

Cutting Edge and Multidisciplinary: The face of Design Studies

The University of Baltimore's MFA goes farther than your typical Fine Arts.

Any art school student can talk about line, or color or shape, but there just might be more to it in this day in age. With the advent of the web, and hi-definition television, a designer needs something more than style to catch attention. What about ideas? What about being able to deliver those ideas in multiple mediums? What about the University of Baltimore?

The University of Baltimore's MFA Program for Integrated Design is more than graphic design. There aren't too many programs like it in the country, that's because it is based on the idea that to succeed, student's need more than learning technology.

Although learning in a state of the art facility, with the latest technology, certainly doesn't hurt

-- completed at the end of 2008, the new Liberal Arts and Policy Building underwent extensive renovations with this program in mind. But that is

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just the beginning. You need to meet the faculty. Each member of faculty is an expert, and not the "put me on my pedestal" expert; these are the "let me get down in the trenches with you" authorities. Most are full-time professionals that enjoy passing on their knowledge; not just a warm body

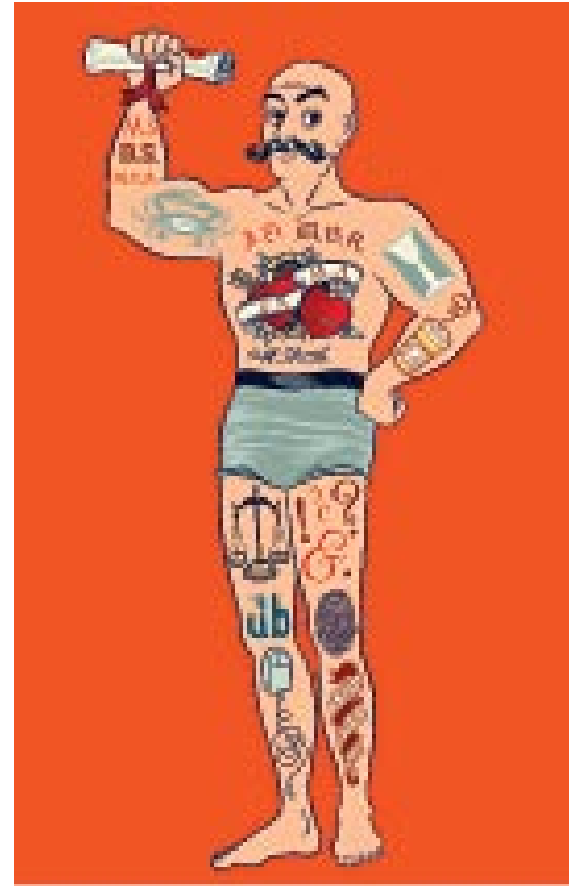
sitting at the front of a classroom.

Sarah Joy Verville, an assistant professor knows why the program is a success, "Cross-disciplined designers are in demand. The lines between design media are becoming increasingly blurred in this age of rapidly evolving technology. Our students are instructed in the principles and application of design, typography and creative concept development, which can be applied to any media—ensuring our graduates will always be a valued asset no matter the latest tool or application."

This flexibility has led to many graduates for find work as art directors, senior magazine designers, directors of publications for museums and senior designers in design firms. Simply put, the best of the best. And as the program grows, the new 60 credit curriculum also provides the academic credential most sought after by colleges and universities hiring design faculty.

Other schools that current student Jessica Moore applied to looked down their nose at her production background, "but the University of Baltimore's Integrated Design program embraced it. All of my classmates have different backgrounds and we use that to our advantage." With its unique curriculum, focusing on creative concepts first, the program builds on your current knowledge, not starting at the beginning.

But aren't most MFA programs



full time? We already know that this program isn't like most MFA programs, and class schedule is another example of just how different it is. The evening class schedules makes it possible for the university to attract the region's top designers as part-time faculty, as well as making it easier for professional adults to further their education, and their careers.

If it's time to rethink the direction of your career, it's time to rethink the University of Baltimore. Visit <http://www.ubalt.edu/> for more information on this exciting new program.