

**Indiana University  
Herron School of Art and Design**

**MFA in Visual Communication focusing on Design Thinking + Design Leadership**  
60 credit hours

# YEAR MFA 1

**Indiana University Herron School of Art and Design, IUPUI**  
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United States

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|---|--------|--|--|
| 1 | Fall   | <b>FOCUS ON Design Research for Innovation</b>   | <b>STUDIO Cross-Disciplinary Collaborative Action Research in Design 1</b>   |
|   |        | <i>UNDERSTANDING Users in Contexts</i>           | Introduction to Design Thinking + Cross-Disciplinary Process Skills          |
|   |        |  | Introduction to Human Factors in Design                                      |
|   |        |  | Introduction to Business Principles <small>KELLEY SCHOOL OF BUSINESS</small> |
|   |        | <b>FOCUS ON Design Analysis for Innovation</b>   | <b>STUDIO Cross-Disciplinary Collaborative Action Research in Design 2</b>   |
|   |        | <i>IDENTIFYING Patterns and Framing Insights</i> | Design Methods: Tools + Techniques for User-Centered Design Research         |
|   |        |  | Design Methods: Tools + Techniques for Design Analysis                       |
| 2 | Spring | <b>FOCUS ON Design Synthesis for Innovation</b>  | <b>STUDIO Cross-Disciplinary Collaborative Action Research in Design 3</b>   |
|   |        | <i>EXPLORING Ideas and Conceiving Plans</i>      | Design Methods: Tools + Techniques for Design Synthesis                      |
|   |        |  | <b>ELECTIVE Social Science or Engineering or Human Computer Interaction</b>  |
|   |        |  | <b>FOCUS ON Design Optimization for Innovation</b>                           |
|   |        | <i>PROTOTYPING and Creating Solutions</i>        | Design Methods: Tools + Techniques for Design Prototyping                    |

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# YEAR MFA2

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|---|--------|---|---|
| 3 | Fall   | FOCUS ON Design Leadership for Innovation 1 | STUDIO Cross-Disciplinary Collaborative Action Research in Design 5 |
|   |        | <i>INITIATING Design Leadership</i>         | ELECTIVE Education or Business                                      |
|   |        |   | STUDIO Cross-Disciplinary Collaborative Action Research in Design 6 |
|   |        | FOCUS ON Thesis 1                           | THESIS Research + Writing 1   |
|   |        | <i>FORMULATING the Research Problem</i>     | THESIS STUDIO Research Visualization 1                              |
| 4 | Spring | FOCUS ON Design Leadership for Innovation 2 | STUDIO Cross-Disciplinary Collaborative Action Research in Design 7 |
|   |        | <i>MASTERING Design Leadership</i>          | SEMINAR Mastering Design Leadership in Professional Practice        |
|   |        |   | STUDIO Cross-Disciplinary Collaborative Action Research in Design 8 |
|   |        |   | SEMINAR Mastering Design Leadership in Academe                      |
|   |        | FOCUS ON Thesis 2                           | THESIS Research + Writing 2   |
|   |        | <i>IMPLEMENTING the Research Solution</i>   | THESIS STUDIO Research Visualization 2                              |