

# MASTER OF ARTS IN VISUAL COMMUNICATION DESIGN (M.A.)

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## Format

This program is delivered online.

## Purpose

The purpose of the program is to produce visual artists, graphic designers and art educators rooted in a Christ-centered perspective that governs every decision, action and work of art they undertake in the field of visual art.

## Program Learning Outcomes

The student will be able to:

- Generate visual communication design solutions using a variety of graphic technologies.
- Assess the efficacy of visual communication design in relation to its content.
- Formulate research based visual communication solutions based on knowledge of the literature/artifacts of the discipline.
- Apply aesthetic and visual design principles to original compositions.

## Program Specific Admission Procedures

The *Master of Arts in Visual Communication Design* program will follow the standard admission, curriculum and graduation requirements as stated in the Liberty University Graduate Catalog with the following specific admission procedures:

1. Earned baccalaureate degree or its equivalent from an institution accredited by an agency recognized by the U.S. Department of Education (e.g., SACSCOC, TRACS, ABHE, etc.)
2. Applicants should hold a 3.00 GPA for undergraduate study; applicants with a 2.0 GPA will be admitted on caution.

## Transfer Credit

Students may transfer up to 15 hours from an accredited institution subject to department approval. In order to transfer credit, students must have earned the minimum grade of B-, and courses must have been completed within 10 years of the start date of the program. Credits from a prior degree on the same academic level earned through Liberty University are considered transfer credits.

## Program of Study

### Delivery Format: Online Only

- Visual Communication Design (M.A.)

## Career Opportunities

- Advertising
- Marketing
- Business Communication
- Visual Design Education