Media Design Master of Fine Arts

Degree Type
Master of Fine Arts
Environment
online
Program Length
48 weeks
Overview
Full Sail's Media Design Master of Fine Arts Degree Program (MDMFA) provides you with an in-depth look at design and the role that it plays in bridging the gap between the design studio and the boardroom. As today's successful companies rely heavily on strong visual representation to deliver their message to the public, the ability to direct those visuals is an increasingly vital asset to employers everywhere. The program begins with focusing on the theory behind effective media design. You'll study concepts that drive successful design campaigns, including research, client communications, and team dynamics. You'll also get hands-on experience with design production while learning the steps of the production process used by companies worldwide. Along the way, you'll gather your work into a Design Document that represents everything you've learned. Finally, you'll be responsible for creating a Design Solution Project that makes use of your knowledge of branding, strategy, and workflow, then presenting that project to a panel of professionals and peers. By channeling your artistic skills into a vision that's both creative and professional, you'll be prepared to handle whatever key projects you encounter in the fast-paced world of media design.
Objective
Master's Objective Our goal is to provide you with a focused knowledge and understanding of design research, psychological and motivational theories, ethics of design, media design elements, and technology applications to enhance your ability to solve complex design problems in academic, entertainment, and corporate environments. Upon completion of this master's degree program, you'll also have writing, time management, and team-building skills that you can use in the development and execution of compelling design solutions. This combination of skills and knowledge can be used to propel your career in the multiple fields of the media design industry.

Month 1

Month 1

Code	Title	Credit Hours
MDL501	Mastery: Personal Development and Leadership	3.0

Month 2

Month 2

Code	Title	Credit Hours
MDM525	Defining Client Needs	5.0

Month 3

Month 3

Code	Title	Credit Hours
MDM530	Brand Development	5.0

Month 4

Month 4

Code	Title	Credit Hours
MDM555	Effective Copywriting	5.0

Month 5

Month 5

Code	Title	Credit Hours
MDM565	Design Research	5.0

Month 6

Month 6

Code	Title	Credit Hours
MDM570	Organizational Structures	5.0

Month 7

Month 7

Code	Title	Credit Hours
MDM615	Design Strategies and Motivation	5.0

Month 8

Month 8

Code	Title	Credit Hours
MDM620	Design Integration	5.0

Month 9

Month 9

Code	Title	Credit Hours
MDM650	Multi-Platform Delivery	5.0

Month 10

Month 10

Code	Title	Credit Hours
MDM640	Measuring Design Effectiveness	5.0

Month 11

Month 11

Code	Title	Credit Hours
MDM690	Thesis: Presentation of Design Solution	5.0

Month 12

Month 12

Code	Title	Credit Hours
MDM691	Professional Practice	5.0
	Total Credit Hours	**58**