



**Graduate Studies in  
GRAPHIC DESIGN**

COLLEGE OF DESIGN  
UNIVERSITY OF MINNESOTA

**“ As a PhD student,**

I chose the University of Minnesota's Design Graduate Program's Graphic Design Track specifically because

**IT ENCOURAGES GRADUATE STUDENTS  
TO RESEARCH AND PRACTICE  
DESIGN INTERCHANGEABLY**

With a wide range of design researchers and design practitioners on the faculty, I am constantly challenged to find new and innovative ways to investigate the relationship between practice and research. I am also fortunate to have opportunities to work closely with the faculty in both research and teaching as I pursue my degree. Such opportunities are powerful transitions to working in academia. ”

**– Sarah Alfalah**

## **Graduate Studies in GRAPHIC DESIGN**

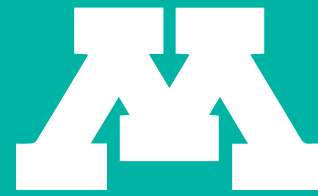
AT THE UNIVERSITY OF MINNESOTA

**EXPLORE** the relationships between humans and their designed environments with internationally recognized faculty and your graduate student peers! The opportunities and resources available at a major research university located in a vibrant urban setting are further enhanced by cultural amenities and economic opportunities. The Walker Art Center, the Goldstein Museum of Design, the Minnesota Center for Book Arts, the Textile Center and the AIGA–Minnesota offer design exhibits, lectures, workshops and other exciting programs.

The College of Design, home of the Graphic Design Track in the Design Graduate Program, also has areas of study in architecture, apparel design, housing studies, interior design, landscape architecture, product design and retail merchandising. The College has impressive technology resources (traditional and digital fabrication), and letterpress, surface design and screen-printing facilities. All graphic design graduate students are provided with dedicated studio space.

**COLLEGE OF DESIGN**

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**“RESEARCH  
- AND -  
PRACTICE  
DESIGN  
INTERCHANGEABLY”**

**– Sarah Alfalah**

# — INFORMATION —

**STUDENTS PURSUING** MFA degrees complete a creative thesis project and paper; those doing an MA or MS can decide between a project or paper; those pursuing the PhD write a dissertation. Coursework in related areas gives students a cognate that complements their major program.

Graduates of our graduate program have gone on to become design faculty at universities and colleges nationwide, have taken their knowledge into professional practice, and have had success with sponsorships, grants and fellowships that facilitate further creative work and research.

Emphases in Graphic Design and Interactive Design are offered.

**THE FOCUS IN** Interactive Design provides students with experience in designing for the digital and actual environments. The program integrates theory with practice in the application of emergent and established technologies to design solutions that might be experiential, performative and social.

The emphasis in Graphic Design focuses on design theory, process, and methods related to design practice and research. Potential areas of study include multicultural communication, visual representation of information, human interaction with designed objects, social and cultural implications of design, color systems and perception, design history, and design education.

Students develop designed objects and information resources that will enhance people's lives.

## **CONTACT INFORMATION:**

Design Graduate Program  
240 McNeal Hall  
1985 Buford Avenue  
University of Minnesota  
St. Paul, MN 55108-6136  
dhagrad@umn.edu  
612 626-1219

## **Contact for information or admissions assistance:**

Charleen Klarquist  
612 626-1219  
dhagrad@umn.edu

*Application deadline is January 15 for Master's, MFA, and PhD degrees.*

## **USEFUL WEB SITES:**

### **Design Graduate Program**

<http://dha.design.umn.edu/programs/grad/graphicdesigntrack.html>

University of Minnesota Graduate School

### **Home Page**

[grad.umn.edu/](http://grad.umn.edu/)

### **Prospective Students**

[grad.umn.edu/prospective\\_students/](http://grad.umn.edu/prospective_students/)

### **Graduate School Catalog**

[catalogs.umn.edu/grad/](http://catalogs.umn.edu/grad/)

### **Application Site**

[grad.umn.edu/prospective\\_students/apply\\_online](http://grad.umn.edu/prospective_students/apply_online)

Graduate Record Examination (GRE)

### **Home Page**

[ets.org/gre](http://ets.org/gre)

### **Test Preparation**

[ets.org/gre/general/prepare](http://ets.org/gre/general/prepare)

### **Test Centers**

[ets.org/gre/general/register/centers\\_dates](http://ets.org/gre/general/register/centers_dates)

# GRADUATE FACULTY IN GRAPHIC DESIGN



**STEVEN McCARTHY**  
*Professor*  
*MFA, Stanford University*

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**Scholarly Interests:**

Design Authorship  
Artists' Books  
Design Criticism



**JAMES BOYD BRENT**  
*Associate Professor*  
*MFA, University of Minnesota*

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**Scholarly Interests:**

Design and Business  
Art and Design in the UK  
Printmaking



**BARBARA MARTINSON**  
*Professor*  
*PhD, University of Minnesota*

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**Scholarly Interests:**

Design Education  
Color  
Design History



**DANIEL JASPER**  
*Associate Professor*  
*MFA, Yale University*

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**Scholarly Interests:**

Design and Identity  
Consumerism and  
Consumer Culture



**SAUMAN CHU**  
*Professor*  
*PhD, University of Minnesota*

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**Scholarly Interests:**

Cross-Cultural Design  
Symbols  
Design Education



**BARRY KUDROWITZ**  
*Assistant Professor*  
*PhD, MIT*

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**Scholarly Interests:**

Product Design  
Design Aesthetics  
Creativity and Idea Generation



**CAROL WALDRON**  
*Senior Lecturer/  
Associate Professor*  
*MA, University of Minnesota*

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612 624-3633  
cwaldron@umn.edu

