our home. Here is the living room.

Since we spend so much time here, we want this room to provide more wealth and prosperity for our family. We would also like to improve my husband's workplace and provide a positive learning environment for our son, Nick. What can we do to these spaces to achieve our goals?

✔ I'd be glad to help.
Why RIT?

Design Resources

The Vignelli Center for Design Studies is an educational resource center at Rochester Institute of Technology. Its primary goals are to advocate design excellence at RIT and beyond through innovative educational programming, research, archival resources, development, management and communication. The Center aims to conserve, research and extend design’s cultural heritage and, at the same time, investigate current design issues. The Center’s cross-cultural and interdisciplinary work is presented in curricula, design projects, exhibitions, lectures, conferences, publications and other educational opportunities. http://vignellicenter.rit.edu

The RIT Graphic Design Archive collection houses personal papers and business records of important design pioneers active between 1930 and 1960 including Saul Bass, Lester Beall, Will Burtin, and Paul Rand. The Archives is made available to students, writers, researchers and others interested in graphic design history. These unique materials include business records, personal papers, original art works, documentation of completed projects, and personal effects. http://design.rit.edu

The Melbert B. Cary, Jr. Graphic Arts Collection is one of the country’s premier libraries on the history and practice of graphic communication processes. It houses volumes and a growing number of manuscripts, correspondence, and artifact collections. Also included are impressive holdings on bookbinding, papermaking, type design, calligraphy and book illustration. The Cary Graphic Arts Press has been publishing projects with increasing regularity since its first commercial release in 2001. http://cary.rit.edu
innovation & creativity

cias.rit.edu/schools/design/graduate-visual-communication-design
How to apply?

Graduate Application

Where to start:
Complete a graduate application: rit.edu/emcs/ptgrad/grad.php.
The application deadline for fall semester is February 15th.

Portfolio
Upload 10-15 examples that demonstrate strong design skills, typography, visual sophistication, and aesthetic awareness to rit.slideroom.com.

Statement of Purpose
Submit a personal statement (500-1000 words) of purpose detailing the attributes you bring to graduate study, including professional goals you wish to achieve.

Official Transcripts
Mail official transcripts (in English) of all previously completed undergraduate and graduate course work.

Recommendation Letters
Mail three (3) recommendation letters that provide an evaluation of your ability to perform and succeed at the graduate level.

Mail to:
Office of Graduate & Part-time Enrollment Services
Rochester Institute of Technology
One Lomb Memorial Drive
Rochester, NY 14623
The Office of Admissions provides an official application packet and general information about RIT, financial aid and housing. You can also apply to RIT online.

For more information about RIT portfolio requirements or to set up an appointment for a department tour, please contact us.