The Master of Arts in Design curriculum provides students with the opportunity to:

- Develop a specialized advanced study area in visual communication, industrial/product design, or related field.
- Prepare for doctoral study in other institutions which emphasize research and professional development in relation to the various aspects of technology.
- Transition to careers in design, design research, design education, and related fields for students who do not have an undergraduate degree in design.

This program is designed for students who want to:

- Study visual communication design/graphic communications and/or product design development from an interdisciplinary perspective.
- Learn and apply contemporary methods used in design research and practice.
- Develop further expertise in a specific area of design studies through an individual, interdisciplinary-based program of study that focuses on specific goals.

Program Learning Outcomes

1. Prepare to pursue professional work in design firms, teaching, project management, strategic planning for design firms, or management roles in technology.
2. Build problem-solving competencies, both conceptual and practical.
3. Study visual communication design and product design with an interdisciplinary perspective.
4. Work closely with graduate advisors to design an M.A. program that meets their career goals.
5. Engage in focused, critical research into a chosen design problem.
6. Develop a specialized area of study in graphic design/visual communication design, product design/manufacturing, industrial technology, project management, or digital media.
7. Develop a Culminating Experience Proposal and Project reflective of their professional interests.
8. Program may help students prepare for doctoral work at other institutions.

Admission to Program

In addition to the basic University application requirements, The School of Design graduate application requires a statement of purpose, a résumé, three letters of recommendation, and a portfolio that includes evidence of creative, technical, and/or written work. The program admits in the fall only. Deadline for admission materials is May 1st. The University requires a bachelor’s degree or a recognized equivalent from a regionally accredited institution and a satisfactory scholastic average; a minimum grade-point average (GPA) of 3.0. International students are required to submit English Language test scores (TOEFL or IELTS) as well.

Students entering this program normally present an undergraduate major in design, engineering, fine arts, industrial arts, or industrial technology subjects. The program does accept students with other undergraduate majors in cases where students desire to make career changes or do advanced study in design for professional growth. For non-majors, a minimum of 12 additional conditional status units are required by advisement to build design knowledge and necessary skills. After satisfactory completion of 12 units of upper division undergraduate DES courses with required minimum grades, students can transition to classified status. Students may be required to enroll in additional upper division undergraduate DES classes prior to transitioning to classified status depending upon the recommendation of a Graduate Coordinator or other academic advisors. Classified status is required for enrollment in the following classes:

### Program Learning Outcomes

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Units</th>
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<tbody>
<tr>
<td>DES 800</td>
<td>Seminar in Design Topics</td>
<td>3</td>
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<tr>
<td>DES 805</td>
<td>Seminar in Design Methodology</td>
<td>3</td>
</tr>
<tr>
<td>DES 852</td>
<td>Directed Experience in Design</td>
<td>3</td>
</tr>
<tr>
<td>DES 894</td>
<td>Creative Work Project</td>
<td>3</td>
</tr>
<tr>
<td>DES 898</td>
<td>Master’s Thesis</td>
<td>3</td>
</tr>
</tbody>
</table>

Advancement to Candidacy

A student is advanced to candidacy for a degree when the Advancement to Candidacy (ATC) form is accepted and approved by the Division of Graduate Studies. All conditions placed on conditionally classified status must be satisfied before a student develops an ATC. For conditionally classified students (42 units), there is a conditional status review before a student is eligible to enroll in 800 level coursework. The Advancement to Candidacy and culminating experience proposal should be filed in the semester immediately preceding registration for the final six units of graduate work. The majority of students complete a Creative Work Project (CWP) as their culminating experience project; however, it is also possible to complete a master’s thesis. It is the student’s responsibility to monitor their progress and to work with appropriate advisors to file their university forms and to meet published deadlines.

Students enrolled in the culminating experience Creative Work Project (CWP) must complete this experience within two (consecutive) semesters. Students who fail to complete the culminating experience within two semesters are required to pay a re-enrollment fee for each additional semester until it has been completed. NOTE: Creative Work Oral Presentations (a requirement for degree) are generally conducted spring semester only.

Students are required to complete their culminating experience within five years of initial enrollment.

Students who do not complete the culminating experience requirement (DES 894 for CWP or DES 898 for thesis) in the semester they are enrolled or immediate subsequent semester are required to maintain continuous enrollment through the College of Extended Learning (CEL) until the degree is earned. Students in the CEL course will have access to library and discipline-specific laboratories. The five-year “time to degree” is in effect. Students in the culminating experience continuous enrollment program should maintain frequent contact.
each semester with their advisor and meet all timelines outlined in the
culminating experience proposal document (see policy on Graduate
Studies website grad.sfsu.edu).

Students who have left the University for more than one semester while
completing coursework are not guaranteed readmission to their program.

**Written English Proficiency Requirement**
As stated in the graduate studies section of the University Bulletin, each
graduate student must demonstrate the ability to write American English
correctly and effectively.

**Level One**
Students in the MA Program in Design will meet this requirement by
taking DES 724, Graduate Research Methods and Scholarly Writing, or
equivalent as designated by Graduate Coordinator.

**Level Two**
Students will meet this requirement by the successful completion of the
written phase of the culminating experience work that is part of either the
Creative Work Project (DES 894) or Master’s Thesis (DES 898).

**Note:** It is school policy that a student must have a comprehensive
written proposal approved by the school within one semester prior to
enrolling in either (DES 894) or (DES 898).

Upper division courses may be selected with prior approval of the
Graduate Coordinator.

**Design (M.A.) — Minimum 30 units**

**Program Requirements**

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<thead>
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</thead>
<tbody>
<tr>
<td>DES 700</td>
<td>Seminar in Design Research</td>
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</tr>
<tr>
<td>DES 724</td>
<td>Graduate Research Methods and Scholarly Writing</td>
<td>3</td>
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<td></td>
<td>for Creative Disciplines</td>
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<tr>
<td>DES 755</td>
<td>Seminar in Design Management</td>
<td>3</td>
</tr>
<tr>
<td>DES 800</td>
<td>Seminar in Design Topics</td>
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<td></td>
<td>Select supporting upper division/graduate courses as approved by Graduate Coordinator</td>
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