

Master of Arts in Experiential Graphic Design

This 30-credit degree focuses on preparing students for visual communication. This degree provides a comprehensive exposure to all aspects of user experience, including but not exclusive to wayfinding, exhibition design, interaction, information design, and placemaking.

The MAXGD is for those seeking a graphic design specialization with little or no previous experience in the area. Students may also use the degree as a complement to a bachelors degree in graphic design or another design field to enhance their skills and qualifications for employment. It can also be used to complement those students with an undergraduate degree in a graphic design area that would like to add an additional graduate level study to their coursework prior to entering the field.

Required Sequence of Courses

Fall

15 Credits

ArtGr 510 Seminar : Fall : Graphic Design Theory : 3cr

ArtGr 511 Studio : Fall : Graphic Design Graduate Studio I : 3cr

ArtGr 512 Studio : Fall : Audience & Perception : 3cr

or ArtGr 574 Studio : Exhibition Design : 3cr

ArtGr 530 : User Engagement : 3cr

ArtID 551A Seminar : Design Humanics: Sensory Perception & Ergonomic Factors : 3cr

or other CoD Seminar

Spring

15 Credits

ArtGr 520 Seminar : Spring : Design & Cultural Semiotics : 3cr

ArtGr 521 Studio : Spring : Graphic Design Graduate Studio II : 3cr

ArtGr 522 Studio : Spring : Critical Media : 3cr

or ArtGr 579 Studio : Wayfinding Design : 3cr

ArtGr 540 : Graphic Design for Behavioral Change : 3cr

ArtGr 599 : Creative Component : 3cr

Total (not including any potential prerequisites)

30 Credits