

STRATEGIC COMMUNICATION DESIGN - MASTER OF ARTS (MA)

The Master of Strategic Communication Design (MSCD) is an immersive 39-credit hour program typically completed in a single year. Located in a state-of-the-art studio in the heart of Boulder's entrepreneurial tech community, the MSCD is entirely project-based. With the guidance of industry-driven instructors, our students leverage design's potential as a critical problem-solving tool in a rapidly changing world. This human-centered program evolves students into branding design and entrepreneurial professionals through innovative, intensive and progressive learning experiences.

MSCD graduates have been appointed to leadership design positions in top companies, including Google, Apple, Uber, Saatchi and Saatchi, Twitter and Dropbox—to name just a few.

Requirements

Application Requirements

All MSCD applicants are expected to hold a bachelor's degree from an accredited college or university and to have a minimum undergraduate GPA of 2.75. In certain circumstances, we will consider students who discovered design after an unexceptional experience with an ancillary degree like pre-law or business.

How to Apply

The application is listed under Strategic Communication Design on the Graduate School (<https://grad.apply.colorado.edu/apply/>) website. Required forms that should be linked to the application are as follows:

- 1. Personal statement.** This statement is an essential part of the application. This is where you write and explain your discovery and path to design. In a maximum of 1500 words, please supply long-form answers to the following questions:
 - What attracts you to the MSCD program; why are you a good fit for it, and what do you hope to get out of it?
 - What particular experiences—personal or professional—have prepared you for work in design?
 - What do you envision as the most compelling opportunities for you as a designer and a future leader?
- 2. Design portfolio.** If you have a design portfolio, include a link to it in your personal statement. If you do not have a portfolio, include some examples of your creative potential. Examples to demonstrate your creative abilities might be photographs, painting, drawing, digital designs, curation of creative events/exhibitions, etc.
- 3. Two letters of recommendation.** These need to come from professionals and/or professors. Personal recommendations are not accepted.
- 4. Unofficial transcripts** from *all* colleges attended. We expect applicants to have a minimum undergraduate GPA of 2.75; the average among successful applicants is 3.45 (on a 4.0 scale).
- 5. Writing sample.** Submit a sample of your writing that you feel is exemplary and representative of your writing abilities.
- 6. International students** may also need to submit official scores from a test of English proficiency. Applicants should have at a minimum:

- a TOEFL score of 75 (internet-based),
- an IELTS score of 6.0, or
- a Duolingo score of 100.

- 7. A non-refundable application fee** of \$60 is also required (\$80 for international applicants).

Contact

For questions regarding the application, please contact the Graduate Program Manager (cmcigrad@colorado.edu) who can also discuss your ambitions and what to expect of the program.

Program Requirements

The STCM is a 39-hour professional masters degree program to be completed within a single calendar year—from August to August—over four semesters: Fall, Spring, Maymester and Summer Session D. We follow the CU Boulder calendar (<https://www.colorado.edu/academics/academic-calendar/>) and, in doing so, are guided by a year-long arc from **Foundations** (fall semester) to **Variations and Explorations** (spring semester), to **Solutions** (Maymester and Summer Session D).

The master's degree is awarded for successful completion of 39 credits over four contiguous semesters. Students must maintain a 3.0 cumulative grade point average and fulfill all requirements in a timely manner.

Plan of Study

Year One

Fall Semester		Credit Hours
Foundations		
CORE (required)		
APRD 5005		3
APRD 5006	Design for Startups	3
APRD 6871	Special Topics	3
ELECTIVES (required)		
APRD 5002	Foundations of Experience Design	3
Credit Hours		12

Spring Semester

Variations and Explorations		
CORE (required)		
APRD 5007		3
APRD 5008	Designing for Scale	3
APRD 5017		3
APRD 6871	Special Topics	3
ELECTIVES		
APRD 5001	Foundations of Brand Design	
APRD 5003	Advanced Brand Design	
APRD 5004	Designing the Customer Journey	
APRD 5014	Advanced Tools for Interaction Design	
Credit Hours		15

Summer

Solutions		
CORE (required)		
APRD 5010	Maymester	3
APRD 6871	Special Topics	3
ELECTIVES		
		6

APRD 5013		
APRD 5015	Brand Design for Sustainable Futures	
APRD 5016		
APRD 5019		
APRD 6871	Special Topics	
	Credit Hours	12
	Total Credit Hours	39