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 and 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 proposed 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.

cias.rit.edu/schools/design/graduate-visual-communication-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
- interface design
- interaction design
- mobile and web design
- motion graphics
- print media design
- branding and identity system design
- environmental graphic design
- multimedia installations
- 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.

---

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 Theory & Methods Seminar
  - Elective / Minor

- **Year 2 | Fall**
  - Information Design
  - Environmental Graphic Design
  - Branding & Identity Design
  - Thesis: Research
  - Elective / Minor

- **Year 2 | Spring**
  - Professional Practices
  - Thesis: Implementation
  - Elective / Minor
  - Elective / Minor
THE FILMS OF ALFRED HITCHCOCK

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**

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Opening Stance

The training stance in Sil Lim Tao is called Yi Gee Kim Yeung Ma. The practitioner performs Sil Lim Tao with this stance throughout the form. This stance is not used for real fighting; it helps you to build up the leg muscles and improve your body balance.

Learning Mode

user experience
screen design
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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space
time
motion
Why RIT?
Q/A for Graduate Students

Who should attend?
The MFA program in Visual Communication Design is designed to provide graphic designers, web designers and animators, 3D artists, illustrators, and fine artists with the skills necessary to enhance their current professional practice. Whether the work takes the form of printed publications, web sites, mobile applications, broadcast design, 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:

- Adobe Systems
- Google
- Fisher Price
- ESPN
- R/GA
- Leo Burnett
- Partners + Napier
- Xerox
- Firstborn
- odopod
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](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](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](http://cary.rit.edu)
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.