**Scholarly Interests:**

Surface Design  
Typography



**BRAD HOKANSON**  
*Professor*  
*MArch, Harvard University;  
PhD, University of Minnesota*

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612 624-4918  
bhokanso@umn.edu

**Scholarly Interests:**

Visual Thinking and Communication  
Interactive Media  
Cognitive Tools



**EUGENE PARK**  
*Assistant Professor*  
*MFA, Rhode Island School  
of Design*

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ebpark@umn.edu

**Scholarly Interests:**

Models and Algorithms  
Information Design  
and Data Visualization  
Interaction Design

**GDes 4131 (4 cr)**  
**History of Visual Communication**

Historical analysis of visual communication with an emphasis on the technological, cultural, and aesthetic influences on graphic design. Examination of how historical events are communicated and perceived through graphic presentation and imagery.

**GDes 4330 (4 cr)**  
**Surface Fabric Design Workshop**

Studio experience in the development and production of surface design. Screen printing, batik, resist dyeing, shibori, cyanotypes, and dye transfers are included.

**GDes 4343 (3 cr)**  
**Data Visualization I**

Visual articulation of data. Expansive research, meticulous gathering of data, analysis. Develop cohesive graphical narratives and build solid foundation in craft of presenting data.

**GDes 4345 (4 cr)**  
**Advanced Typography**

Expressive visual communication of words. Fundamental legibility of 'the invisible art' and overt expression through type will be addressed. Students complete an extended typographic project.

**GDes 4352 (3 cr)**  
**Design Process: Bookmaking**

Construction of traditional and non-traditional book forms. Emphasizes the material aspects of handmade books.

**GDes 4312 (3 cr)**  
**Advanced Graphic Design Print Projects**

Opportunity for students to propose, design, and produce printed graphic design products while expanding upon their experience in surface design and printing.

**ApSt 5123 (3 cr)**  
**Living in a Consumer Society**

Consumerism and commodification of US society, including health care, education, the production of news, and the commercialization of public space and culture. What drives consumer society? How is meaning manufactured?

**GDes 5341 (3 cr)**  
**Interactive Design**

Design of interactive multi-media projects. Experience developing interactive presentations and electronic publishing. Software includes hypermedia, scripting, digital output.

**GDes 5342 (3 cr)**  
**Web and Interface Design**

Introduction to usability of interface between humans and technology. Evaluation of visual elements that control/organize dealings with computers that are used to direct work. Students develop designs, evaluate their effectiveness through usability testing.

**GDes 5343 (3 cr)**  
**Data Visualization II**

Skills and tools necessary to process large quantities of information/present them through interactive mediums. Create data visualizations for web utilizing Javascript libraries. Linear and non-linear data-driven narratives.

**GDes 8361 (3 cr)**  
**Color, Design, and Human Perception**

Perceptual and psychological aspects of color and design. Human factors of color variables and design strategies that can enhance human experience of, and interaction with, color.

**GDes 5383 (3 cr)**  
**Animation Design**

Animation in time-based electronic design. Introduction to three-dimensional modeling.

**GDes 5386 (3 cr)**  
**Fundamentals of Game Design**

Theoretical/practical aspects of making games. Investigation of design process. Rules, strategies, methodologies. Analysis of interactivity, choice, action, outcome, rules in game design. Social interaction, story telling, meaning/ideology, semiotics. Signs and cultural meaning.

**GDes 5388 (3 cr)**  
**Graphic Design Research**

Preliminary research, including theoretical, applied, and legal aspects. Planning and developmental models. Design prototyping, testing, and analysis.

**GDes 5399 (3 cr)**  
**Theory of Electronic Design**

Theories, methodologies, histories of electronic design, its impact on visual communications. Digital artifacts, processes, paradigms.

**DES 8102 (3 cr)**  
**Quantitative Research Methods**

Quantitative research methods for issues related to humans, their behaviors, and everyday living in the designed environment.

**DES 8103 (3 cr)**  
**Qualitative and Mixed Methods Research**

Assessment of field research methods relevant to research regarding material culture. Relationship of selected research problem (and its theoretical framework) to practical problems of fieldwork. Rationale and plan for appropriate field methods of data collection.

**DES 8112 (3 cr)**  
**Design Theory and Criticism**

Students establish a framework for criticism by examining various theories used in design disciplines, study existing designed environments to explain the designer's purpose, identify problem solving processes, and describe interaction between humans and design.

**DES 8113 (4 cr)**  
**Education and Evaluation in Design**

Educational processes/methods used in design studio/lecture courses. Learning styles, best practices for grading, alternative methods of critique, interacting with students, active learning strategies, teaching with technology.

**DES 8114 (4 cr)**  
**Design Studio**

Advanced problem analysis and design solution. Studio production and critique.

**DES 8164 (3 cr)**  
**Innovation Theory and Analysis**

Theories and factors that influence adoption and diffusion of designed products. Methodologies used in analysis of diffusion process.

**DES 8181 (1 cr)**  
**Research Ethics**

Overview of ethical concerns/questions in conducting/disseminating research. Mentoring relationships, use of human subjects, data handling, plagiarism, authorship, publishing, research funding, social responsibility of researchers, code of conduct.

**GDes 8362 (3 cr)**  
**The Nature of Representation in Visual Communication**

Relationship of images to the design communication process. Aspects of representation and pictorial information modes. Human interaction with images and their role in increasing understanding, enhancing learning, and positively affecting human experience.

# — CLASS LIST —

(Other courses possible in consultation with graduate advisor)