

APPENDIX A

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.

Like the existing Master of Arts (MA) in Graphic Design, 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 : Graduate Graphic Design Studio I : 3cr

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

or ArtGr 574 Studio : Exhibition Design : 3cr

ArtGr 672A : Graphic Design & Usability : 3cr

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

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 672B : Design for Behavioral Change : 3cr

ArtGr 599 : Creative Component : 3cr

Total (not including any potential prerequisites)

30 Credits

APPENDIX B

Letters of Support



**COLLEGE OF
LIBERAL ARTS & SCIENCES**

School of Art and Art History

150 Art Building West
Iowa City, Iowa 52242-7000

March 30, 2018

Paul R. Bruski
Associate Professor
Director of Graduate Education
Graphic Design Department

Dear Paul,

I am providing this letter in support of the proposal from Iowa State University to change the name of one of their graduate programs from MA in Art & Design with a specialization in Graphic Design to MA in Experiential Graphic Design (MAXGD).

I, along with Professors Bradley Dicharry and Jeremy Swanston in the School of Art and Art History, have reviewed this proposal and are in agreement that it would not only have no conflict with our own offerings but would also be a valuable step forward in the evolving role of design in the academy.

If I am able to provide additional information please do not hesitate to contact me by phone (319-335-1376) or via email (s-mcguire@uiowa.edu.)

Sincerely,

Steve McGuire
Professor and Area Head, Dimensional Practice
Director, School of Art and Art History
(319) 335-3011
s-mcguire@uiowa.edu

Paul R. Bruski

Associate Professor & Director, Graduate Education

ISU Graphic Design

February 13, 2018

Dear Professor Bruski,

Thank you for informing us of your plans regarding the changing the name of **MA in Art & Design with a specialization in Graphic Design** to **MA in Experiential Graphic Design (MAXGD)**. After consulting with the Curriculum Committee in the Department of Art, we have no concerns and we are supportive of this change.

Sincerely,



Jeffery Byrd

Professor and Department Head