

MAS TER OF FINE ART

Based in downtown Dallas, the Master of Fine ARTS degree with an emphasis in Visual Communication serves the practicing professional who aspires to greater proficiency in industry-related innovation and problem-solving, business strategies, ideation, marketing, entrepreneurship, or a career in design education. The capstone of the degree is a research project and accompanying exhibition on a topic incorporating business practices, design education and social responsibility. This culminating exhibition will advance a premise that significantly expands the current boundaries of knowledge.

VisCom



DALLAS

DEPARTMENT OF ART

PROGRAM DESCRIPTION

Creative Methodologies Classes (Creative Design Innovation)

ARTS 540	Studio 1: Creative Methodologies
ARTS 595	Research Literature & Techniques
ARTS 546	Studio 7: Design Grant Writing
ARTS 545	Studio 6: Exhibition Topics
ARTS 552	Master of Fine ARTS Exhibition in Visual Communication
ARTS 548	Exhibition Development

MFA Interdisciplinary Classes (Professional Practice)

ARTS 542	Studio 3: Winning Audiences, Achieving Results
ARTS 543	Studio 4: Cross-Cultural Communication
ARTS 549	Studio 9: User-centered Design Experience
ARTS 550	Studio 10: Ideation, Process and Product
ARTS 551	Studio 11: Creative Promotion and Innovation 1

Pedagogy Classes (Design Education)

ARTS 541	Studio 2: Design Education Theory & Practice
ARTS 547	Studio 8: Design Teaching Mentorship
ARTH 507	The History of Graphic Design
ARTH 508	The History of Advertising & Consumerism
ARTS 502	Design Teaching Methods Pedagogy 1
ARTS 506	Design Teaching Environment Pedagogy 2

REQUIRES AT LEAST 60 SEMESTER HOURS.

Required Courses (48 semester hours)

ARTS 540	Studio 1 Creative Methodologies	4
ARTS 541	Studio 2 Design Education Theory & Practice	4
ARTS 542	Studio 3 Winning Audiences: Story Telling / Presentation	4
ARTS 543	Studio 4 Cross-Cultural Communication	4
ARTS 595	Studio 5 Research Literature & Techniques	4
ARTS 545	Studio 6 Exhibition Topics	4
ARTS 546	Studio 7 Design Grant Writing	4
ARTS 547	Studio 8 Design Teaching Mentorship	4
ARTS 548	Exhibition Development	3
ARTS 549	Studio 9 User-Centered Design Experience	3
ARTS 550	Studio 10 Ideation, Process and Product	3
ARTS 551	Studio 11 Creative Promotion and Innovation	3
ARTS 552	Master of Fine ARTS Exhibition in Visual Communication	4

Required Support Courses (12 semester hours)

ARTH 507	History of Graphic Design	3
ARTH 508	The History of Advertising & Consumerism	3
ARTS 502	Design Teaching Methods Pedagogy Classroom	3
ARTS 506	Design Teaching Environment / Pedagogy	3

Total Hours 60

GRADUATE COURSE SEQUENCE

Year 1 Fall

ARTS 540 Studio 1: Creative Methodologies

Spring

ARTS 541 Studio 2: Design Education Theory & Practice

ARTS 542 Studio 3: Winning Audiences, Achieving Results

May-Mini / Summer 1

Arth 508 Art History: The History Of Advertising & Consumerism

ARTS 549 Studio 9: User-Centered Design Experience

Year 2 Fall

ARTS 595: Research Literature & Techniques

ARTS 545 Studio 6: Exhibition Topics

Spring

ARTS 550 Studio 10: Ideation, Process And Product

ARTS 551 Studio 11: Creative Promotion And Innovation 1

ARTS 546 Studio 7: Design Grant Writing

May-Mini / Summer 1

Arth 507 Art History: The History Of Graphic Design

Year 3 Fall

Art 502: Design Teaching Methods / Pedagogy 1: Pedagogy Classroom

ARTS 543 Studio 4: Cross-Cultural Communication

Spring

Art 506: Design Teaching Environment / Pedagogy 2

ARTS 548: Exhibition Development

Summer 1

ARTS 552: Master Of Fine ARTS Exhibition In Visual Communication

ARTS 547 Studio 8: Design Teaching Mentorship

GRADUATE COURSE DESCRIPTIONS REGULAR COURSES

ARTS 540 Studio 1. Creative Methodologies, Four Semester Hours

Experimenting with both proven and experimental creative methodologies in a team-based environment. An overview of innovative collaborative creative thinking processes. Pushing beyond one's knowledge base through innovative role-play in self-problem-solving techniques, gaining the knowledge and the tools to impart the creative process to others.

ARTS 541 Studio 2. Design Education, Theory & Practice, Four Semester Hours

Research and analysis through group discussion of design education theory, philosophy, and methods. Examination and creation of teaching tools, assignments, and evaluation rubrics.

ARTS 542 Studio 3. Winning Audiences, Achieving Results, Four Semester Hours

This course introduces students to basic skills surrounding persuasion and consensus-building. Students will learn to hone their oral and written presentations, and incorporate proven techniques for sharing ideas in a more coherent and compelling manner -- effectively luring others (even skeptics) to listen, believe, and embrace a new vision.

ARTS 543 Studio 4. Cross-Cultural Marketing, Four Semester Hours

This course teaches advanced oral and written presentation skills within the context of a multicultural audience. Students will examine the forces at work in today's global marketplace and fine-tune their ability to bridge the cultural divide to connect with audiences whose history, customs, and beliefs they do not share.

ARTS 545 Studio 6. Exhibition Topics, Four Semester Hours

Exploration and development of thesis topic pilots through research, abstracts, ideation, creative process, and feasibility analysis. This course is designed to provide you with enlightenment, direction, feedback and focus as you embark on your thesis discovery process. This class will function primarily as a think-tank dedicated to defining, examining, discussing, and furthering the ideas that you bring to the table.

ARTS 546 Studio 7. Design Grant Writing, Four Semester Hours

Applying for a grant can seem like an overwhelming task. This grant writing class is designed to provide a foundation in the fundamentals of design-centric grant writing so that the task is easy and enjoyable. The class includes key components of a grant proposal, problem statements, developing goals and objectives, and writing a sample grant proposal.

ARTS 547 Studio 8. Design Teaching Mentorship, Four Semester Hours

Pedagogy in-classroom undergraduate training experience. This course focuses on in-classroom observation and experience through the shadowing of a faculty member, and the creation and application of classroom assignments.

ARTS 549 Studio 9. User-Centered Design Experience, Three Semester Hours

An introduction to the understanding, development, and implementation of user-centered design thinking and problem-solving. Emphasis will be placed on user personas, ethnography, and other observational approaches, along with rapid prototyping methods towards building insights into product and service development.

ARTS 550 Studio 10. Ideation, Process and Product, Three Semester Hours

This course will be centered around innovation focused on creating value through ethnography, research, ideation, and strategy in a marketing frameset. Students will explore radical ways of design thinking to create new business models or harness compelling value for products or services that do not currently exist in the marketplace. Projects will be collaborative and centered around the application of innovation through segmenting, brand positioning, target marketing, and the 4Ps (Product, Pricing, Promotion and Place).

ARTS 551 Studio 11. Creative Promotion and Innovation 1, Three Semester Hours

This course will empower students to take their innovations and marketing plans to the next level and implement them into a viable and fundable enterprise. Students will create a prototype to be presented as a proof-of-concept with a compelling presentation to an angel investor. In addition, students will be introduced to issues related to the patent process and angel investment process as it relates to their innovations.

ARTS 552 Master of Fine ARTS Exhibition in Visual Communication, Four Semester Hours

Final thesis exhibition/execution process and final paper. A self-directed final study and exhibition development, and final research paper directed by a designated major professor with feedback from a selected thesis committee.

ARTS 595 Research Literature & Techniques, Three Semester Hours:

Conference abstracts and journal submission preparation. Gain knowledge in defining, developing, and articulating new knowledge to be used in problem-solving and thesis topic development. Experience the process of deep academic research techniques into a single topic in individual and group settings.

ART 548 Exhibition Development, Three Semester Hours

A self-directed study and development of a thesis exhibition, and research paper directed by a designated major professor and a selected thesis committee.

ARTS 502 Design Teaching Methods, Three Semester Hours

Pedagogy Classroom. Understanding the classroom through teaching method exploration role-play and design curriculum development. This course includes the creation of an entire university design curriculum, syllabi, assignments, and grading rubrics.

ARTS 506 Design Teaching Environment, Three Semester Hours

This course will deal with university expectations, requirements, protocol, and the creation of Vita/Vitae materials necessary to enter the college ARTS job market. In addition, issues germane to survival and success in the academic community will be addressed both in lectures and weekly assignments meant to familiarize and prepare new faculty to excel within the university environment.

REQUIRED SUPPORT COURSES

ARTH 507 The History of Graphic Design, Three Semester Hours

This course focuses on the evolution of Graphic Design from the invention of writing and alphabets to the computer revolution. Topics include medieval manuscript books, the origins of printing and typography, the ARTS & Crafts movement, Victorian and Art Nouveau graphics, the influence of modern art on design, visual identity, and conceptual imagery.

ARTH 508 The History of Advertising & Consumerism, Three Semester Hours

This course is designed to give a broad overview of the nature of a consumerist society and how it drives and is driven by advertising. Lectures will explore the types and causes of consumerism, the things consumed by society and the promise of the "good life." Advertising impact will be discussed from the aspect of target markets and positioning of goods and services, and the pros and cons of a consumerist lifestyle.

**BECOME
ILLUMINATED
AT NIGHT
AND KEEP YOUR
DAY JOB**

Contact Virgil Scott For Program Information And Entry Requirements.
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